It turns out that research publication business is very competitive even though our journal is open access and accepts research publication without fees. As SJHS approaches the 2nd year, we see challenge in the fact that we cannot have good number of research articles for our peer reviews and publication in the journal.

Nevertheless, our initiatives to engage research scholars will continue. And we will do our best to learn or educate one another so that the research community will grow and become sustainable. This is our promise.

This issue of St Theresa Journal of Humanities and Social Sciences brings together 4 research articles, 4 position papers and 1 book review. Some articles offered some interesting findings and suggestion as highlighted below.

Tourism and marketing research
R1. “Analysis of tourist satisfaction with tourism products in Andaman and Nicobar Islands”, by Indu Dung Dung and Dr. S. Rajamohan;

The research article surveyed and reported the extent of tourist satisfaction on relevant aspects of tourism products provided by Andaman and Nicobar Islands of India. The findings indicated that the tourism products need to improve in terms of hotel restrooms, cleanliness of vehicles for transportation, timeliness of restaurant services, and safety of underwater show in particular.

R2. “Segmentation of social media users for better promotional campaign”, by S. Senith and Dr. S. Franklin John;

The researchers studied user profiles as well as the characteristics and purpose of using Facebook among college students in India. The result was then generalized into segments of Facebook users which may be used for future promotional campaigns.

Education research
R3. “Occupational stress among school teachers-A study report”, by Dr. G. Alex Rajesh and P. Siva Kumar;

Teacher’s job stress versus age of higher secondary school teachers was studied and the significant difference of job anxiety, work stress and job satisfaction is found with respect to teachers’ ages.
R4. “Relationships between ethics, morals and teaching excellence of professors at private international higher educational institutions in Thailand”, Dr. Promsawad, Dr Nadlada and Dr Uea-amporn;
These researchers studied the extent of ethics, morals and teaching excellence possessed by teaching faculty in Thai private higher education institutions that offer degree programs taught in English language. The finding and implications in terms of their interrelationship is then discussed.

**Position Papers**

P1. Contribution of corporate ethics for sustainable development of front-line organization, Dr. Sachin K. Srivastava and Dr. Khushboo Agnihotri;
Researchers addressed how business ethics play a crucial role in sustainable development and success of small retailers.

P2. “Construction of the ‘Self’ in Folklores of the Santhal Tribal Community”, by Dr. Sudheer Chandra Hajela;
The indigenous folklore of tribal community in selected districts of Orissa state of India was observed and examined in this research article.

P3. “Employee commitment as a leading factor in successful retention of potential personnel”, Dr. Kanyarat Thiratanachaiyyakul;
The researcher reviewed research literature to study relationship between 1) managing high potential employees, 2) intention to leave organization, 3) organizational commitment, 4) high performance employee retention

P4. “Being as Teacher”, by WilailakTangcharaen, Dr. Susanne Sara Thomas, Dario Abdulah Mando, Sirion Suktakulvej;
The authors discussed desirable characteristics and roles, duties, and responsibilities of teachers in accordance with basic educational programs, standard of Teacher’s Council of Thailand and institutional standard.

**Book Review**

Chaipat Wattanasan, PhD
Chief Editor