

Contents

Like Me by My Profile: The Role of Types of Online Cues and Information Congruence on Online Impression Formation	1
<i>Julie Ann L. Oreiro-Nicart, Jonathan C. de la Cerna, Mary Donnavel A. Libron-Buloron and Justine Fiona M. Tomol</i>	
Demographic Factors Affecting Receptivity of Humanoid Robots in Thailand: An Empirical Study	24
<i>Alexander Franco and Scott S. Roach</i>	
COVID-19, Resilience, Job Satisfaction and Organisational Citizenship Behaviour Among Hotel Employees After Thailand's Reopening Plan: A Moderated Mediation Model	57
<i>Jintanee Ru-zhe and Charoenchai Agmapisarn</i>	
The Effect of Virtual Endorsers on Chinese Consumer's Brand Attitude	92
<i>Yue Huang and Lu Suo</i>	
The Influence of the Big Data Analytics and Circular Economy on the Sustainable Performance of SMEs	114
<i>Petchlada Sangpetch and Pittawat Ueasangkomsate</i>	
Intention to Train Tertiary Vocational Education in Animation and Visual Effect: Extended Theory of Planned Behavior	140
<i>Chanta Jhantasana</i>	
Hiring Skilled Workers and Roles of Free Trade Agreements and Global Production Sharing: Evidence of Thai Manufacturing	172
<i>Archanun Kohpalboon</i>	
Prison Trends During COVID-19	206
<i>Veenunkarn Rujiprak, Sanyapong Limprasert, Krisda Saengcharoensap, Yodsawadi Thipphayamongkoludom and Chontit Chuenurak</i>	
Emancipating Academic Dependency through Critical Discourse Studies-Based Language Analysis	224
<i>Kiatipong Rerkwanchai</i>	
Conceptualizing a Framework for Social Media Data Sharing	244
<i>Siriluck Rotchanakitumnuai and Mark Speece</i>	