

ACKNOWLEDGEMENTS

To accomplish this research study, I received kind assistance and support from many people. I would like to take this opportunity to express my heartfelt gratitude to the following persons.

First of all, I would like to thank you my research advisor, Associate Professor Suree Kongsomchit, who provided me with valuable guidance and constructive comments, and made me finally successful in completing this research.

Thank you to all of my classmates for sharing knowledge, practice, and their wonderful friendship. Special thanks to Ms.Amphorn Busapapong, my lovely classmate, for her generous assistance in relevant research books and supplementary materials.

Thank you to all my bosses and colleagues at Thai CRT., Co.,Ltd., Michelin Siam (Laem Chabang) Co.,Ltd., and the Embassy of the United States of America for their understanding in my time allocation to my study. Also thanks to those who gave good cooperation participating in my survey. In addition, I am grateful to my brother, Mr.Thiwa Banthaokul. His statistics knowledge was very helpful for me.

Finally, a million thanks to Mr.Pumek Sattayapipat for his warm encouragement throughout the whole period of my study.

Thammasat University
Bangkok, Thailand

Phanida Phanich
March 2008