

## REFERENCES

- Aaby, N. E., & Slater, S. F. (1989). Management influences on export performance: A review of the empirical literature 1978-1988. *International Marketing Review*, 6(4), 189-203.
- Acedo, F. J. (2006). The resource-based theory: Dissemination and main trends. *Strategic Management Journal*, 27(1), 621-636.
- Alvarez, S. (2007). The entrepreneurship of resource-based theory. *The Entrepreneurship*, 15(2), 207-227.
- Aoki, M. (1990). Towards an economic model of the Japanese firm. *Journal of Economic Literature*, 28(1), 1-27.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Barney, J. (2001). Is the resource-based theory a useful perspective for strategic management research?. *Academy of Management Review*, 26(1), 41-56.
- Baron, A. (2007). *Human capital management*. London: Kogan Page Limited.
- Bartlett, C., & Ghosal, S. (1987). Managing across borders: New strategic requirements. *Sloan Management Review*, 15(4), 7-17.
- Bell, J. McNaughton, R. B., & Bennet, S. (2000) Export assistance, the New Zealand way. *Advances in International Marketing*, 5(1), 179-203.
- Besanko, D. (2008). *Economies of strategy* (3rd ed.). Calcutta, India: Wiley India.

- Cavusgil, S. T., & Zou, S. (1994). Marketing strategy-performance relationship: An investigation of the empirical link in export market ventures. *Journal of Marketing*, 58(3), 1-21.
- Chan, K. F. (Ed.) (2000). *Toward a synthesis of the resource-based view and dynamic-capability*. *Journal of Business Venturing*, 17(1), 126-136.
- Chetty, S. K., & Hamilton, R. T. (1993). Firm-level determinants of export performance: A meta-analysis. *International Marketing Review*, 10(3), 26-34.
- Christensen, C. H., & Da Rocha, A. (1994). The export experience of a developing country: A review of empirical studies of export behaviour and the performance of brazilian firms. *Advances in International Marketing*, 6(1), 112-142.
- Daft, R. (2009). *Organization theory and design*. New York: Cengage Learning.
- Dominguez, L. V., & Sequeira, C. G. (1993). Determinant of LDC exporter performance: A cross-national study. *Journal of International Business Studies*, 24(1), 19-40.
- Drucker, P. (1986). *The frontiers of management*. New York: Reed Business Information Press.
- Dunning, J. (2008). *Multinational enterprises and the global economy*. Northampton, United Kingdom: Edward Elgar.
- Enders, A. (2004). *Management competence: Resource-based management and plant performance*. Berlin, Germany: A Springer.

- Esteve-Perez, S. (2006). The resource-based theory of the firm and firm survival. *Small Business Economics*, 30(3), 231-249.
- Fazeli, R. (2000). The competitiveness of small and medium enterprises: A conceptualization with focus on entrepreneurial competencies. *Journal of Business Venturing*, 15(1), 115-129.
- FDIC. (1996). Banking and the agricultural problems of the 1980s. *Report*, 4(1), 23-32.
- Feeney, N., & York, L. (2010). *From commodity packaging firm to value-added packaging solutions provider*. New York: Parkhill.
- Green, K. (2005). *Technology, knowledge, and the firm*. Northampton, United Kingdom: Edward Elgar.
- Hofmann, S. (2006). *Determinants and consequences of the use of budgets*. Berlin, Germany: Lit Verlag.
- Hunt, S. D. (2010). *Marketing theory*. New York: M. E. Sharpe.
- Kim, W. C., & Mauborgne, R. (2005). *Blue ocean strategy*. Boston: Harvard Business School Press.
- King, A. W. (2007). Disentangling interfirm and intrafirm causal ambiguity: A conceptual model of causal ambiguity and sustainable competitive advantage. *The Academy of Management Review*, 32(1), 156-178.
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control* (9th ed.). New York: Simon & Schuster.
- Makadok, R. (2001). Toward a synthesis of the resource-based view and dynamic-capability views of rent creation. *Strategic Management Journal*, 22(5), 387-401.

