

Notes for Contributors to Kasetsart Journal of Social Sciences

Kasetsart Journal of Social Sciences is published by the Kasetsart University Research and Development Institute (KURDI) under the authorization of Kasetsart University to serve the interests of both Thai and international social scientists and researchers. The aim is to publish high quality research papers in various areas of social science, such as social and development studies, humanities, education and economics. The Journal is published as a periodical, with four issues annually in January, April, July, and October and is distributed both within Thailand and overseas.

Contributions to the Journal can be made as either a research article or a review article.

1. A research article presents new knowledge and issues discovered from research originally conducted by the authors.

2. A review article elaborates on particular matters grounded from scholarly analysis and synthesis, with accurate references, of a wide range of sources, including theories, concepts and research publications.

It will be assumed that submitted manuscripts have not been published elsewhere, and they are not currently being considered by another journal.

KJSS reserves the right not to publish the article by the same author (s) more than once within one year, so as to give other authors a chance to get published, and in order to maintain diversity of authors, topics, theories and methodology.

Responsibility for contents

Responsibility for contents are the authors. Reviewed manuscripts do not represent the opinion nor the responsibility of the editorial board and Kasetsart University.

Manuscript Preparation (English manuscript)

The Journal Editorial Board will consider submitted manuscripts prepared in accordance with the following instructions.

1. Manuscript. A double-spaced manuscript is required on A4 paper using 12-point Times New Roman. Each article must not exceed 18 typed pages.

2. Title. The title must be concise and precise to the content.

3. Author. The full name of each author is required.

4. Contact Details. The contact details for the corresponding author must be convenient for contact by Journal staff.

5. Abstract. An abstract must not exceed 250 words and must contain all key points in the article. No more than five keywords must be provided.

6. Content. Writing style of a **research article** should conform to the research methodology and tradition accepted for a given research philosophy/paradigm. The content comprises the following headings.

Introduction: Explain the research rationale justified by appropriate citations, objectives, research questions or hypotheses. A concise literature review may be included as appropriate.

Literature review: Elaborate on analysis of related literature and research to identify relevant concepts, theories and information that frame the research title.

To allow for writing flexibility, the content of the introduction and the literature review sections may be integrated to form a strong grounded introduction.

Research methodology: Identify data collection methods, duration and data analysis. The methods may be quantitative, qualitative, or mixed, as appropriate to the research purpose.

Research findings: Present the findings together with relevant supportive evidence revealed from the research, either in the forms of figures, tables or diagrams.

Conclusion and recommendations: Conclude the research with discussion/reflections and recommendations based on the research findings.

7. Figures and Tables. Figures and tables must be annotated as necessary and must be sequentially numbered. Figures must be clear and relevant to major points in the text. Photographs should be in black and white, with color used if necessary. The captions of figures and tables must be concise and precise.

8. References. References as cited in the text and under the reference list must be identical. A name: year system must be consistently used for references throughout the article. References and citations must follow the APA (American Psychological Association) style. A style template for the APA Seventh Edition is available in Microsoft Word 2007 and later versions.

Documents in the reference list must be ordered alphabetically without numbering - - See recent copies of the Journal for guidance.

The authors must be referred to by their family name followed by the capitalized initial letter of their first and any other middle names. Where the name has a common prefix such as Van, de, der and von, these words must be written in front of the family name. Honorifics should not be included.

9. Writing. Contributions to the journal should be written with clarity and precision. In addition, terms and abbreviations used should be consistent.

Review Process

The editorial board reserves the right to review each manuscript as appropriate. All manuscripts will be reviewed by at least two recognized peers. Authors will be informed by the editor of the reasons for any decision or requirement to revise the manuscript. Appropriate comments from reviewers and editors will be appended.

Time. From initial submission to publication normally takes approximately three months.

