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Aims and Scope

Welcome to the Rajapark International Journal, a respected academic publication dedicated to exploring the diverse and fascinating fields of humanities and social sciences. We publish three times a year in three distinct volumes:

- *January - April*
- *May - August*
- *September - December*

Each volume delves into current research, insightful analysis, and diverse perspectives on critical issues within these broad fields. We offer a platform for established scholars and emerging minds to engage in meaningful dialogue, pushing the boundaries of intellectual understanding and enriching the academic landscape.

Join Our Community:

We invite you to explore the wealth of knowledge and thought-provoking discussions within the Rajapark International Journal. Whether you are a scholar, student, or simply an individual with a keen interest in the humanities and social sciences, we welcome you to join our vibrant community of knowledge seekers.

Preface

Digital Transformation and Sustainable Value Creation in a Changing World

The rapid advancement of digital technologies and artificial intelligence (AI) is fundamentally transforming the global economic and social landscape. In 2026, digital transformation is no longer simply a technological trend but a strategic necessity that influences consumer behavior, organizational performance, tourism development, and the creation of new economic opportunities. As AI becomes increasingly integrated into everyday life and business operations, organizations are challenged not only to adopt emerging technologies but also to develop the capabilities necessary to use them responsibly, effectively, and sustainably.

This transformation is particularly significant for businesses and tourism destinations, where digital platforms, data-driven decision-making, and AI-enabled services are reshaping how value is created and experienced. Consumers are becoming more informed and digitally connected, while businesses are expected to provide increasingly personalized, responsive, and seamless experiences. At the same time, digital technologies offer new opportunities to strengthen the competitiveness of small and medium-sized enterprises and to promote innovative approaches to cultural and tourism development.

However, technological progress also brings important challenges. Issues concerning digital inequality, data privacy, ethical AI, workforce capabilities, and responsible technology governance require greater attention. The future of digital transformation therefore depends not merely on technological sophistication, but on the ability to integrate innovation with human values, organizational resilience, and sustainable development.

Against this backdrop, **Rajapark International Journal, Vol. 3 No. 2, May–August 2026**, presents scholarly perspectives that reflect these important contemporary developments across the fields of artificial intelligence, consumer behavior, digital business capability, tourism, and cultural innovation. Collectively, this issue highlights the growing importance of understanding technology not simply as a tool for efficiency, but as a catalyst for creating new forms of value and addressing emerging challenges in society.

We hope that the contributions in this issue will stimulate further academic dialogue and interdisciplinary research, while providing useful perspectives for researchers, practitioners, and policymakers seeking to navigate an increasingly digital and interconnected world. Ultimately, the challenge before us is not simply to advance technology, but to ensure that technological innovation contributes meaningfully to **human well-being, organizational development, and sustainable value creation**.

Best Regards
Dr. Jeerawat Linakanit
Editors in Chief

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