



College of Management  
Mahidol University

**CLSG**  
Consumer Life-course Studies Group

# International Conference Series 2019 Bangkok

The Eighth Annual International  
Conference on Consumer Research and  
Marketing: Frontiers of Theory, Method  
and Practice

## BOOK OF ABSTRACTS



College of Management  
Mahidol University

**CLSG**  
Consumer Life-course Studies Group

**International Conference Series 2019 Bangkok, Thailand:  
Eighth Annual International Conference on Consumer  
Research and Marketing: Frontiers of Theory, Method,  
and Practice**

November 16<sup>th</sup>, 2019

Bangkok, Thailand

**BOOK OF ABSTRACTS**

ISBN 978-616-443-503-2 (e-book)

Published by  
College of Management, Mahidol University  
69 Vipawadee-Rangsit Road, Phayathai, Bangkok, 10400, THAILAND

Copyright © 2019 College of Management, Mahidol University. All rights reserved.



## Contents

Schedule .....	2
Factors Affecting the Adoption Rate of Mobile-banking Services in Phnom Penh, Cambodia .....	4
Usage driver and brand-consumer personality match: The case of Food application in Thailand.....	5
What makes me buy online: The FMCG case in Thailand.....	6
Well-being in later life: A Successful Aging Perspective .....	7
Why don't I redeem points at the department store!.....	8
An Exploratory Study Anxiety and Consumer Behavior .....	9
Behavioral Clustering of MICE Visitors in Songkhla Province.....	11
Creating Southern Thailand as the Destination for Cultural Tourists Based on a Behavioral Perspective.....	13
Fatalism, self-efficacy and Consumption: Green Consumption Explorations .....	14
Factors Affecting the Adoption Rate of Mobile-banking Services in Phnom Penh, Cambodia .....	15
Internet Advertising of Offensive Products: The Effects of Animation on Adult Consumer Attitudes.....	16
The use of online panel in Market research .....	17
An Analysis of the Factors Affecting the Intention to Adopt Electronic Commerce by SMEs .....	18
The causal effect of retirement on health: Understanding the mechanisms .....	19
Using gerontographics to explain consumer behavior in later life: evidence from a Thai study .....	20
The Usage of Online Shopping Among Older Adults in Thailand.....	21



## Schedule

Saturday November 16th, 2019

Venue: 2nd Floor at the College of Management, Mahidol University  
(69 Vipawadee Rangsit Road)

Time	Schedule
09:00 - 09:30	Registration
	<b>09:30 - 12:20 Morning Session 1</b>
09:30 - 10:00	<b>Introduction</b> <b>Paths for Successful Academic Research</b> <i>Professor George P. Moschis</i>
10:00 - 10:20	<b>Contextual Influences on Financial Preparedness of Middle-Aged Workers: A Four-Country Comparative Life Course Study</b> <i>Hans Kasper, Anil Mathur, Ong Fon Sim, Randall Shannon</i>
10:20 - 10:40	<b>The Causal Effect of Retirement on Health: Understanding the Mechanisms</b> <i>Dai Binh Tran and Vasileios Zikos</i>
10:40 - 11:00	<b>Internet Advertising of Offensive Products: The Effects of Cartoons on Adult Consumer Attitudes</b> <i>Pakakorn Rakrachakarn, George P. Moschis, and Thittapong Daengrasmisopon</i>
11:00 - 11:20	<b>The Use of Online Panel Data in Market Research</b> <i>Sarinya Suttharattagul and Juda Kanaprach</i>
11:20 - 11:40	<b>The Usage of Online Shopping Among Older Adults in Thailand</b> <i>Praew Praewpat and Randall Shannon</i>
11:40 - 12:00	<b>Using Gerontographics to Explain Consumer Behavior in Later Life</b> <i>George P. Moschis, Anil Mathur, Thuckavadee Sthienrapapayut</i>
12:00 - 12:20	<b>Well-being in Later Life: A Life Course Perspective</b> <i>Pattharanitcha Prakitsuwan</i>
12:20 - 13:10	Lunch @ Student Lounge, the 2nd Floor
	<b>13:10 - 15:00 Afternoon Session 1</b>
13:10 - 13:30	<b>Factors Affecting the Adoption Rate of Mobile-banking Services in Phnom Penh, Cambodia</b> <i>Rothtanakraksmeay Dara and Nattapan Buavaraporn</i>