Before preparing your submission, please visit website for a style guide and contact details:

kjss.kasetsart.org

Reference format

(American Psychological Association Seventh Edition)

Book:

a. Book with DOI

Barro, R. (1998). *Determinants of economic growth: A cross-country empirical study*. U.S. MIT Press Book.
<https://doi.org/10.3386/w5698>

b. Book without DOI (Print version)

Babbie, E. (2007). *The practice of social research* (11th ed.). Thomson Higher Education.

c. Edited Book Chapters

McAlister, A. L., Perry, C. L., & Parcel, G. S. (2008). How individuals, environments, and health behaviors interact: Social cognitive theory. In K. Glanz, B. K. Rimer, & F. M. Lewis (Eds.), *Health behavior and health education: Theory, research, and practice* (3rd ed., pp. 67–98). John Wiley & Sons, Inc.

Wilson, R. A., & Briscoe, G. (2003). The impact of human capital on economic growth: A review. In P. Descy & M. Tesserand (Eds.), *Impact of education and training. Third report on vocational training research in Europe: Background report*. Office for Official Publications of the European Communities. Retrieved from
https://www2.warwick.ac.uk/fac/soc/ier/publications/2003/wilson_and_briscoe_2003.pdf

d. Dictionary or encyclopedia

Landau, S., & Chis Ster, I. (2010). Cluster analysis: Overview. In P. Peterson, E. Baker, & B. McGaw (Eds.), *International Encyclopedia of Education* (3rd ed., pp. 72–83). Elsevier.
<https://doi.org/10.1016/B978-0-08-044894-7.01315-4>

Periodical:

a. Journal article with DOI

Charrad, M., Ghazzali, N., Boiteau, V. Niknafs, A., & Niknafs, A. (2014). NbClust: An R package for determining the relevant number of clusters in a data set. *Journal of Statistical Software*, 61(6), 1–36. <https://doi.org/10.18637/jss.v061.i06>

b. Journal article without DOI, with URL

Sillick, T J., & Schutted, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38–48. <http://ojs.lib.swin.edu.au/index.php/ejap>

c. Journal article without DOI from academic research database or print version

Richard, L., Rollerson, B., & Phillips, J. (1991). Perceptions of submissiveness: Implications for victimization. *Journal of Psychology*, 125(4), 407–411.

d. Newspaper article/Magazine article/Blog post

Guarino, B. (2017, December 4). How will humanity react to alien life? Psychologists have some predictions. The Washington Post. <https://www.washingtonpost.com/news/speaking-of-science/wp/2017/12/04/how-will-humanity-react-to-alien-life-psychologists-have-some-predictions/>

Doctoral Dissertations and Master's Theses:

a. Unpublished doctoral dissertation or master's thesis

Namsa-ghuan, K. (2011). *Practice pattern: Reflection of moral practice students* [Unpublished doctoral dissertation]. Kasetsart University.

b. Doctoral dissertations or Master's thesis from a database

McNiel, D. S. (2006). *Meaning through narrative: A personal narrative discussing growing up with an alcoholic mother* [Master's thesis, California State University-Long Beach]. ProQuest Dissertations and Theses database (UMI No. 1434728).

c. Doctoral dissertations or Master's thesis published online (not in a database)

Bruckman, A. (1997). *MOOSE Crossing: Construction, community, and learning in a networked virtual world for kids* [Doctoral dissertation, Massachusetts Institute of Technology]. <http://urn.kb.se/resolve?urn=urn:nbn:se:kth:diva-3029>

Conference sessions or Presentations:

Türkcan, B., Caliskan, T. E., & Kaya, A. A. (2009, June 17–19). *Industrial clusters as a regional development tool: A spatial analysis on Turkey* [Paper presentation]. EconAnadolu 2009: Anadolu International Conference in Economics, Eskisehir, Turkey. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.521.9793&rep=rep1&type=pdf>

Jahnkassim, P. S., & Ip, K. (2006, September 6–8). *Linking bioclimatic theory and environmental performance in its climatic and cultural context – an analysis into the tropical high rises of Ken Yeang* [Paper Presentation]. The 23rd International Conference on Passive and Low Energy Architecture, Geneva, Switzerland.

Research Reports:

U.S. Bureau of the Census. (1991). *Child support and alimony: 1989* (Current Population Reports, Series P-60, No. 173). U.S. Government Printing Office.

