

2021

Independent Study Guideline

PREPARED BY MM PROGRAM

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IS GUIDELINE

IS CONTENT

1. For business plan, literature review is not necessary. Students can embed it in the analysis. It doesn't need to be in a separate section. However, primary data is required. It doesn't have to be a big data collection project. It may be in the form of small survey, interview, observation, panel discussion, and etc.
2. Strategic plan or marketing plan is allowed only if a student does enough data collection, e.g., survey, interview, and etc. A pure strategic plan or marketing plan of a company without back up research is **NOT** recommended. If a student's company is big, she/he can choose only a part of the company and has to analyze the business as a whole. For example, if she/he is writing a business plan for SCG, she/he can pick only one product and does feasibility study or business plan of that product.
3. A case study is also allowed. For example, a student may want to analyze the internationalization process/path between Sony and Samsung. Primary data is also required in this case.
4. Research is highly recommended. It can be either quantitative or qualitative. Students will have opportunity for publication with their advisors.
5. The content needs to be international business related. Students have to show their ability to synthesize/integrate and analyze what they've learned from coursework. In all cases, students need to collect primary data.
6. For all cases, if there's an interview or panel discussion, they have to put transcript in the appendix.

IS ADMINISTRATION

7. An evaluation of 2602801 Independent Study I and 2602802 Independent Study II is S/U counted 3 credits each.
8. If students ask for permission of postponing the deadline of any activity, an adviser has to inform MM program for consideration.
9. If a student needs to keep a company's confidential information, she/he can do it by making up a name and scaling down its financial data. However, a student should use real data/information in presenting to the committee during oral defense. A student can thus take all papers back from the committee.
10. Selected IS from the previous batch

No.	Name – Surname	Topic
1.	MM 4: Miss Jarunee Tiasuwan	A Feasibility Study of Establishing a Luxurious Community-based Resort on Lanta Island, Krabi; Targeting British Tourists and Residents in Thailand
2.	MM 5: Miss Monchaya Lertpongpaiboon (good sample of analytical part, but need more primary data)	Business Plan: Exporting Fruits and Vegetables crisps from Royal Project Foundation to China/US
3.	MM 6: Mr. Teeradate Yoomunkong	Comparative Study of Factors Influencing Thai and Japanese Females' Decision to Purchase Korean Cosmetics Products: the Case Study of B.B. (Blemish Balm) Cream

No.	Name – Surname	Topic
4.	MM 6: Miss Thitinun Thanaditworakun	Expatriate Attitude toward Thai Working Style: Different Perspective from Different Nationality
5.	MM 6: Miss Pimlada Srivipapattana	Strategies for Boosting Hot Springs in Thailand to be the New International Tourist Destination

IS SCHEDULE

IS WORKSHOP SCHEDULE

No.	Topic	Instructor	Date	Time
1	Independent Study: Overview	Assistant Professor Dr. Thira Chavarnakul	Fri 19 March 2021	18.00 - 19.30
2	Business Plan: Overview	Assistant Professor Dr. Thira Chavarnakul	Fri 19 March 2021	19.30 - 21.00
3	Business Plan: Business Environment & Analysis (External Analysis)	Dr. Nongnapat Thosuwanchot	Sat 20 March 2021	13.00 - 16.00
4	Business Plan: Business Environment & Analysis (Internal Analysis)	Dr. Nongnapat Thosuwanchot	Fri 26 March 2021	18.00 - 21.00
5	Research: Style & Scope	Assistant Professor Dr. Patchara Popaitoon	Sat 27 March 2021	09.00 - 10.30
6	Theme-based Topic: Leadership & Culture	Assistant Professor Dr. Patchara Popaitoon	Sat 27 March 2021	10.30 - 12.00
7	Business Plan: Customer Analysis	Dr. Theeranuch Pusaksrikit	Sat 3 April 2021	09.00 - 12.00
8	Case Study: Style & Scope	Assistant Professor Dr. Rapeeporn Rungsithong	Sat 3 April 2021	13.00 - 14.30
9	Theme-based Topic: International Business Management	Assistant Professor Dr. Rapeeporn Rungsithong	Sat 3 April 2021	14.30 - 16.00
10	Theme-based Topic: Entrepreneurship	Dr. Santhaya Kittikowit	Fri 21 May 2021	18.00 – 19.30
11	Theme-based Topic: Logistics	Assistant Professor Dr. Tartat Mookhamakkul	Sat 22 May 2021	09.00 – 10.30
12	Theme-based Topic: Tourism	Assistant Professor Dr. Punthumadee Katawandee	Sat 22 May 2021	10.30 – 12.00
13	Writing for IS	Associate Professor Dr. Chatpong Tangmanee	Fri 28 May 2021	18.00 - 21.00
14	Business Research	Associate Professor Dr. Chatpong Tangmanee	Sat 29 May 2021	09.00 - 16.00
15	Statistics for Data Analysis & Clinic	Assistant Professor Dr. Anupap Somboonsavatdee	TBA (Aug - Oct 2021)	TBA
16	Financial Section in the Business Plan	TBA	TBA (Aug - Oct 2021)	TBA
17	Operation Section in the Business Plan	TBA	TBA (Aug - Oct 2021)	TBA

