

ACKNOWLEDGEMENTS

The great success of the research will not be achieved if without encouragement and assistance from Sripatum University that offers funds for project research to create academic knowledge relevant to business administration and to promote career advancement opportunities.

I would like to express my heartfelt thankfulness to my advisor, Assistant Professor Dr.Srisunan Prasertsang for her wealth of ideas and guidance stimulating me to gain an insightful idea to develop the research. I thank you for your dedication, sacrifice, and benevolence which inspires me to develop a research useful to other organizations, students, and people interested in strategic management in the future.

For all respondents, I would like to thank profoundly for exporting textile firms in Thailand who sacrifice their valuable time and providing helpful information involving your business along with recommendation which utilize to the success of this research.

Cheewan Thongsodsang

October 2014