Lichtenthein, J. (2013). *Profile of veteran business owners: More young veterans appear to be starting businesses* (Issue Brief No. 1). U.S. Small Business Administration, Office of Advocacy. <https://www.sba.gov/sites/default/files/Issue%20Brief%201,%20Veteran%20Business%20Owners.pdf>

Online document/Website

Halaburda, H., & Piskorski, M. J. (2010). Platforms and limits to network effects. Retrieved from <http://hbswk.hbs.edu/item/6428.html>

Manuscript submission

Submission items

Cover letter. Authors should confirm that the work is original and has not been published elsewhere nor is it currently under consideration for publication elsewhere. Please explain in your own words the significance and novelty of the work, the problem that is being addressed, and why the manuscript belongs in this journal. Download a template of cover letter at kjss.kasetsart.org/

Title page. The title page is the first page of the manuscript (1 page) and should be submitted in a separate Word document from the manuscript. This page should include all the information of the contents of the article, author(s), origin of the article, and the article type. Download a template of title page at kjss.kasetsart.org/

Manuscript. The manuscript must be an original copy typed in English. The use of language must meet written publication standards. Manuscript head should contain only Title without author details. Manuscript must not exceed 18 typed pages. Abstract should be no longer than 250 words. The manuscript format is 12 point Times New Roman, 1.5 line spacing (except Table is 1.0 line space), one inch margins on the top, bottom, and both sides of the page, and must include page numbers. Download a template of manuscript at kjss.kasetsart.org/

The manuscript with accompanying cover letter and title page can be sent via ScholarOne system: Send the file in Microsoft Word (version 2003 or later) to <https://mc03.manuscriptcentral.com/kjss>

Kasetsart Journal of Social Sciences

Volume 45 Number 2

April – June 2024

Table of Content

Research Article

Migrant cultural capital accumulation amid the first COVID-19 shock: Shan children in Chiang Mai municipal schools, Thailand Nongyao Nawarat, Pisith Nasee and Michael Medley	349
Developing a cognitive ability test for Thai students Piyawan Visessuvanapoom and Jarintorn Wintachai	359
The development of self-learning in the new normal education with online learning to enhance information and communication technology competency of pre-service teachers at the undergraduate level Uraiwan Srichailard	371
Strategies of secondary schools for teaching effectiveness development based on the concept of student growth Weerayot Ekkarat and Nantarat Charoenkul	381
Curriculum control and lesson planning: History teacher autonomy in different school contexts Arif Saefudin, Wasino, Susanto and Akhmad Arif Musadad	391
Teachers' background diversity on the early intervention service of special education centers in Thailand Chanakarn Cheali, Piyawan Srisuruk, Korrawan Mongput and Pennnee Narrot	401
A virtual reality game designed to enhance empathy and acceptance for individuals with Autism: An experimental study focusing on people in a workplace Jakkarin Thepvong, Gauze Pitipon Kitirattarkarn and Nuttanai Lertpreechapakdee	411
Pilot study of the home observation for measurement of the environment for Infant/toddlers (IT-HOME) in Thailand Panrapee Suttiwan, Pimjuta Nimmapiat, Wathosiri Promduang and Nancy Fiedler	421
A Synthesis of research studies on public relations multimedia utilization within an educational institute during the COVID-19 pandemic: A comparative analysis of textual and data visualization approaches Kuntida Thamwipat, Kanjana Namaso and Pornpapatson Princhankol	433
Prevalence and factors associated with depression among junior high school students in Laksi district, Bangkok, Thailand Mayurat Rukkiat and Rungnapa Panitrat	443
Virtual course based on conceptual maps and autonomous work Lydia Rosa Ríos Rodríguez, Eldis Román Cao and Evelio Elias Orellana Orellana	453
Teacher survey of Science Practices Learning (SPL) in elementary schools after participating in the teacher professional programs Winarto, Dwi Hesty Kristyaningrum, Asri Widowati and Fine Reffiane	461
Excellent school management approaches for enhancing students' creative self-efficacy Dalim Lim, Chayapim Usaho and Nipachcha Rojratavanit	471
Students' acceptance toward Asynchronous Virtual Education during COVID-19 pandemic Mónica Elva Vaca-Cárdenas, Ermenson Ricardo Ordonez-Avila, Leticia Azucena Vaca-Cárdenas and Antoni Neptali Vaca-Cárdenas	483
Parents' preferences for children's books and parents' anxiety about children's literary consumption: A story from Indonesia Henny Indarwati, Wisma Nugraha Ch. R., Wiwik Sushartami and Juliasih	493
Students' perception on Extensive Reading (ER) through virtual book club to promote a pleasure reading Rusiana, Nuraeningsih and Made Hery Santosa	503
The influence of sex education on domestic violence prevention awareness in adolescent mediated by healthy relationships Kiki Pratiwi, Meilani Dhamayanti, Muhamad Aras, Bella Monica Prativi and Dade Nurfalah	513