<b>Time</b>	<b>Schedule</b>
13:30 - 13:50	<b>An Analysis of the Factors Affecting the Intention to Adopt Electronic Commerce by SMES</b> <i>Thura Win</i>
13:50 - 14:10	<b>Fatalism, Self-Efficacy, and Consumption Related Explorations</b> <i>Yurapong Ongvatsit</i>
14:10 - 14:30	<b>An Exploratory Study of Anxiety and Consumer Behavior</b> <i>Paisal Rittigul, and Teerasak Jindabot</i>
14:30 - 14:50	<b>Creating Southern Thailand as the Destination for Cultural Tourists Based on a Behavioral Perspective</b> <i>Nontipak Pianroj, Teerasak Jindabot, and Sununtha Hamthanont</i>
14:50 - 15:00	Coffee Break and Networking
<b>15:00 - 17:00 Afternoon Session 2</b>	
15:00 - 15:20	<b>What Makes Me Buy Online: The FMCG Case in Thailand</b> <i>Namfon Keawsophon and Alisara Rungnontarat Chanrinsarn</i>
15:20 - 15:40	<b>Why Don't I Redeem Points at the Department Store!</b> <i>Pichanan Torsakul and Alisara Rungnontarat Chanrinsarn</i>
15:40 - 16:00	<b>Usage Driver and Brand-Consumer Personality Match: The Case of Food Application in Thailand</b> <i>Nutruja Phongsupat and Alisara Rungnontarat Chanrinsarn</i>
16:00 - 16:20	<b>Behavioral Clustering of MICE Visitors in Songkhla Province</b> <i>Teerasak Jindabot, Nontipak Pianroj, Sununtha Hamthanont, Sumana Laparojkit, Laphassawat Subphonkulanan and Nattakan Rattanapan.</i>
16:20 - 16:40	<b>Opinion Leadership as a Decision-Making Resource: Characteristics of Social Influences On Consumer Choices in The Digital Platform</b> <i>Angsaya Siepong</i>
16:40 - 17:00	<b>Using the Life Course Approach to Explain the Onset and Continuity of Preventative Healthcare Behaviors: A Comparative Study Across Four Countries</b> <i>Anil Mathur, Preecha Yingwattanakul, Randall Shannon, Euehun Lee, and Cristiane Pizzutti</i>
17:00	Closing of the Conference

**Please note:** the papers or abstracts (authors can choose) will be published online after we obtain an ISBN number.



## **Factors Affecting the Adoption Rate of Mobile-banking Services in Phnom Penh, Cambodia**

Rothtanakraksmeay Dara, Nattapan Buavaraporn

### **Abstract**

Financial institutions, precisely commercial banks, is currently experiencing rapid technological changes compared to the previous traditional bank operation. The introduction of advance technology has brought worthwhile transformation in delivering of financial services and retail banking services, not only in modern-developed world but also in the developing countries such as, Cambodia. However, even there are vivid statistic of the availability of technology, internet connection and application in place, the adoption rate of mobile-banking is still comparably low to the neighbor country, Thailand. Consequently, this study is developed to investigate factors affecting the adoption rate of mobile banking services, through ten main constructs such as demographic, self-efficacy, perceived usefulness, perceived ease of use, perceived of security, perceived of trust, mass media, social media, face-to-face communication, attitude towards usage & behavioral intention.

The result indicates that two of technology acceptance attributes such as perceived usefulness and perceived ease of use, in conjunction with two attributes from communication channels which are mass media and social media, have positively relation with attitude towards usage and attitude towards usage has a very high relation with behavioral intention to use in the financial institution sector in Phnom Penh. Additionally, the result also indicated that is no significant relation of self-efficacy, perceived of security, perceived of trust and face-to-face communication to attitude towards usage.



## **Usage driver and brand-consumer personality match: The case of Food application in Thailand**

Nutruja Phongsupat and Alisara Rungnontarat Chanrinsarn

### **Abstract**

We explore and analyze factors affecting attitude towards different food application brands, and intention to use food application. Based on the literature review related to decision making involving food application and our qualitative study, we hypothesize that usability, information quality, service quality, price, and promotion will positively affect the dependent variables. In addition, we investigate whether there is a match between the brand personality of the food application and brand personality of consumers. We argue that there is certain distinct characteristic of the food application, which will match a particular consumer segment that possess the same personality. We employ quantitative research to answer the research questions above.

