บรรณานุกรม

- ชนิดของกิจกรรมซีเอสอาร์. (2552). สืบค้นเมื่อวันที่ 10 กันยายน 2552, จาก http://thaicsr.blogspot.com/2008/01/blog-post-07.html
- ราชกิจจานุเบกษา. (2541). พระราชบัญญัติคุ้มครองผู้บริโภค (ฉบับที่ 2) พ.ศ. 2541. กรุงเทพฯ: ผู้ แต่ง.
- ราชกิจจานุเบกษา. (2544). พระราชบัญญัติว่าด้วยธุรกรรมทางอิเล็กทรอนิกส์ พ.ศ. 2544. กรุงเทพฯ: ผู้แต่ง.
- ราชกิจจานุเบกษา. (2549). กระบวนการรับเรื่องร้องเรียนและพิจารณาเรื่องร้องเรียนของ ผู้ใช้บริการ. กรุงเทพฯ: ผู้แต่ง.
- ราชกิจจานุเบกษา. (2549). มาตรการคุ้มครองสิทธิของผู้ใช้บริการโทรคมนาคมเกี่ยวกับข้อมูลส่วน บุคคล สิทธิความเป็นส่วนตัว และเสรีภาพในการสื่อสารถึงกันโดยทางคมนาคม. กรุงเทพฯ: ผู้แต่ง.
- ราชกิจจานุเบกษา. (2550). พระราชบัญญัติว่าด้วยการกระทำความผิดเกี่ยวกับคอมพิวเตอร์ พ.ศ. 2550. กรุงเทพฯ: ผู้แต่ง.
- สำนักงานพัฒนานโยบายและกฎกติกา. (2552). รายงานสภาพตลาดโทรศัพท์ประจำที่ โทรศัพท์เคลื่อนที่ และบริการอินเตอร์เน็ต ณ สิ้นปี 2551 สืบค้นเมื่อวันที่ 20 สิงหาคม 2552, จาก http://www.ntc.or.th/uploadfiles/0632009210184Q2008.pdf
- สถาบันคุ้มครองผู้บริโภคในกิจการโทรคมนาคม. (2552). สถิติการร้องเรียนปัญหาโทรคมนาคมปี
 2551 สืบค้นเมื่อวันที่ 20 สิงหาคม 2552, จาก
 http://www.tci.or.th/images/file/FILE200918 727.PDF

- Auh, S., Johnson, M.D. (2005). Compatibility effects in evaluation of satisfaction and loyalty. *Journal of Economic Psychology*, 26, 35-57.
- Bamba, F. and Barnes, S.J. (2007). SMS advertising, permission and the consumer: a study. *Business Process Management Journal*, *13*(6), 815-829.
- Bei, L.T. and Chiao, Y.C. (2006). The determinants of customer loyalty: An analysis of intangible factors in three service industries. *International Journal of Commerce and Management*, 16(3&4), 162-177.
- Bodet, G. (2008). Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. *Journal of Retailing and Consumer Service*, 15, 156-162.
- Carroll, A.B. (1979). A three-dimensional conceptual model of corporate performance. *The Academy of Management Review, 4*(4), 497-505.
- Carroll, A.B. (1991). The pyramid of corporate social responsibility: Toward and moral management of organizational stakeholders. *Business Horizon, July/August*, 39-48.
- Carroll, A.B. (1999). Corporate social responsibility: Evolution of a definitional construct.

 Business and Society, 38, 268–295
- Castka, P. and Balzarova, M.A. (2007). A critical look on quality through CSR lenses: Key challenges stemming from the development of ISO 26000. *International Journal & Quality & Reliability Management*, 24(7), 738-752.

- Castka, P. and Balzarova, M.A. (2008a). Adoption of social responsibility through the expansion of existing management systems. *Industrial Management & Data Systems*, 108(3), 297-309.
- Castka, P. and Balzarova, M.A. (2008b). ISO 26000 and supply chains On the diffusion of the social responsibility standard. *International Journal of Production Economics*, 111, 274-286.
- Castka, P. and Balzarova, M.A. (2008c). ISO Social responsibility standardization:

 Guidance or reinforcement through certification?, *Human Systems Management*,

 27, 231–242.
- Chowdhary, N. and Prakash, M. (2007). Prioritizing service quality dimensions. *Managing Service Quality*, 17(5), 493-509.
- Cox, J. and Dale, B.G. (2001). Service quality and e-commerce: an exploratory analysis. *Managing Service Quality*, *11*(2), 121-131.
- Culnan, M.J. and Armstrong, P.K. (1999). Information privacy concerns, procedural fairness, and impersonal trust: An empirical investigation. *Journal of Organization Science*, *10*(1), 104-115.
- Dahlsrud, A. (2006). How corporate social responsibility is defined: an analysis of 37 definitions. *Corporate Social Responsibility and Environment Management* (in press).
- Dick, A. and Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.

