

Orawan Samanyakitimasak : An Analysis of Variables Affecting the Price of University Published Books Advisor : Prof.Dr.Kraiyudht Dhiratayakinant Ph.D. and Asso.Prof.Tharee Hiranassamee, 126 pages.

The objective of this thesis is to study the variables affecting the prices of university published books. Information was gathered from Chulalongkorn and Thammasat publishing houses. The data used in the thesis are both in secondary and primary form the latter being obtained from samples of 150 books published by Chulalongkorn publishing house and 95 books published by Thammasat publishing houses. Analyses of data obtained were then made to obtain results for both publishing houses and for Chulalongkorn and Thammasat individually.

Variables affecting the price of university published books are found to be : Cost of printing, number of copies to be printed, copy-right payment, selling expenses, text-examining and operating expenses. All these six variables are independent variables while the price of books published is dependent variable.

Variables affecting the cost of printing are : method of printing, sizes and number of pages, the kind of paper and its thickness, artwork, book covering and binding. These are independent variables while the cost of printing is dependent variable.

Using regression and correlation methods of analysis it was found that for combined result for both Universities and for Chulalongkorn University, the variables effecting the price of University published books are the cost of printing and selling expenses, while the price of books published by Thammasat University is also effected by copy-right payment.