

## Message from the Editor-in-Chief

The Information Technology Management Society (ITMSOC) is proud to announce the publication of the third volume of the ITMSOC Transactions on Innovation and Business Engineering (ITMSOC-IBE). The ITMSOC-IBE is a refereed and highly qualified journal covering business innovation, business engineering, and their related research activities. It significantly contributes to an improvement in both global productivity and integrity, the elemental components of innovative business strategy. ITMSOC-IBE covers the developments in theories and applications of business engineering and entrepreneurship innovation strategies, methods and tools to enhance the competitiveness.

The transaction began accepting submissions in November 2017. You will find the papers accepted for this all-electronic publication. These papers provide a representative glance at the variety of topics covered by the journal, something clearly observable from the outstanding editorial board itself. A number of papers currently in the pipeline are further stressed by the broad vision of the journal.

The ITMSOC-IBE came to exist thanks to the tremendous effort of numerous people. We received enthusiastic support from the publications committee and ITMSOC's board and council. We are grateful to all reviewers in several expertise fields for their valuable comments.

The first article of this volume is "*The Mediating Effect of Employee Engagement on the Relationship of Job Satisfaction and Affective Commitment*" by Dr. Jean Paolo G. Lacap. This study investigates the relationship of job satisfaction and affective commitment as mediated by employee engagement in full-time employees of a hotel in Angeles City, Philippines. The second paper is "*Manga Saves Our Kids: The Effect of Manga Characters' Ethics and Enthusiasm on Their Attractiveness*". Proud Arunrangsiewed and teams found that Manga fans, especially kids, could be saved from media myth regarding attractiveness-and-goodness stereotype.

Another research paper is proposed by Punam Mishra. Her study is "*Anti-Consumption Brand Behavior: A Study of Indian FMCG Sector*". This study identifies the important factors influencing the anti-consumption brand behavior in FMCG (Fast Moving Consumer Goods) sector in India. Similarly, the article "*Enhancing The Service Quality of a Japanese Restaurant by Importance-Satisfaction Analysis*" is studied by Worranoot Bunchalio, Pornthipa Ongkunaruk, and Thanit Puthpongsiriporn. This study seeks to assess the importance and satisfaction from the customers in Japanese restaurant based on SERVQUAL and Importance-Satisfaction analysis. The results show that three major attributes are taste consistency, food safety, and customer attentiveness.

The last paper of this volume is approaching to organizational development. Pimploi Tirastittam, Sotarathammaboosadee, and Rojjalak Chuckpaiwong proposed "*A Study of Bureaucracy in the Digital Transformation Era: A Global Organizational Context*". This article reviewed and summarized the evolution, obstacles, and trends in Digital Transformation in Bureaucratic countries.

The current editorial board is working very hard to guarantee timely and high-quality reviews. The whole cycle of reviewing and production has been fast on average. Please enjoy your reading, and we look forward to receiving your high-quality submissions in the future.

If you have any questions or comments about the journal, please contact the Editor-in-Chief, Dr. Sotarathammaboosadee (sotarath.tha@mahidol.ac.th). The journal is also available online, please visit the following website: <http://www.itmsoc.org>.

Asst. Prof. Sotarathammaboosadee, Ph.D.

Editor-in-Chief of ITMSOC-IBE