Acknowledgements

This hundred-page dissertation would not have been completed without the full support of my brilliant principal supervisor from Georgia State University, Professor Dr. George P. Moschis. I would like to thank him for his professionalism. Throughout the process of working towards this degree, he gave me many valuable suggestions and recommendations. He always gave me strong mental support, although I encountered many difficult and unforeseen circumstances. I truly appreciate the time, information and support he has given me.

The second most important factor for being a successful student is "opportunity". I would like to very much thank Professor Dr. Tasman Smith, my cosupervisor, who gave me an unbelievable opportunity entering this valuable Ph.D. program. He is my inspiration and role model to be a great teacher.

Furthermore, I would like to thank Associate Professor Dr. Ruth Banomyong, the director of the program and my third supervisor. Without him, I have no idea how I would have survived my situation. I am also grateful for the workshop of Professor Dr. Joseph F. Hair, Jr., Professor Dr. Paul Patterson, Professor Dr. Ken Miller, Professor Dr. Gus Geursen, and Associate Emeritus Professor Dr. James E. Nelson.

I would like to thank the Faculty of Technology and Management together with Prince of Songkla University for unconditional funding. It is the most wonderful scholarship for improving the quality and standard of education in Thailand.

Finally, this hard long journey would not have been possible without the full support, emotional and monetary, from my wonderful family. This is the highest achievement of my Dad, Mom, and Aunt, to give their child the highest level of education. At this point, I would like to say "Finally, I did it". Thank you all for everything.

Teerasak Jindabot 16/12/2007