

Key Remarks from Editor-in-Chief

We are delighted to celebrate the launch of the AIB Research Series II after the series I. This AIB Research Series will be another important contribution to the advancement of knowledge and improvement of relevant situations. On behalf of the AIB Editorial Team, I would like to extend a very warm welcome to the readership of the AIB Research Series. I would like to take this opportunity to express my sincere thanks to all authors, board members, editors, and reviewers, all of whom have contributed to the success of the Research Series, which is developed in line with one of the missions of AIB to promote research activities within its academic community to ensure quality education.

The AIB Research Series II primarily focuses on research examining issues centering around the fields of business and education. This provides a crucial forum to address important issues and share research findings, and discuss various aspects in business and education, from which the readership in the field can benefit. This volume consists of a variety of research topics which include customer satisfaction, training and development, blended learning, etc., in which the research employs qualitative and quantitative approaches.

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



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Editor-in-chief