

Communication and Media in Asia Pacific

ISSN 2697 – 4428 (Print)

ISSN 2630 – 0621 (Online)

Vol.8 / No.2 July-December 2025

Editorial Advisor

Associate Professor Dr. Preeda Akarachantachote
Associate Professor Dr. Alongkorn Parivudhiphongs

Chulalongkorn University, Thailand
Chulalongkorn University, Thailand

Editor-in-Chief

Associate Professor Dr. Saravudh Anantachart

Chulalongkorn University, Thailand

Assistant Editor

Associate Professor Dr. Papaporn Chaihanchanchai

Chulalongkorn University, Thailand

Advisory Board

Professor Emeritus Dr. Yubol Benjarongkij

National Institute of Development
Administration, Thailand

Professor Emeritus Dr. Naren Chitty

Macquarie University, Australia

Professor Emeritus Dr. Howard Combs

San José State University, U.S.A.

Professor Emeritus Dr. Ann Gregory

University of Huddersfield, U.K.

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. Jim Macnamara

University of Technology Sydney, Australia

Professor Dr. Augustine Pang

Singapore Management University,
Singapore

Professor Dr. Gary Rawnsley

Aberystwyth University, U.K.

Associate Professor Dr. Gregory Payne

Emerson College, U.S.A.

Assistant Professor Dr. Adchara Panthanuwong

Thammasat University, Thailand

Editorial Board

Professor Dr. Fiona Cownie

Bournemouth University, U.K.

Professor Dr. Yungwook Kim

Ewha Womans University, South Korea

Professor Dr. Enric Ordeix

EAE Business School, Spain

Professor Dr. Piya Pongsapitaksanti

Kyoto Sangyo University, Japan

Professor Wim Honders

Vrije Universiteit Amsterdam, The
Netherlands

Associate Professor Dr. Suwichit Chaidaroon

University of Melbourne, Australia

Associate Professor Dr. Kuntida Thamwipat

King Mongkut's University of Technology
Thonburi, Thailand

Dr. Twediana Budi Hapsari

Universitas Muhammadiyah Yogyakarta,
Indonesia

Dr. Sopark Panichpapiboon

University of the Thai Chamber of
Commerce, Thailand

CMAF Committee

Professor Dr. Worawan Ongkrutraksa

Chulalongkorn University, Thailand

Assistant Professor Dr. Waraporn Chatratichart

Chulalongkorn University, Thailand

Assistant Professor Dr. Manoch Chummuangpak

Chulalongkorn University, Thailand

Assistant Professor Dr. Chanansara Oranop Na
Ayuttaya

Chulalongkorn University, Thailand

Dr. Nuttanai Lertpreechapakdee

Chulalongkorn University, Thailand