



## **Journal of Humanities and Social Sciences Nakhon Phanom University**

Journal of Humanities and Social Sciences Nakhon Phanom University was formerly known as Nakhon Phanom University Journal ISSN 2651-2459 and I-ESSN 2651-2467. The journal deals with humanities and social sciences, which publishes research articles, academic articles and/or review articles. Its objectives are to publish articles as above-mentioned in the fields of education, business administration, economics, political science, public administration, law, communications, linguistics, agricultural extension, art, culture and related fields for promoting the concept, technique and development of something new and to provide a platform for the presentation of academic outputs among the universities' personnel and people in general. It is issued every 4 months

### **Readers Journal ; Vol.14 No.1**

|                                        |                      |
|----------------------------------------|----------------------|
| Assoc.Prof.Dr.Kom Campiranon           | Thammasat University |
| Assoc.Prof.Dr.Kedwadee Sombultawee     | Thammasat University |
| Assoc.Prof.Dr.Sillaporn Srijunpetch    | Thammasat University |
| Assoc.Prof.Dr.Sathaporn Opasanon       | Thammasat University |
| Assoc.Prof.Dr.Apiluk Theanthong        | Thammasat University |
| Assoc.Prof.Dr.Yukti Mukdawijitra,      | Thammasat University |
| Assoc.Prof.Dr.Suparb Areeue            | Mahidol University   |
| Assoc.Prof.Dr.Supaporn Prasongthan     | Kasetsart University |
| Assoc.Prof.Dr.Sitthipon Art-in         | Khon Kaen University |
| Assoc.Prof.Dr.Khwanruedee Ponchaitiwat | Khon Kaen University |
| Assoc.Prof.Dr.Thananan Boonwanna       | Khon Kaen University |
| Assoc.Prof.Dr.Chaiyot Sumritsakun      | Maejo University     |
| Assoc.Prof.Dr. Bongkochmas Ek-Iem      | Maejo University     |
| Assoc.Prof.Dr.Pornchai Jullamate       | Burapha University   |
| Assoc.Prof.Dr.Pattrawadee Makmee       | Burapha University   |
| Assoc.Prof.Dr.Tipparat Sittiwong       | Naresuan University  |

|                                         |                                                   |
|-----------------------------------------|---------------------------------------------------|
| Assoc.Prof.Dr.Nisakorn Charumanee       | Prince of Songkhla University                     |
| Assoc.Prof.Dr.Thapanee Thammetar        | Silpakorn University                              |
| Assoc.Prof.Dr.Taninrat Rattanapongpinyo | Silpakorn University                              |
| Assoc.Prof.Dr.Numphon Koocharoenpissal  | Srinakharinwirot University                       |
| Assoc.Prof.Dr.Jaruwan Kumpetch          | Srinakharinwirot University                       |
| Assoc.Prof.Dr.Ranee Esichaikul          | Sukhothai Thammathirat Open University            |
| Assoc.Prof.Dr.Aranya Siriphon           | Chiang Mai University                             |
| Assoc.Prof.Dr.Orachorn Maneesong        | Chiang Mai University                             |
| Assoc.Prof.Dr.Jarunee Dibyamandala      | Chiang Mai University                             |
| Assoc.Prof.Dr.Sombat Tayraukham         | Chiang Mai University                             |
| Assoc.Prof.Dr.Chowwalit Chookhampaeng   | Maharakham University                             |
| Assoc.Prof.Dr.Sirimongkol Natayakulwong | Maharakham University                             |
| Assoc.Prof.Dr.Prasart Nuangchalerm      | Maharakham University                             |
| Assoc.Prof.Dr.Montree Wongsaphan        | Maharakham University                             |
| Assoc.Prof.Dr.Phaithun Intakhan         | Lampang Rajabhat University                       |
| Assoc.Prof.Dr.Kanthana Ditkaew          | Rajamangala University of<br>Technology Lanna Tak |
| Assoc.Prof.Dr.Poonsuk Udom              | Thaksin University                                |
| Assoc.Prof.Chuenjit Changchenkit        | Kasetsart University                              |
| Assoc.Prof.Yupawan Vannavanit           | Kasetsart University                              |
| Asst.Prof.Dr.Ruedeerath Chusanachoti    | Chulalongkorn University                          |
| Asst.Prof.Dr.Dharakorn Chandnasaro      | Srinakharinwirot University                       |
| Asst.Prof.Dr.Chade Sirisawat            | Burapha University                                |
| Asst.Prof.Dr.Natthakan Pruksorranan     | Burapha University                                |
| Asst.Prof.Dr.Maream Nillapun            | Silpakorn University                              |
| Asst.Prof.Dr.Ratchanee Mitgitti         | Mae Fah Luang University                          |
| Asst.Prof.Dr.Pairin Srisinthon          | Walailak University                               |
| Asst.Prof.Dr.Phennapha Klaisingto       | University of Phayao                              |
| Asst.Prof.Dr.Siripen Dabphet            | Naresuan University                               |
| Asst.Prof.Dr.Jaggapan Cadchumsang       | Khon Kaen University                              |