- Mahoney, J. T. (2001). *A resource-based theory of sustainable rents*. *Journal of Management*, 27(6), 651-660.
- Malhotra, Y. (2000). *Knowledge management and virtual organizations*. London: Idea Group.
- Makhija, M. (2003). Comparing the resource-based and market-based views of the firm: Empirical evidence from czech privatization. *Strategic Management Journal*, 24(1), 433-451.
- Millmore, M. (2007). *Strategic human resource management*. New York: Financial Times Prentice-Hall.
- Naidu, G. M., & Prasad, V. K. (1994). Predictors of export strategy and performance of small and medium sized firms. *Journal of Business Research*, 31(2-3), 107-115.
- Nelson, R. (1992). The competitiveness of small and medium enterprises: A conceptualization with focus on entrepreneurial competencies. *Journal of Business Venturing*, 17(2), 123-131.
- Newbert, S. L. (2007). Empirical research on the resource-based view of the firm. *Strategic Management Journal*, 28(2), 121-146.
- Nothnagel, K. (2007). *Empirical research within resource-based theory*. Berlin, Germany: Wissenschaft.
- The Office of Agricultural Economics. (2008). *The center for agricultural information*. Bangkok: Author.
- Penrose, E. (1959). *The theory of the growth of the firm* (4th ed.) New York: Oxford University Press.

- Porter, M. E. (1986). *Competition in global industries*. Boston: Harvard Business School Press.
- Porter, M. E. (1990a). *The competitive advantage of nations, altered place*. London: The Macmillan Press.
- Porter, M. E. (1990b). *The competitive advantage of nations with a new introduction*. New York: The Free Press.
- The Prime Minister's Office. (2009). *The national economic and social development board*. Bangkok: Author.
- Rugman A. M., & Verbeke, A. (2002). Edith penrose's contribution to the resource-based views of strategic management. *Industrial Marketing Management*, 23(1), 769-780.
- Rungkasiri, S. (2010). *Fourth quarter economic forecast*. London: Rethinking Marketing.
- Shoham, A. (1998). Export performance: A conceptualization and empirical assessment. *Journal of Business Research*, 57(1), 1164-1176.
- Slater, S. F. (1996). The challenge of sustaining competitive advantage. *Industrial Marketing Management*, 25(1), 79-86.
- Song, L. (2004, March). *The export competitiveness of ASEAN, China and the East Asian NIEs, 1987-2000*. Paper presented at the Rising China and East Asia Econom Conference, The Korea Institute for International Economic Policy (KIEP), Seocho-Gu, Korea.
- Styles, C., Patterson, P., & Ahmed, F. (2008). A relational model of export performance. *Journal of International Business Studies*, 39(1), 880-900.

- Teng, B. & Cummings, J. L. (2002). Trade-offs in managing resources and capabilities. *Academy of Management Executive*, 16(2), 81-91.
- Van Gils, A. E. J. (2000). *Co-operative behaviour in small and medium sized enterprises: The role of strategic alliances*. Unpublished doctoral dissertation, University of Groningen, The Netherlands.
- Voon, J. P. (1998). Export competitiveness of China and ASEAN in the U.S. Market. *ASEAN Economic Bulletin*, 14(3), 273-291.
- Wernerfelt, B. (1984). A Resource-based theory of the firm. *Strategic Management Journal*, 15(1), 253-278.
- The World Bank. (2010). *Exports of goods and services (% GDP)*. Retrieved April 7, 2010, from <http://data.worldbank.org/indicator/NE.EXP.GNFS.ZS/countries>>

## VITAE



Name Mr. Sarasit Booppanon

Date of Birth July 21, 1981

Place of Birth Bangkok

Education 1994-1997 High School, Ivanhoe Grammar School  
1998-2002 Bachelor of Arts (Travel Industry Management)  
Mahidol Univeristy International College  
2005-2007 Master of International Business (Marketing)  
University of Sydney

Present Position Business Administration, Head of International Affairs  
Rajamangala University of Technology Phranakhon

