



## **Humanities, Arts and Social Sciences Studies (HASSS)**

Former name: Silpakorn University Journal of  
Social Sciences, Humanities, and Arts (SUJSHA)

<http://www.journal.su.ac.th/hasss>  
<http://www.tci-thaijo.org/index.php/hasss>

ISSN Online 2630-0079



ISSN (Online): 2630-0079



# Humanities, Arts and Social Sciences Studies (HASSS)

Volume 21 Number 1 (January-April) 2021

## Contents

### Research Articles

- USE OF STRATEGIC HUMAN RESOURCES MANAGEMENT (SHRM) IN THAILAND'S HIGH-TECH FIRMS: ADOPTION AND FIRM NON-FINANCIAL OUTCOMES** 1-10

Duangta Duangekanong

- META-ANALYSIS OF PERCEIVED PRODUCT VALUE** 11-21

Proud Arunrangsiwed

- IN THE NAME OF GOD, BY THE MEANS OF ART: THE TRANSFORMATION OF THE ITALIAN PAINTING TO THE QING IMPERIAL ART AS SEEN THROUGH THE WORKS OF GIUSEPPE CASTIGLIONE** 22-34

Saran Suebsantiwongse

- A STRUCTURAL EQUATION MODEL OF FACTORS RELATING TO SMART CITIES THAT AFFECT THE MANAGEMENT OF THE WORLD HERITAGE SITE** 35-42

Phathombut Keawsomnuk

- INNOVATION OF CREATED SOUVENIRS FROM DAN KWIAN POTTERY WISDOM TO ACKNOWLEDGE THE LOCAL YOUTH** 43-55

Kriangkrai Duangkhaichon

- IMPACT OF POSTING NARCISSISTIC FACEBOOK STATUSES ON IMPRESSION FORMATION AND COWORKING DESIRABILITY** 56-64

Yokfah Isaranon

- WAT CHAIWATTHANARAM: A NEW ASSESSMENT OF ITS CONFIGURATION AND DATING** 65-77

Kreangkrai Kirdsiri, Isarachai Buranaut and Kittikhun Janyaem

<b>A STUDY OF CABIN SAFETY AWARENESS AMONG THAI PASSENGERS USING KNOWLEDGE, ATTITUDES, AND BEHAVIORS (KAB) APPROACH</b>	<b>78-87</b>
Ichayaporn Chuaychoo	
<b>EXAMINING TEACHERS' ORGANIZATIONAL COMMITMENT: DOES TEACHERS' EDUCATIONAL QUALIFICATION, TEACHING EXPERIENCE AND GENDER MATTER?</b>	<b>88-94</b>
Lotey Gyeltshen	
<b>INNOVATIVE DESIGN OF CAISSON LOTUS PATTERN IN DUNHUANG</b>	<b>95-108</b>
Daoling Chen, Pengpeng Cheng, Sone Simatrang, Eakachat Joneurairatana and Veerawat Sirivesmas	
<b>THE EFFECTS OF SOCIAL CAPITAL ORIENTATION ON INNOVATION PERFORMANCE OF SME SECTOR IN THAILAND</b>	<b>109-120</b>
Sumittra Jirawuttinunt and Eakapoom Wongsahai	
<b>THE TRANSITION TO SIBLINGHOOD: PSYCHO-SOCIAL PERSPECTIVES ON TOM MCGRATH'S <i>THE BOSS BABY</i></b>	<b>121-130</b>
Pei-Hua Chen and Ya-Huei Wang	
<b>COMMUNICATION PROCESS TO EMPOWER YOUTH DIGITAL CITIZENSHIP IN THE ESAN TOOM HOME NETWORK</b>	<b>131-138</b>
Angkana Promruksa	
<b>THE 'UNDER CARPET' SYNDROME OF URBAN VIOLENCE MANAGEMENT IN DEVELOPING COUNTRIES</b>	<b>139-149</b>
Opeyemi Idowu Aluko	
<b>SUSTAINABLE IMPACT OF ORGANIC FARMING: A SOCIAL CONSTRUCTIVIST PERSPECTIVE</b>	<b>150-161</b>
Kehar Khan Khoso, Thanaporn Buaro and Juthamas Kaewpijit	
<b>SOCIAL MEDIA AS THE LEARNING PLATFORM OF POWER IN THAI UNIVERSITY STUDENTS</b>	<b>162-170</b>
Chon NeVille and Patcharin Sirasoonthorn	
<b>WORKPLACE DISCRIMINATION OF TRANSGENDER YOUTH DURING GENDER TRANSITION</b>	<b>171-178</b>
Kumarashwaran Vadevelu and Niwet Arunberkfa	