- Diller, H. (2008). Price fairness. *Journal of Product & Brand Management*, 17(5), 353-355.
- Ellinger, A.E., Daugherty, P.J. and Plair, Q.J. (1999). Customer satisfaction and loyalty in supply chain: the role of communication. *Transportation Research Part E35:*Logistics and Transportation Review, 35(2), 121-134.
- Eshghi, A., Haughton, D. and Topi, H. (2007). Determinants of customer loyalty in the wireless telecommunications industry. *Telecommunication Policy*, *31*, 93-106.
- European Commission. (2001). Promoting a European Framework for Corporate Social Responsibility. Green Paper, European Commission.
- Gerpott, T.J., Rams, W. and Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market. *Telecommunication Policy*, 25, 249-269.
- Hair, J.F. Jr, Anderson, R.E., Tatham, R.L. and Black, W.C. (1995). Multivariate Data Analysis, 4th ed., *Prentice-Hall*, Engelwood Cliffs, NJ.
- Hallowell, R. (1996). The relationship of customer satisfaction, customer loyalty, and profitability: an empirical study. *International Journal of Service Industry Management*, 7(4), 27-42.
- Hatcher, L. (1994). A step-by-step approach to using the SAS system for factor analysis and structural equation modeling. SAS Institute, NC.

- Herrmann, A., Xia, L., Monroe and Huber, F. (2007). The influence of price fairness on customer satisfaction: and empirical test in the context of automobile purchases. *Journal of Product & Brand Management, 16*(1), 49-58.
- Hsieh, A.T., and Li, C.K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, 26(1), 26-42.
- ISO AG SR. (2004). Working Report on Social Responsibility, ISO Advisory Group on Social Responsibility. International Organization for Standardization, Geneva.
- Johnson, W.C. and Sirikit, A. (2002). Service quality in the Thai telecommunication industry: a tool for achieving a sustainable competitive advantage. *Journal of Management Decision*, 40(7), 693-701.
- Kemp, R. and Moore, A.D. (2007). Privacy. Library Hi Tech, 25(1), 58-78.
- Kim, J., Jin, B. and Swinney J.L. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Service*, *16*, 239-247.
- Kim, K.J., Jeong, I.J., Park, J.C., Park, Y.J., Kim, C.G. and Kim, T.H. (2007). The impact of network service performance on customer satisfaction and loyalty: High-speed internet service case in Korea. *Expert System with Application*, *32*, 822-831.
- Kim, M. K., Park, M. C. and Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication service", *Telecommunication Policy*, 28, 145-159.

- Kuo, Y.F., Wu, C.M. and Deng, W.J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Journal of Computer in Human Behavior*, *25*, 887-889.
- Kuusik, A. and Varblane, U. (2009). How to avoid customer leaving: the case of the Estonian telecommunication industry. *Baltic Journal of Management, 4*(1), 66-79.
- Lai, F., Griffin, M. and Babin, B.J. (2009). How quality, value, image, and satisfaction create loyalty at Chinese telecom. *Journal of Business Research*, 62, 980-986.
- Landrum, H. and Prybutok, V.R. (2004). A service quality and success model for the information service industry. *European Journal of Operational Research*, 156, 628-642.
- Lantos, G.P. (2002). The ethicality of altruistic corporate social responsibility. *Journal of Consumer Marketing*, 19(3), 205-230.
- Lee, M.-D.P. (2008). A review of the theories of social responsibility: its evolutionary path and the road ahead. *International Journal of Management Reviews*, 10, 53-73.
- Leisen, B. and Vance, C. (2001). Cross-national assessment of service quality in the telecommunication industry: evidence from the USA and Germany. *Journal of Managing Service Quality*, 11(5), 307-317.
- Lindgreen, A., Swaen, V. and Johnston, W.J. (2009). Corporate social responsibility: An empirical Investigation of U.S. organization. *Journal of Business Ethics*, *85*, 303-323.

- Liu, C., Marchewka, J.T., Lu, J. and Yu, C.S. (2005). Beyond concern- a privacy-trust-behavioral intention model of electronic commerce. *Journal of Information & Management*, 42, 289-304.
- Luo, X. and Bhattacharya, C.B. (2006). Corporate social responsibility, Customer satisfaction, and Market value. *Journal of Marketing*, 70 (October 2006), 1-18.
- Mahoney, L.S. and Thorne, L. (2005). Corporate social responsibility and long-term compensation: Evidence from Canada. *Journal of Business Ethics*, 53(3), 241-253.
- Malhotra, N.K. (2007). *Marketing Research: An Applied Orientation (5th ed.)*. Upper Saddle River, NJ: Pearson Preatice Hall.
- Martin, W.C., Ponder, N. and Lueg, J.E. (2009). Price fairness perceptions and customer loyalty in retail context. Journal of Business Research, 62, 588-593.
- Martin, C.D., Molina, A. and Esteban, A. (2007). An integrated model of price, satisfaction and loyalty: and empirical analysis in the service sector. *Journal of Product & Brand Management*, 16(7), 59-468.
- Martin, D.R. and Rondan, F.J.C. (2008). The nature and consequences of price unfairness in services: a comparison to tangible goods. *International Journal of Service Industry Management*, 19(3), 325-352.
- Matzler, K., Wurtele, A. and Renzl, B. (2006). Dimensions of price satisfaction: a study in the retail banking industry. *International Journal of Bank Marketing*, 24(4), 216-231.

