



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 2 (May-August) 2021

Contents

Review Articles

- THE COMMODIFICATION OF IDOL CULTURE WITH A LOOT-BOXES-STYLE MARKETING STRATEGY PRACTICE IN THAI IDOL CULTURE AND ASPECTS OF CONSUMER PSYCHOLOGY TOWARD UNCERTAINTIES** 179-187

Pattarachat Maneechaeye

- MARKET ORIENTATION IN NON-PROFIT ORGANIZATIONS: THE GUIDELINE FOR FUTURE RESEARCH** 188-202

Wanlee Putsom

Research Articles

- PERCEPTION OF CRIME AND PRIORITY OF JUSTICE IN THE SOUTHERNMOST PROVINCES OF THAILAND** 203-208

Jomdet Trimek and Korkiat Wuthijumnong

- VOTING PATTERN AND NIGERIA'S 2019 GENERAL ELECTION** 209-223

Oluwashina Moruf Adebiyi

- LONGEVITY RISK MITIGATION AND ITS DETERMINANTS: AN EMPIRICAL STUDY OF THAI SOCIETY** 224-234

Patipan Sae-Lim and Benjamas Tulyanitikul

- SAN SOMDET AND THE KNOWLEDGE FORMATION OF THAI ART HISTORY IN THAILAND** 235-246

Nuaon Khrouthongkhieo

- CONSOLIDATING FOR CONSOLIDATION: TECHNOCRATS, PARTY BUILDING AND DEMOCRATIC CONSOLIDATION IN GHANA** 247-262

Edward Brenya and Thomas Brown

PROBLEMS AND RECOMMENDATIONS REGARDING HUMAN RESOURCE DEVELOPMENT WITHIN THE OTOP PROJECT	263-270
Jitsupa Kitipadung and Watunyu Jaiborisudhi	
THE GHOST-LIKE ZOMBIES AND THEIR METAPHORICAL READING IN PHI HA AYOTHAYA/THE BLACK DEATH (2015)	271-280
Choedphong Uttama	
CREATIVE PARTICIPATORY LEARNING ACTIVITIES FOR QUALITY OF LIFE DEVELOPMENT OF ETHNIC GROUPS IN KHLONG LAN DISTRICT, KAMPHAENG PHET PROVINCE	281-290
Manasanan Namsomboon and Sirina Jitcharat	
THE RESEARCH AND DEVELOPMENT OF MULTI-INTERACTION LEVEL IN “ENLIGHTENMENT” VIRTUAL REALITY NEW MEDIA ART	291-310
Gomesh Karnchanapayap and Atitthep Chaetnalao	
REACTIONS TO CEO’S STRATEGY DISCOURSES: A CASE STUDY	311-325
Duangporn Arbhasil	
MEDITATION RETREAT TOURISM IN THAILAND: ITS EMERGENCE IN TOURISM AND EFFECTS ON TOURISTS’ HEALTH AND WELL-BEING	326-337
Manisa Piuchan	
AN EXPLORATORY STUDY OF THE SUBJECTIVE WELL-BEING OF PEOPLE WHO PROVIDE CARE FOR FAMILY MEMBERS	338-345
Nattaya Prapaipanich and Peera Tangtammaruk	
IDENTIFYING RISK FACTORS ASSOCIATED WITH JUVENILE OFFENDERS' RECIDIVISM IN INDIA: A THEORETICAL UNDERSTANDING	346-354
Chandini Pegu	
STAKEHOLDERS’ TRUSTABILITY TOWARD CO-CREATING AND CO-INVESTMENT IN SAFE AGRICULTURE	355-374
Natcha Thamchaisophis	
CHILDREN’S PERCEPTION TOWARDS WELL-BEING AND SUPPORT FOR TOURISM: A CASE STUDY OF CHILDREN IN AN ISLAND TOURISM DESTINATION	375-386
Sumattaya Thammajak and Areeta Tirasattayapitak	