**Keywords:** Food application, Purchase decision, Brand personality, Consumer personality, Personality match



## **What makes me buy online: The FMCG case in Thailand**

Namfon Keawsophon and Alisara Rungnontarat Chanrinsarn

### **Abstract**

The Fast Moving Consumer Goods (FMCG) market has begun to encounter negative growth in the past few years. Meanwhile, the online FMCG market has a very high growth. Even though this online market size is still small, FMCG players need to adjust and ensure that their online growth is not less than the market growth. This research studies the factors affecting the intention to purchase FMCG form online channel. We hypothesize that technology acceptance, marketing stimuli, and impulse purchase would positively affect intention to purchase FMCG online. Additionally, we hypothesize that perceived risk and basket delivery costs will negatively affect the intention to purchase FMCG online. The results reveal partial support for the hypotheses. That is all hypotheses are as expected, except for the non-significant relationship of basket delivery cost and impulse purchase on the online FMCG purchase.

**Keywords:** Online purchase, FMCG, Technology acceptance, Perceived risk, Marketing stimuli



## **Well-being in later life: A Successful Aging Perspective**

Pattharanitcha Prakitsuwan

*College of Management, Mahidol University*

### **Abstract**

Previous research on well-being has been predominantly cross-sectional focusing only an individual's present stage, ignoring the most important context of previous life experience. As a result, the whole continuous aging process across a lifespan remains unknown. In order to truly understand the factors promoting consumer well-being later in later life, this article discusses the implications of applying the life course approach for theory and practice into the study of well-being in old age from a successful aging perspective, and offers a research agenda in the forms of propositions and conceptual directions for future research.

**Keywords:** Well-being in later life, Successful aging perspective, Life course perspectives, Early life experiences, Human agency



## **Why don't I redeem points at the department store!**

Pichanan Torsakul and Alisara Rungnontarat Chanrinsarn

### **Abstract**

The retail market in Thailand is very active. The key players have tried their best to build their competitive advantage in order to attract and retain shoppers. One strategy they do is the loyalty program – offering point collection for shoppers. Despite the good strategy, one issue arises. Some shoppers just let the point expire. This is a problem for the retailer because the marketing unit has to invest money in this marketing program, but some shoppers do not react. This leads to the current paper, that is, to study factors affecting shoppers' intention to redeem collection points at the stores. We found that perceived control and coupon proneness positively affect the intention to redeem. Additionally, being a smart shopper has a positive effect, while having a concern for time cost has a negative effect on the intention to redeem. This paper employed desk research, as well as qualitative and quantitative method.

**Keywords:** Point collection, Redemption, Retail, Loyalty, Shopper



## **An Exploratory Study Anxiety and Consumer Behavior**

Paisal Rittigul and Teerasak Jindabot  
*Prince of Songkla University*

### **Abstract**

This study is the review of literature with objectives to find relationship between anxiety and consumer behavior.

The findings reveal that anxiety is a natural responsive mechanism of human body towards stress (Igbaia & Tivari, 1995) when perceiving risks. It is expressed in forms of behavior of alertness and cautiousness. Therefore, anxiety could define consumer's behaviors about decision on product and service purchase (Davis- Berman & Berman, 2002). Furthermore, current consumers are able to access technology that it plays a vital role in decision on purchasing products and services and affects markets at present. However, it was found that some consumers did not use technology to purchase products or services (Waranpong & Kruttipat, 2017) as they were anxious about using technology, computer and smartphone to purchase the products and services (Chua, Chen & Wong, 1999) (Alrajwy et al., 2018) (Yang & Forney, 2013). The cause was feeling of being unsafe and technologically illiterate (Munoz- Leiva, et al., 2017).

Therefore, it is interesting to find in-depth relationship between anxiety and consumer behavior to find a guideline of constructing feeling of safety and educating consumers to have technological knowledge and understanding. Additionally, It can be used to find methods to minimize anxiety of consumers in selecting technology for purchasing products and services.

**Key words:** Anxiety, Consumer Behavior, Internet Banking



## **Opinion Leadership as a Decision-Making Resource: Characteristics of Social Influences on Consumer Choices in The Digital Platform**

Angsaya Siepong, Ph.D.