- Mauri, A.G. (2007). Yield management and perception of fairness in the hotel business. International Review of Economics, 54, 284-293.
- Moir, L. (2001). What do we mean by corporate social responsibility?. *Journal of Corporate Governance*, 1(2), 16-22.
- Nakra, P. (2001). Consumer Privacy right: CPR and the age of the Internet. *Journal of Management Decision*, 39(4), 272-278.
- Negi, R. (2009). User's perceived service quality of mobile communication: experience from Ethiopia. *International Journal of Quality & Reliability Management*, 26(7), 699-711.
- Parasuraman, A., Zeitaml, V.A. and Berry, L.L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perception of service quality. *Journal of Retailing*, 64(1), 12-40.
- Parasuraman, A., Zeitaml, V.A. and Berry, L.L. (1985). A conceptual model of service quality and its implication for future research. *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeitaml, V.A. and Malhotra, A. (2005). E-S-Qual A multi item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213-233.
- Pender, J. (2004). Privacy in (mobile) telecommunication services. *Ethics and Information Technology*, *6*, 247-260.
- Phelps, J., Nowak, G. and Ferrell, E. (2000). Privacy concerns and consumer willingness to provide personal information. *Journal of Public Policy & Marketing*, 19(1), 27-41.

- Ramasamy, B. and Yeung, M. (2009). Chinese consumers' perception of corporate social responsibility (CSR). *Journal of Business Ethics*, 88, 119-132.
- Reverte, C. (2009). Determinants of corporate social responsibility disclosure ratings by Spanish Listed Firms. *Journal of Business Ethics*, 88, 351–366.
- Rowley, J. (2005). The four Cs of customer loyalty. *Journal of Marketing Intelligence & Planning*, 23(6), 574-581.
- Sahadev, S. and Purani, K. (2008). Modeling the consequences of e-service quality. *Journal of Marketing Intelligence & Planning*, 26(6), 605-620.
- Salmones, M.D.M.G., Crespo, A.H., Bosque, J.R. (2005). Influence of Corporate Social Responsibility on Loyalty and Valuation of Service. *Journal of Business Ethics*, 61(4), 369-385.
- Scott, S. (2007). Corporate social responsibility and the fetter of profitability, *Social Responsibility Journal*, *3*(4), 31-39.
- Shahin, A. and Zairi, M. (2007). Corporate governance as a critical element for driving excellence in corporate social responsibility. *Journal of Quality & Reliability Management*, 24(7), 753-770.
- Shehryar, O. and Hunt, D.M. (2005). Buyer behavior and procedural fairness in pricing: exploring the moderating role of product familiarity. *Journal of Product & Brand Management*, 14(4), 271-276.

- Shen, C.H. and Chang, Y. (2008). Ambition versus conscience, Does corporate social responsibility pay off? The Application of Matching Methods. *Journal of Business Ethics*, 88, 133-153.
- Snider, J., Hill, R.P. and Martin, D. (2003). Corporate social responsibility in the 21st century: A view from the world's most successful firms. *Journal of Business Ethics*, 48, 175-187.
- Swaen, V. and Chumptaz, R.C. (2008). Impact of Corporate social responsibility on consumer trust. *Journal of Application on Marketing*, 23, 7-33.
- Teas, R.K. (1993). Expectations, Performance Evaluation, and Consumers' Perceptions of Quality. *Journal of Marketing*, *57*(4), 18-34.
- Tench, R., Bowd, R. and Jones, B. (2007). Perceptions and perspectives: Corporate social responsibility and the media. *Journal of Communication*, 11(4), 348-370.
- Wang, Y. and Lo, H.P. (2002). Service Quality, customer satisfaction and behavior intentions: Evidence from China's telecommunication industry. *Info*, *4*(6), 50-60.
- Wang, Y., Lo, H.P. and Yang, Y. (2004). An integrated framework of service quality, customer value, satisfaction: Evidence from China's telecommunication industry. *Journal of Information System Frontiers*, 6(4), 325-340.
- Wartick, S.L. and Cochran, P.L. (1985). The evolution of the corporate social performance model. *Academy of Management Review*, *10*(4), 758-769.

- Wirtz, J., Lwin, M.O., and Williams, J.D. (2007). Causes and consequence of customer online privacy concern. *International Journal of Service Industry Management*, 18(4), 326-348.
- World Business Council for Sustainable Development (1999). Corporate social responsibility: Meeting changing expectations. World Business Council for Sustainable Development: Geneva.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.