

Communication and Media in Asia Pacific

ISSN 2697 – 4428 (Print)

ISSN 2630 – 0621 (Online)

Editorial Advisor

Associate Professor Dr. Preeda Akarachantachote

Chulalongkorn University, Thailand

Editor-in-Chief

Associate Professor Dr. Saravudh Anantachart

Chulalongkorn University, Thailand

Assistant Editor

Assistant Professor Dr. Papaporn Chaihanchai

Chulalongkorn University, Thailand

Advisory Board

Professor Emeritus Dr. Yubol Benjarongkij

National Institute of Development
Administration, Thailand

Professor Emeritus Dr. Sakda Pannengpetch

Silpakorn University, Thailand

Professor Emeritus Dr. Surapol Virulrak

Chulalongkorn University, Thailand

Professor Emeritus Dr. Tom Watson

Bournemouth University, U.K.

Professor Emeritus Dr. Dennis Wilcox

San José State University, U.S.A.

Professor Emeritus Rungnapar Pitpreecha

Chulalongkorn University, Thailand

Professor Dr. Naren Chitty

Macquarie University, Australia

Professor Dr. Howard Combs

San José State University, U.S.A.

Professor Dr. Ann Gregory

University of Huddersfield, U.K.

Professor Dr. Jim Macnamara

University of Technology Sydney, Australia

Professor Dr. Augustine Pang

Singapore Management University,
Singapore

Professor Dr. Gary Rawnsley

Aberystwyth University, U.K.

Professor Charles Hampden

University of Cambridge, U.K.

Assistant Professor Dr. Adchara Panthanuwong

Thammasat University, Thailand

Associate Professor Dr. Gregory Payne

Emerson College, U.S.A.

Editorial Board

Professor Dr. Yungwook Kim

Ehwa Womans University, South Korea

Professor Dr. Enric Ordeix

EAE Business School, Spain

Professor Dr. Piya Pongsapitaksanti

Kyoto Sangyo University, Japan

Associate Professor Dr. Suwichit Chaidaroon

National University of Singapore,
Singapore

Associate Professor Dr. Fiona Cownie

Bournemouth University, U.K.

Associate Professor Dr. Kuntida Thamwipat

King Mongkut's University of Technology
Thonburi, Thailand

Dr. Sopark Panichpapiboon

University of the Thai Chamber of
Commerce, Thailand

Dr. Twediana Budi Hapsari

Universitas Muhammadiyah Yogyakarta,
Indonesia

Wim Honders

Vrije Universiteit Amsterdam, The
Netherlands

CMAF Committee

Associate Professor Dr. Alongkorn Parivudhiphongs

Chulalongkorn University, Thailand

Assistant Professor Dr. Thitinan Boonpap Common

Chulalongkorn University, Thailand

Assistant Professor Dr. Waraporn Chatratichart

Chulalongkorn University, Thailand

Assistant Professor Dr. Teerada Chongkolrattanaporn

Chulalongkorn University, Thailand

Assistant Professor Dr. Sukanya Sompiboon

Chulalongkorn University, Thailand

Dr. Graiwoot Chulphongsathorn

Chulalongkorn University, Thailand

Dr. Ser Shaw Hong

Chulalongkorn University, Thailand