*Stamford International University, Thailand*

### **Abstract**

Does opinion leadership really affect how purchase decision is made by online consumers? What are characteristics of social influences upon consumer choices in digital marketing platform? An opinion leader is defined as opinion “broker” (Burt, 1999) which more or less has an impact on online consumer purchase decision making. The influence of opinion leaders can be designated as one of the reference groups in digital marketing. This study reviews and constructs the relationship between opinion leadership and social influences. It suggests an implication of social influences correlated with opinion leadership in digital marketing as a resource of decision-making for online consumers.



## **Behavioral Clustering of MICE Visitors in Songkhla Province**

Teerasak Jindabot, Nontipak Pianroj, Sunantha Hamthanont, Sumana Laparojkit,  
Laphassawat Subphonkulanan, and Nattakan Rattanapan  
*Prince of Songkla University*

### **Abstract**

Thailand Convention and Exhibition Bureau or TCEB (2019) reported the increasing number of the Thailand's MICE visitor to reach 6.6 million people which generated 42.5 billion THB. Thus, they have planned to promote Songkhla Province to be the sixth MICE city of the country after Bangkok, Chiang Mai, Khon Kaen, Pattaya, and Phuket. From city evaluation, Songkhla is multi-cultural city, governmental center, economic center, trading and shopping center, and education center of the South. Until now, Songkhla has not achieved the goal because the city's development has been focused on supply side more than demand side. As a result, it is very important to identify the target group of Songkhla's MICE visitor in order to understand the demand side.

This article aims to segment the existing Songkhla's MICE visitor based on their behavior. The 851 questionnaires were collected from the MICE visitors who had attended the MICE events (Meeting, Incentive, Convention, Exhibition, and Event) in Songkhla from May to August, 2019. The TwoStep Clustering technique was analyzed as it can handle continuous data (visitor's total expenditure) and categorical data (visitor's behavior) in the same model, and the number of clusters would be selected automatically (Statistics Solutions, 2019). Moreover, the combination approach using hierarchical and nonhierarchical techniques is often advisable because it can compensate for the weaknesses or the other (Hair, Black, Babin, & Anderson, 2014). Thus, it has been using in marketing for segmenting the market, and understanding buyer behaviors (Malhotra, 2019).

The result shows that two market segments were identified based on visitor's total expenditure and behavior. The first and largest cluster contains 582 visitors or 71.1%. They visited MICE events in Songkhla as a one-day trip with family members, and spent 1,884.88 THB per visit. The second and smaller group has 232 visitors or 28.9%. They visited MICE events in Songkhla as over-night trip with colleagues, and spent 6,796.02 THB per visit. As a result, their company would provide hotel throughout their trip. The Silhouette measure of cohesion and separation of the model is 0.6 in average that is



identified as good or acceptable level. The result also shows that the behavioral factors are more important than total expenditure to identify the segment.

**Key words:** MICE, Behavioral Segmentation, Songkhla

**Acknowledgement:** This research has been funded by the Thailand Science Research and Innovation, Fiscal year 2019.



## **Creating Southern Thailand as the Destination for Cultural Tourists Based on a Behavioral Perspective**

Nontipak Pianroj, Teerasak Jindabot, and Sunantha Hamthanont  
*Prince of Songkla University*

### **Abstract**

This research is objected to develop the cultural tourism marketing communication plan of Songkhla Province and linkage. Mixed research methodology is used. The qualitative research methodology was used to interview entrepreneurship agencies related to tourism, both public and private. Quantitative research methodology using questionnaires collected from both Thai Chinese and foreign Chinese tourists from 10 ASEAN countries, China, Hong Kong and Taiwan. The research found that both Thai Chinese and foreign Chinese tourists perceived the cultural values of Songkhla Province and linkage. Cultural tourism destination in Songkhla, Nakhon Si Thammarat, Satun and Pattani province were interested, worth to go and have a unique identity. For Phatthalung, Yala and Narathiwat province were interested, have a unique identity, and that is different from other tourist attractions. For tourists' behavior, most of tourists were searched information from Facebook and visiting beautiful destination, and self-travel. They need online communication such as advertising on travel page, Facebook, twitter, and Instagram, etc. Therefore, the cultural tourism marketing communication plan of Songkhla Province and linkage was developed to encourage cultural value perception. Thai Chinese and foreign Chinese tourists can get access to and perceive in both online and offline communication. In addition, creative tourism activities will increase the perception of the four cultural merits (Architecture and History, Arts, Music and Local Literature, Religion and Tradition, and Lifestyle and Local Wisdom) of Songkhla Province and linkage.

