



**Mahidol University International College**  
**MM Proposal Defense Results**  
*on January 8 and 11, 2012*

No.	Student ID	Research's Title	Result	Remarks
1	5238813	EXPLORING THAI AND GERMAN CUSTOMER'S MEAL EXPERIENCES AT GERMAN RESTAURANTS IN PATTAYA - THAILAND	PASSED	
2	5238815	NATIONAL CULTURE INFLUENCE CONSUMER DECISION-MAKING STYLES OF ASIAN AND NON-ASIAN TOURISTS SHOPPING IN JATUJAK MARKET, THAILAND	PASSED	
3	5238818	THE CHALLENGES OF RIVER TOURISM IN THE UPPER MEKONG: A STUDY OF WATERWAY TRANSPORT BETWEEN JINGHONG AND CHIANG SAEN	PASSED	
4	5338764	THE IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTION AND LOYALTY INTENTION FOR NON-FRANCHISE COFFEE SHOP IN BANGKOK, THAILAND	PASSED	
5	5338779	INTERNATIONAL TOURIST'S PERCEPTION ON ETHNIC FOOD AT WELL-DEFINED RESTAURANTS IN YOGYAKARTA, INDONESIA	PASSED	

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**(Dr. Kannapa Pongponrat)**  
**Program Director of the Master of Management**  
announced on January 17, 2012