Passion and burnout in Bangkok's luxury hotel industry: Investigating obsessive and service-oriented effects Chakrit Srisakun, Watit Intuluck and Surakiat Tadawattanawit	523
Factors affecting tourism business effectiveness on the Andaman Sea coast of Thailand Nutsana Na Phayap, Wiwat Jankingthong, Siriluck Thongpoon and Chutima Wangbenmad	533
Exploring the impact of the Thai television series on young Chinese viewers' perceptions of Phuket, Thailand as a holiday destination and their behavioral intentions Dongqi Shi and Panuwat Phakdee-auksorn	539
Investigating aviation safety factors and proposed conceptual model for safety behaviors among Thai flight crews: A qualitative approach Pattarachat Maneechaeye	548
The influences of hotel characteristics on the risk impacts and effectiveness of crisis management: A case study of hotels in Phuket, Thailand Kris Sincharoenkul, Suresh N. Kannan and Thanam Subramaniam	560
The effect of change leadership on employees' readiness to change through self-efficacy and resilience Mira Triuspita, Achmad Sudiro, Sumiati and Dodi W. Irawanto	570
Development of the proposed specific functional competency of HR officers in Thai government agencies Khajornsak Sukpream and Gamolporn Sonsri	577
Unveiling the potential: Food safety, consumer segmentation in Thailand's snakehead fish market Atchara Patoomnakul, Ravissa Suchato, Kulapa Kuldilok, Nuttapon Pochanaprasert, Kanchanaree Pongchawee and Ratthapat Pradissan	587
The parenting plan, optimism, and subjective well-being among mothers of children with intellectual disability Nur'aeni Nur'aeni, Tono Suwartono, Dyah Siti Septiningsih and Fatin Rohmah Nur Wahidah	597
The cult of wealth: Religious practices of life coaching and creating millionaire subjectivity in Thailand Pattariya Khongthana	605
Information and Communication Technology (ICT) and young Thai digital natives: Exploring emotional effects through in-depth interviews and pictorial ethnography Chulanee Thianthai and Patrapan Tamdee	615
The Dilemma of cultural commodification policy of barkcloth: A study of the Kaili Community in Pandere Village, Indonesia Nuraedah and Arif Saefudin	625
A perception of COVID-19 and self-protection behavior of Thai people in rural communities Pragai Jirojanakul, Boonsong Supradith, Churai Arpaichiraratana, Atcharee Chandanachulaka	633
Moral consistency of Indonesian culture: A case of "Nyangku Ritual" in Sundanese society Try Riduwan Santoso, Rizqi Rahayu, Zaenudin Hudi Prasajo and Jamaluddin Jahid Haneng	641
Deciphering the styles and architectural features of Korat houses from traditional central Thai houses Karun Suphamityotin	651
The role of Eastern Java in the global spice trade network during the ancient period to the 17th century Purnawan Basundoro and Andri Setyo Nugroho	661
Review Article	
Internationalization in higher education: Practices and processes of change between Ecuador and the Netherlands Jenniffer Sobaida Moreira-Choez, Graciela Josefina Castro-Castillo, Carmen Liliana Mera-Plaza and María Cristina Arias-Iturralde	671
Political communication and political success: The art of effective messaging Waiphot Kulachai, Sunthan Chayanon and Wijitra Srisorn	681

