

Remarks from the Editors-in-Chief

We are delighted to publish the first volume of the Cambodia Journal for Business and Professional Practice (CJBPP). On behalf of the Editorial Team, we would like to extend a very warm welcome to the readership of the CJBPP. We would also like to take this opportunity to express our sincere thanks to all board members, editors, authors, and reviewers of the CJBPP, all of whom have contributed to the success of this journal. The CJBPP 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.

The CJBPP 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 of business and digital technology, from which the readership in the field can benefit.

This volume features research on some key areas such as business, marketing, econometrics, machine learning, customer loyalty and customer satisfaction in banking services, and digital platform. The volume will contribute to providing innovative ideas with research insights, which thereby enriches the academic discourse on these topics.

We believe that the regular publication of the CJBPP involving various topics will pave the way for AUB to become a leading university in research and innovation in Cambodia.



Assoc. Prof. Dr. Sam Chanphirun
Editor-in-Chief



Assoc. Prof. Dr. Heng Kimkong
Editor-in-Chief