

Remarks from the Editors-in-Chief

We are delighted to publish a new volume (Volume 4) of the AUB Research Series. On behalf of the AUB Editorial Team, we would like to extend a very warm welcome to the readership of the AUB Research Series. We would also like to take this opportunity to express our sincere thanks to all board members, editors, authors, and reviewers of the AUB Research Series, all of whom have contributed to the success of this journal. The AUB Research Series is developed in line with one of the missions of the ACLEDA University of Business (AUB) to promote research activities within its academic community to ensure quality education.

AUB Research Series primarily focuses on research examining issues centering around the field of business. This provides a crucial forum to address important issues, share research findings, and discuss various aspects in business, from which the readership in the field can benefit.

This volume contains seven research articles covering a variety of research topics, including university-industry linkages in research, impacts of credits on economic growth, usage of QR code payment, factors influencing customer loyalty of coffee shops, efficiency of an asset pricing model, customers' satisfaction with ATM services, customers' satisfaction in using debit cards, and the impact of self-service banking quality on customer satisfaction.

We believe that the regular publication of the AUB Research Series involving various topics will pave the way for AUB to become a leading institution in academic research and development in Cambodia.



Assoc. Prof. Dr. Sam Chanphirun

Editor-in-Chief



Assoc. Prof. Dr. Heng Kimkong

Editor-in-Chief