

ACKNOWLEDGEMENTS

I would like to thank my principal advisor, Prof. Dr. Tasman Smith and his wife (Ajarn Kwanjai Smith) for their support on my long journey. Prof. Smith always suggests constructive comments which help guiding through my doctoral dissertation during the past four years. I would like to also thank my associate advisor, Asso. Prof. Rujirutana Mandhachitara, for her patience. Without these three persons, this dissertation will never happen. Additionally, I would like to express my thanks to members of my doctoral dissertation defense committee for their supports and comments. I also would like to thank my second mom (Associate Professor Sirivan Serirat), who encourage and push me all the time to pursue my second doctoral degree. Additionally, I would like to express my appreciation to alumni and members of DPM for their help, support and understanding during this long journey, especially Dr. Jirawat Anuwichanont and Dr. Aurathai Lertwannawit.

I also would like to thank my family for their support and encourage me all the time, especially my mother (Malinee), who believe and always give her emotional support. I deeply appreciate her support even she passed away for over ten years. I would like to thank my sister (Angkana) for her information on luxury hotels. Finally, I would like to thank Thammasat University for their facility and space for 24 hours to all DPM students to pursue their degrees.