



Mahidol University International College
Proposal Defense Results
on January 7, 2012

No.	Student ID	Research's Title	Result	Remarks
1	5038719	CUSTOMER SATISFACTION TOWARDS 3PL SERVICE PROVIDERS	PASSED	
2	5038727	THE STUDY OF MOTIVATION OF TOURIST'S ACCOMODATION CHOICE IN WANG NAM KHEO DISTRICT, NAKHORN RATCHASIMA PROVINCE, THAILAND	PASSED WITH CONDITIONS	Resubmit a proposal by Janyary 27, 2012
3	5038732	THE EFFECT OF BRAND NAME AND PRICE ON CONSUMER'S PERCEPTION OF QUALITY AND PURCHASE INTENTIONS OF LUXUARY WATCH	PASSED	
4	5138391	AN ANALYSIS OF CORPORATE SOCIAL PERFORMANCE IN THE THAI CHEMICAL INDUSTRY: A CASE STUDY OF SIX LEADING CORPORATIONS IN THE MABTAPUT AREA	PASSED	
5	5138399	THE OPPORTUNITIES TO IMPROVE COMPETITIVE ADVANTAGE FOR CONTAINER ON BARGE TRANSPORTATION ALONG CHAO PRAYA RIVER FROM BANGKOK TO LAEM CHABANG SEAPORT OF THAILAND	PASSED	
6	5138405	FACTORS ADVANCING WOMEN TO MANAGEMENT LEVEL: A CASE STUDY OF MARRIOTT EXECUTIVE APARTMENTS IN BANGKOK, THAILAND	PASSED	
7	5138472	ARBITAGE PRICING THEORY WITH MACROECONOMIC AND MICROECONOMIC FACTORS	PASSED	
8	5238659	CAN DOI TUNG COFFEE MAKE IT TO ASEAN ECONOMIC COMMUNITY IN 2015	PASSED	
9	5238666	AN ANALYSIS OF HYPERMARKET INDUSTRY IN HO CHI MINH CITY, VIETNAM	PASSED	
10	5238667	THE BRANDING CHALLENGE BETWEEN IPHONE AND BLACKBERRY FROM THE CONSUMER PERSPECTIVE	PASSED	
11	5238670	COST EFFICIENCY & SERVICE QUALITY IN FREIGHT FORWARDER BUSINESS: THE COMPARISON BETWEEN SELF SERVICE AND OUTSOURCING FREIGHT FORWARDER	PASSED	
12	5238679	ANALOG PHOTOGRAPHY REVISIT: THE RESEARCH ON NEW MARKET POTENTIAL FOR ANALOG FILM PHOTOGRAPHY IN DIGITAL AGE	PASSED	
13	5238682	FACTORS INFLUENCING CONSUMERS PATRONIZING THE THAILAND PHILARMONIC ORCHESTRA	PASSED	
14	5238767	THE INFLUENCE OF FAMILY ON PERCEIVED QUALITY IN DAILY USED PRODUCT: CASE STUDY OF BODY WASH INDUSTRY	PASSED	
15	5238768	A STUDY OF CAPM AND THREE FACTOR ARBITAGE PRICING MODEL: A CASE STUDY OF THAI STOCK MARKET	PASSED	

No.	Student ID	Research's Title	Result	Remarks
16	5238772	THE EFFECT OF MANAGER'S MANAGEMENT STYLE ON SUBORDINATES' JOB SATISFACTION	PASSED	
17	5238774	A STUDY OF THE RELATIONSHIP AMONG PSYCHOLOGICAL FACTORS TOWARD CONSUMERS'S WILLINGNESS TO PAY FOR GREEN PRODUCTS; A CASE STUDY OF CONSUMERS IN A.P. MOLLORS GROUP IN BANGKOK BRANCH	PASSED	
18	5238776	KEY FACTORS THAT EFFECT THE SELECTION OF WHOLESALERS: A RESEARCH ON SALTED AND DRIED SEAFOOD INDUSTRY IN THAILAND	PASSED	
19	5238780	MARKET EFFICIENCY OF EMERGING MARKET: THE CASE STUDY OF THAILAND STOCK MARKET	PASSED	
20	5238783	RESEARCH ON KEY FACTORS AFFECTING BRAND EQUITY TOWARD MOTOCYCLE INDUSTRY IN THAILAND	PASSED	
21	5238784	THE INVESTIGATION OF KEY FACTORS AFFECTING BRAND EQUITY: A CASE STUDY OF DECORATIVE PAINT INDUSTRY	PASSED	
22	5238787	THE IMPACT OF COMPANY QUARTERLY EARNING REPORTS ON THE STOCK PRICES: A CASE STUDY OF THE STOCK EXCHANGE AT THAILAND	PASSED	
23	5238792	A STUDY OF SOCIAL NETWORKING IMPACTS USED BY DEPARTMENT STORE	PASSED	
24	5238794	WHAT IS THE DOMINANT MARKET VARIABLE IN DETERMINING THE FORWARD PREMIUM?	PASSED	
25	5238795	DECODING HOLIOSTIC MANAGEMENT MODEL AT DOI TUNG	PASSED	
26	5238797	THE IMPACTS OF CUSTOMERS' TRUSTWORTHINESS TOWARDS INTENTION TO PURCHASE SMART PHONES ON THE E-COMMERCE WEBSITE	PASSED	
27	5238799	THE EFFECT OF CHANGE IN CRUDE OIL PRICE ON THE STOCK EXCHANGE OF THAILAND	PASSED	
28	5238800	ARE DOITUNG'S BUYERS GREEN CONSUMER?	PASSED	
29	5238802	DETERMINING THE SERVICE QUALITY OF A SEMICONDUCTOR AUTOMOTIVE COMPANY: AN APPLICATION OF THE SERVQUAL MODEL	PASSED	
30	5238807	INTENTION TO UPGRADE MOBILE PHONES OF CONSUMERS IN ORDER TO SUPPORT MORE ADVANCED TECHNOLOGY BY TECHNOLOGY ACCEPTANCE MODEL IN BANGKOK	PASSED	
31	5238810	AN INVESTIGATION ON THAILAND'S ELECTRICITY GENERATION FROM MUNICIPAL SOLID WASTE	PASSED WITH CONDITIONS	Resubmit an updated proposal February 3, 2012
32	5238811	THE SERVICE QUALITY AT 7-ELEVEN IN BANGKOK, THAILAND	PASSED WITH CONDITIONS	Resubmit an updated proposal February 3, 2012
33	5238812	THE STUDY OF DOG OWNERS BUYING BEHAVIOUR MODEL	PASSED	
34	5238824	A HUMBLE MARKETING PLAN FOR CAMELLIA OLEIFERA IN THE GOLDEN TRIANGLE OF THAILAND	PASSED	



(Dr. Ornlatcha Sivarak)

Program Director of the Master of Business Administration

announced on January 11, 2012