Silpakorn University Journal of Social Sciences, Humanities, and Arts

Copyright All rights reserved. Apart from citations for the purposes of research, private study, or criticism and review, no part of this publication may be reproduced, stored or transmitted in any other forms without prior written permission by the publisher.

Published by Silpakorn University Printing House. Silpakorn University, Sanamchandra Palace Campus, Nakhon Pathom 73000

©Sillpakorn University ISSN 1513-4717

Silpakorn University Journal of Social Sciences, Humanities, and Arts

Silpakorn University Journal of Social Sciences, Humanities, and Arts is published in April, August and December by Silpakorn University. The journal features articles and research notes/articles in the fields of Art and Design and the Social Sciences and Humanities. Its aim is to encourage and disseminate scholarly contributions by the University's faculty members and researchers. Well researched, innovative works by other scholars are welcome. A review committee consisting of academic experts in the relevant fields will screen all manuscripts, and the editorial board reserves the right to recommend revision/alteration, if necessary, before their final acceptance for publication.

Editorial Advisory Board

Emeritus Prof. Chetana Nagavajara, Ph.D.

Princess Maha Chakri Sirindhorn Anthropology Centre, Thailand Prof. Santi Leksukhum, Ph.D.

Department of Art History, Faculty of Archaeology, Silpakorn University, Thailand

Emeritus Prof. Kusuma Raksamani, Ph.D.

Department of Oriental Languages, Faculty of Archaeology, Silpakorn University, Thailand

Assoc. Prof. Rasmi Shoocongdej, Ph.D.

Faculty of Archaeology, Silpakorn University, Thailand

Assoc. Prof. Maneepin Phromsuthirak, Ph.D.

Faculty of Arts, Silpakorn University, Thailand

Prof. Samerchai Poolsuwan, Ph.D.

Faculty of Sociology & Anthropology, Thammasat University,
Thailand

Assist. Prof. Wilailak Saraithong, Ph.D.

English Department, Faculty of Humanities, Chiang Mai University,
Thailand

Assist. Prof. Alice Thienprasert, Ph.D.

Director, Silpakorn University Research and Development Institute, Thailand

Editor

Assoc. Prof. Thanik Lertcharnrit, Ph.D.

Faculty of Archaeology, Silpakorn University

Editorial Board

Asst. Prof. Bamrung Torut, Ph.D.

Faculty of Education, Silpakorn University

Asst. Prof. Kamonpan Boonkit, Ph.D.

Faculty of Arts, Silpakorn University

Prof. Miriam Stark, Ph.D.

Department of Anthropology, University of Hawaii, USA

Assoc. Prof. Peter Smith, Ph.D.

International College, Mahidol University, Salaya, Nakhon Pathom

Assoc. Prof. Matthew Liebmann, Ph.D.

Department of Anthropology, Harvard University, USA

Assoc. Prof. D. Troy Case, Ph.D.

Department of Sociology and Anthropology, North Carolina State University, USA

Managing Editor

Khemarin Pensaengon and Supaporn Panjaworagul

All correspondence should be addressed to:

Managing editor, Silpakorn Research and Development Institute 6 Rajamankha Nai Road, Amphoe Muang, Nakhon Pathom 73000 Tel. 0-3425-5808

E-mail address: journals.surdi@gmail.com

Web site: http://www.journal.su.ac.th and www.surdi.su.ac.th

Information about the Journal

An electronic journal is accessible on the web sites (http://www.surdi.su.ac.th, www.journal.su.ac.th, and www.tci-thaijo.org/index.php/sujsha/index)



Silpakorn University

Journal of Social Sciences, Humanities, and Arts

Volume 14 Number 1 (January-April) 2014

Contents

Δı	rtic	es
	uc	162

••	
The Influential Behavior of Individual,	7
Group, and Organizational Levels towards	
Police Station Performance in the Task of	
Providing Security for the Public	
Korkaew Jankingthong	
Integrated Management to Enhance	19
Fishery Resources in the Mekong River	
Patranit Srijuntrapun	
New Perspectives on Lan Na Lacquering:	39
The Reflection of Traditional forms in	
Contemporary Lacquer Objects	
Sumanatsya Voharn	
The Lesson from the Educational Risk	65
Management Experience of Thai Public University	
Taninrat Rattanapongpinyo	
Application of Service Quality: A Guideline	79
of Developing the Service Quality Delivery	
for Spa Service	
Anan Chieochankitkan and Kassara Sukpatch	

The Portrayal of Protagonists and	
Their Aesthetic Relationships in	
Children's Adventure Novels	
Kevalin Stevens	
Competency of Quality Assurance Officers:	133
Comparative Analysis of Literature Review and	
Survey Research in Thai Public Higher Education	
Kanyaprin Tongsamsi and Kanon Trichandhara	
Strategies for Dealing with Vocabulary	147
Learning Problems by Thai University Students	
Rakchanok Saengnakdeeiit	

Silpakorn University Journal of Social Sciences,
Humanities, and Arts is indexed in the Thai Journal Citation Index
Centre (TCI Centre) Database.