**Key words:** Cultural tourism, Tourist Behavior, Southern Thailand

**Acknowledgement:** This research has been funded by the Thailand Science Research and Innovation, Fiscal year 2017.



## **Fatalism, self-efficacy and Consumption: Green Consumption Explorations**

Yurapong Ovatsatit

### **Abstract**

As the world battles with ever-growing great threats from global house warming, it becomes even more vital and crucial for enterprises and consumers, the largest contributor to various environmental degradations, to play their active roles. This study aims to contribute to inadequacy in green marketing body of research, an area in which it has not received steady research stream. The study focuses on investigating green purchase behavioral through green purchase intention from which it has been influenced by social, consumption values and attitude. With these findings, marketing practitioners, government agencies and scholars can gain better understandings of what is needed to pay more attention to so as to be more effective in their green consumption promotion.

This study proposes, by adopting Fishbein and Ajzen's theory of reasoned action, to explore among hypothesized relationships of non-Western values and beliefs concepts, mai pen rai and Thai fatalism to green consumption marketing.

**Key words:** green marketing, sustainable consumption, Thai values, Fishbein and Ajzen's theory of reasoned action



## **Factors Affecting the Adoption Rate of Mobile-banking Services in Phnom Penh, Cambodia**

Rothtanakrasmey Dara and Nattapan Buavaraporn  
*International School of Management,  
University of the Thai Chamber of Commerce, Bangkok, Thailand*

### **Abstract**

Financial institutions, precisely commercial banks, are currently experiencing rapid technological changes compared to the previous traditional bank operation. The introduction of advance technology has brought worthwhile transformation in delivering financial services and retail banking services, not only in modern-developed world but also in the developing countries such as, Cambodia. However, even there are vivid statistic of the availability of technology, internet connection and application in place, the adoption rate of mobile-banking is still comparably low to the neighbor country, Thailand. Consequently, this study is developed to investigate factors influencing the adoption rate of mobile banking services, through ten main constructs such as demographic, self-efficacy, perceived usefulness, perceived ease of use, perceived of security, perceived of trust, mass media, social media, face-to-face communication, attitude towards usage & behavioral intention.

**Key words:** Mobile-banking, Technology Acceptance Model, Structural Equation Model, Cambodia



## **Internet Advertising of Offensive Products: The Effects of Animation on Adult Consumer Attitudes**

Pakakorn Rakrachakarn, George P. Moschis, and Thittapong Daengrasmisopon  
*College of Management, Mahidol University*

### **Abstract**

During recent decades, internet advertising has been increasingly used for promoting various types of products. As offensive products generally yield more negative responses to the audience, this study was conducted to identify the effects of different advertising designs on adult consumer responses to offensive product advertisements on the internet. A  $4 \times 4$  factorial design was used in the experiment where internet users reported their responses to different banner advertising designs (with and without cartoons) of offensive and non-offensive products. The findings indicate that for the main effects of online banner advertising designs, cartoon ads (ad with drawing) have a less favorable effect on attitude toward the brand when it is non-cartoon (real images), regardless of product type (offensive or non-offensive). Moreover, there is a no interaction effect between ad design and product types on consumer response, even though cartoon ads used in offensive product advertising yield less favorable attitude toward the product than non-cartoon ads.

**Keywords:** internet advertising; offensive products; offensive advertising; advertising design; cartoons.



## **The use of online panel in Market research**

Sarinya L. Suttharattanagul, Juda Kanaprach

### **Abstract**

Due to longer period of time and expensive cost to conduct market research by using traditional data collection method, nowadays there is an increasing use of panel data in business and market research, from the beginning of product development until collecting customers' feedback after usage or purchase. Panel data has been widely used in business to develop marketing strategy, to identify target customers and customers' persona. Also, additional studies from panel has been commonly done in market research to collect cross sectional data from panelists on brand tracking, customer satisfaction and usage attitude studies; since it can be done easier and can delivered promptly results for business decisions and implementations. However, the use of panel data for academic research in marketing in Thailand is still quite limited since there are not many platforms existed which can obtain large data points and there is an argument based on the selectivity bias (Hsiao, 2003).