|                                         |                                                         |
|-----------------------------------------|---------------------------------------------------------|
| Asst.Prof.Dr.Pattaraporn Weeranakin     | Khon Kaen University                                    |
| Asst.Prof.Dr.Sarawadee Phuchomsri       | Khon Kaen University                                    |
| Asst.Prof.Dr.Parama Kwangmuang          | Khon Kaen University                                    |
| Asst.Prof.Dr.Suppalerk Tanak            | Kasetsart University                                    |
| Asst.Prof.Dr.Thana Sompornsem           | Kasetsart University                                    |
| Asst.Prof.Dr.Kanlapruk Polsorn          | Kasetsart University                                    |
| Asst.Prof.Dr.Kanitta Yampochai          | Kasetsart University                                    |
| Asst.Prof.Dr.Kwanchanok Hannimitkulchai | Kasetsart University                                    |
| Asst.Prof.Dr.Kanchana Sukanthasirikul   | Suranaree University of Technology                      |
| Asst.Prof.Dr.Nimnual Visedsun           | Rangsit University                                      |
| Asst.Prof.Dr.Awae Masae                 | National Institute of Development<br>Administration     |
| Asst.Prof.Dr.Intisarn Chaiyasuk         | Maharakham University                                   |
| Asst.Prof.Dr.Chairat Choosakul          | Maharakham University                                   |
| Asst.Prof.Dr.Srisunan Prasertsang       | Roi Et Rajabhat University                              |
| Asst.Prof.Dr.Chatchai Intrasang         | Rajamangala University of<br>Technology Isan            |
| Asst.Prof.Dr.Naphat Thipsri             | Rajamangala University of<br>Technology Lanna Chiangrai |
| Asst.Prof.Yuwadee Kruerattikarn         | Sripatum University                                     |
| Asst.Prof.Kuerkoon Sunandhakasem        | Prince of Songkhla University                           |

#### Editorial Board

|                                         |                                                     |
|-----------------------------------------|-----------------------------------------------------|
| Prof.Dr.Kulthida Tuamsuk                | Khon Kaen University                                |
| Prof.Dr.Poomthan Rangakulnuwat          | University of the Thai Chamber of Commerce          |
| Assoc.Prof.Dr.Monvika Phadoongsitthi    | Thammasat University                                |
| Assoc.Prof.Dr.Kasemsarn Chotchakornpant | National Institute of Development<br>Administration |
| Assoc.Prof.Dr.Songsak Phusee-orn        | Maharakham University                               |
| Assoc.Prof.Dr.Thaveeslip Subwattana     | Maharakham University                               |
| Assoc.Prof.Dr.Phaithun Intakhan         | Lampang Rajabhat University                         |
| Assoc.Prof.Dr.Kiatsuda Srisuk           | Chiang Mai University                               |

Assoc.Prof.Dr.Pajaree Polprasit  
Assoc.Prof.Dr.Supamit Pitipat  
Asst.Prof.Dr.Parama Kwangmuang

Kamphaeng Phet Rajabhat University  
Chulalongkorn University  
Khon Kaen University

**Editor** Assoc.Prof.Dr.Kornchai Phornlaphatrachakorn

**Associate Editors** Asst.Prof.Dr.Natthayaporn Boonruang  
Asst.Prof.Dr.Poonnatree Jiaviriyaboonya  
Dr.Prompassorn Chunhabunyatip

**Operating team** Mrs.Supawadee Sutakot Ms.Suwaphat Keekat  
Mrs.Sasiwimol Arkkasriworn

**Art designer** Mr.Watchara Sutakot

**Editorial Office** Nakhon Phanom University Journal Office

**Publication Frequency** 3 issues per year Issue 1, January-April  
Issue 2, May-August  
Issue 3, September-December

Every article was peer-reviewed for the academic correctness by 3 qualified persons outside at least. The opinions in Journal of Humanities and Social Sciences Nakhon Phanom University belong to the authors; do not belong to the Publisher. Thus, Nakhon Phanom University denies to be held responsible for them. And copyright of the digital files of articles belong to the journal and not to the authors. The articles in Journal of Humanities and Social Sciences Nakhon Phanom University are protected by copyright of Thailand. No part of each issue may be reproduced for dissemination without written permission from the Publisher.