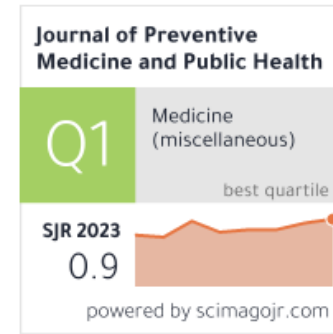


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เรื่องที่ 1 Click

Multi-group Causal Model of Mental Health Literacy and Helping Behavior Toward People at Risk of Depression Among Thai and Vietnamese Health Science Students

Anchalee Jansem¹, Ungsinun Intarakamhang², Charin Suwanwong², Krittipat Chuenphitthayavut², Sudarat Tuntivivat², Khuong Le³, Le Thi Mai Lien³, Pitchada Prasittichok^{2*}

¹ Faculty of Humanities, Srinakharinwirot University, Bangkok, Thailand; ² Behavioral Science Research Institute, Srinakharinwirot University, Bangkok, Thailand; ³ Faculty of Psychology, University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam

Corresponding author: Pitchada Prasittichok

Behavioral Science Research Institute, Srinakharinwirot University, 114 Sukhumvit 23, Bangkok 10110, Thailand.

Email: pitchada@g.swu.ac.th

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AUTHOR CONTRIBUTIONS

Conceptualization, AJ, UI, CS, KC, ST, and PP; formal analysis and methodology, UI and PP; project administration, AJ, UI, KL, LM; writing—original draft, UI, KL, LM, and PP; writing—review & editing, UI, and PP. All authors have reviewed and approved the final version of the manuscript for publication.

ORCID

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เรื่องที่ 2 Click

The causal relationship model of intention and social entrepreneurial orientation behavior of students in Thailand

Kanchana Patrawiwat
Behavioral Science Research Institute, Srinakharinwirot University,
Bangkok, Thailand

Anchalee Jansem
Faculty of Humanities, Srinakharinwirot University, Bangkok, Thailand

Ungsinun Intarakamhang
Behavioral Science Research Institute, Srinakharinwirot University,
Bangkok, Thailand

Piya Boocha
Innovative Learning Center, Srinakharinwirot University, Bangkok, Thailand

Syed Azharuddin
Department of Commerce, Dr Babasaheb Ambedkar Marathwada University,
Aurangabad, India, and

Hanvedes Daovisan and Sudarat Tuntivivat
Behavioral Science Research Institute, Srinakharinwirot University,
Bangkok, Thailand

Abstract

Purpose – This study aims to develop a causal relationship model of intention and social entrepreneurial orientation behavior of students in Thailand.

Design/methodology/approach – This study uses a causal model research methodology with a sample of 315 undergraduate business students majoring in Social Business. The data collection tool is a five-point Likert rating scale. The statistical data analysis applies structural equation modeling.

Findings – The causal relationship model of intention and social entrepreneurial orientation behavior of students in Thailand is harmonized with empirical data. The harmonization index values are $\chi^2 = 85.22$, $df = 67$, $p\text{-value} = 0.066$, $\chi^2/df = 1.272$, $RMSEA = 0.029$, $SRMR = 0.030$, $GFI = 0.97$, $CFI = 1.00$ and $NFI = 0.99$.

Research limitations/implications – This study makes a significant theoretical contribution by extending Theory of Planned Behavior to the context of social entrepreneurship among Thai university students. By identifying the causal relationships between students' intentions and their social entrepreneurial orientation behavior, this research deepens the understanding of how cognitive, motivational and contextual factors interact to shape socially driven entrepreneurial actions.

Social implications – This study bridges a gap in the literature by contextualizing these theoretical frameworks within the Thai higher education system, offering a more nuanced understanding of how intention can be a strong predictor of prosocial entrepreneurial behavior in emerging economies.

Originality/value – These findings serve as a guide for higher education institutions to apply the knowledge gained from this research to develop entrepreneurship education. It also serves as a guideline for instructors to

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