This empirical data is a sample of the basic profile among aging people in Thailand (n=4044) from Milieu panel. From this data, we can understand profiles of aging people in Thailand (living condition, income), media consumption, their attitude towards food and health, and a quick overview on their shopping behavior. The implication from this data can be employed to understand aging customers, plan a marketing strategy, and design effective communication tools towards this group of customers. Eventually, with the appropriate platforms and good data quality control process, panel data can be initially use for academic purposes in consumer study.



## **An Analysis of the Factors Affecting the Intention to Adopt Electronic Commerce by SMEs**

Thura Win

*International School of Management, University of the Thai Chamber of Commerce*

### **Abstract**

In response to current issues encountered by small and medium sized enterprises (SMEs) in Yangon, Myanmar, it is important to understand the factors affecting their intention to adopt and continue to use internet based electronic commerce (EC). The linear regression method and ANOVA test are used to find out positive or negative relationship between variables and the intention to adopt EC by SMEs in Yangon, by obtaining a sample of 368 questionnaires from SMEs with internet connection. It was discovered that characteristics of entrepreneurs, EC perceived benefits & limitation, and diffusion of innovation influenced significantly on the intention to adopt EC by SMEs. Specifically, the most implications are efficiency of sales and promotions and triability of EC. Vice versa, cost disadvantages and complexity are stated as the most serious limitations of EC. Moreover, sub-variables such as gender, ease of accessibility and compatibility of EC applications were found to have no statistically significant effect. Finally, this study is significant for two reasons. First, it presents preliminary data and insights into the intention to adopt internet based EC by SMEs. Second, this study focuses on a relatively unexplored research area in a developing market – Myanmar SMEs in South East Asia.

**Keywords** - small and medium sized enterprises, electronic commerce, characteristics of entrepreneurs, diffusion of innovation, emerging markets, Yangon city, Myanmar



## **The causal effect of retirement on health: Understanding the mechanisms**

Dai Binh Tran and Vasileios Zikos

### **Abstract**

This paper examines the direct effects of retirement on health, as well as its indirect effects, through a mediation analysis. Using Australian panel data, analysis reveals that changes in retirement status and retirement duration imply positive causal effects on self-assessed health as well as physical and mental health. Gender plays an important role in shaping these relationships. For women, the positive relationship between retirement duration and health can be attributed to physical activity. In contrast, men appear to enjoy better health when staying retired for longer because they participate more in outdoor activities.



## **Using gerontographics to explain consumer behavior in later life: evidence from a Thai study**

Thuckavadee Sthienrapapapyut

### **Abstract**

This research applies the life course paradigm to investigate old age consumer behavior. Based on the life course paradigm, aging processes in the form of changes in biophysical, social, and psychological states create demand readjustment and adaptation. Thus, this study assumes that aging processes affect consumer behavior in later life. These aging processes are developed as a model called “gerontographics”. This study applies a convenience sample of the US adults who aged 45 and above to develop the gerontographics model and compared it to other aging index (chronological and cognitive age) in predicting select old-age consumer behaviors. The results show that the gerontographics model is fruitful to understand and provide adequate explanatory in aging consumer behavior.



## **The Usage of Online Shopping Among Older Adults in Thailand**

Praew Praewpat and Randall Shannon

*College of Management, Mahidol University*

### **Abstract**

According to the world population, the older adult population have been increasing. The online shopping has become popular. However, the older adult usage of online shopping is lowest of all demographic group. This research explores the reason of why the older adult bought products and services online. Many past research has been using Technology Acceptance model to find the factor that influence the older adult to buy online, however Technology Acceptance model is not enough to find the insight of why the older adult buy the products and services online. This study finds the factor that effect the older adult to buy the products online from the past research and use multiple regression to find the relationship between independent variable and dependent variable. There are six independents variable including loneliness, mobility limitation, trust, support, past technology experience, and electronic word of mouth. While the dependent variable is the usage of online shopping among the older adult. The data is collected by using primary data of 300 responders who is 50 years old and above.

# **BOOK OF ABSTRACTS**

The Eighth Annual International  
Conference on Consumer Research and  
Marketing: Frontiers of Theory, Method  
and Practice