IS SUBMISSION SCHEDULE

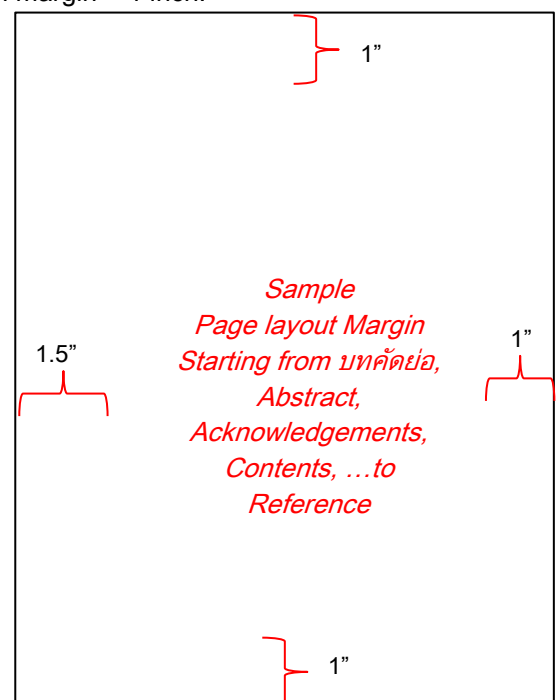
Activities	Deadline
1. IS Topic & Proposal Submission (with advisor's approval)	Friday 18 June 2021 before 7 pm.
2. IS Progress Submission	Friday 30 July 2021 before 7 pm.
3. Final Draft's Submission (3 Copies with 1 soft file)	Friday 3 December 2021 before 7 pm.
4. Oral Defend	Monday - Wednesday 13 - 15 December 2021 between 4.30 pm. - 9.10 pm.
5. Final Paper	Friday 7 January 2022 before 7 pm.
6. Comprehensive Exam	Sunday 13 March 2022 between 9 am. - 1 pm.

Remark: Subject to change

FORMATTING

1. Instruction

- **PAGE LAYOUT MARGIN** (first 2 pages):
 - Top margin = 2 inch ; Left & Right margin = 1.25 inch ; Bottom margin= 1.5 inch.
- **PAGE LAYOUT MARGIN** (starting from บทคัดย่อ, Abstract, Acknowledgements, Contents, ...to Reference) :
 - Left margin = 1.5 inch ; Right, top and bottom margin = 1 inch.
 - Tab = 0.5 inch.
- **LINE SPACING**
 - for the whole content = 1.5 lines
 - in the table = single
- **FONT TYPE:**
 - content in English: Time New Roman
 - content in Thai: Angsana New
 - page number: Time New Roman



- **FONT & LINE SPACING:**

- Chapter No. & the name of Chapter:

- Font type = Time New Roman; size = **15**; style = **BOLD**
- Paragraph = centered and 1.5 lines. For example,

Chapter 1
Introduction

- Sub-heading:

- Font type = Time New Roman; size = **14**; style = **BOLD**
- Paragraph = justified and 1.5 lines. For example, **Rational for the Study**

- Content: “Time New Roman 12 regular, justified, 1.5 lines spaces”.

- Font type = Time New Roman; size = 12; style = Regular
- Paragraph = justified and 1.5 lines

- Content in the table/figure/chart: “Time New Roman 10 or 11 regular, single space”.

- Font type = Time New Roman; size = 10 or 11; style = Regular
- Paragraph = justified
- Left alignment for Tables
- Center alignment for Figures

- Please use Arabic page number (i.e. 1, 2, 3....so on) at the right bottom of each page (Time New Roman 10 only) – starting from Chapter 1
- Please use Roman page number (i.e. i, ii, iii....so on) at the right bottom of each page (Time New Roman 10 only) – starting from บทคัดย่อ, Abstract, Acknowledgements, Contents, List of Tables, and List of Figures

LIST OF ADVISORS

No.	English	Thai	Area of expertise	Contact detail
1	Associate Professor Somchanok Passakonjaras, Ph.D.	รองศาสตราจารย์ ดร. สมชนก ภาสกรจรัส	1. International Business Management	somchanok@cbs.chula.ac.th
2	Associate Professor Teerayout Wattanasupachoke, Ph.D.	รองศาสตราจารย์ ดร. ธีรยุทธ วัฒนาศุภโชค	1. Strategic Management	teerayout@cbs.chula.ac.th
3	Associate Professor Chackrit Duangphastra, Ph.D.	รองศาสตราจารย์ ดร. จักรกฤษณ์ ดวงพัสตรา	1. Logistics	chackrit@hotmail.com, chackrit@cbs.chula.ac.th
4	Associate Professor Mongkolchai Wiriapinit, Ph.D.	รองศาสตราจารย์ ดร. มงคลชัย วิริยะพินิจ	1. Knowledge Management	mongkolchai@cbs.chula.ac.th
5	Assistant Professor Punthumadee Katawadee, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. พันธุมดี เกตวันดี	1. Tourism and Transportation Management	punthumadee@gmail.com, punthumadee@cbs.chula.ac.th
6	Assistant Professor Patchara Popaitoon, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. พัชรา โพธิ์ไพฑูริย์	1. Human Resource Management	patchara.p@cbs.chula.ac.th
7	Assistant Professor Thira Chavarnakul, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. ธีระ นววรรณกุล	1. Quantitative Analysis 2. Operation Management 3. Applications of Intelligent Systems in Financial Engineering	thira@cbs.chula.ac.th
8	Assistant Professor Athapol Ruangkanjanases, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. อัถพล เรืองกาญจนเศรษฐ์	1. Operation Management 2. Quantitative Analysis	athapol@cbs.chula.ac.th
9	Assistant Professor Tartat Mookhamakkul, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. ทาร์ทัน โมกขมรรคกุล	1. Logistics Management 2. Operation Management	tartat@cbs.chula.ac.th
10	Assistant Professor Siri-on Setamanit, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. สิริอร เศรษฐมานิต	1. Logistics	siri-on@acc.chula.ac.th
11	Assistant Professor Rapeeporn Rungsithong, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. รพีพร รุ่งสีทอง	1. International Business Management	rapeeporn@cbs.chula.ac.th
12	Assistant Professor Kavin Asavanant, Ph.D.	ผู้ช่วยศาสตราจารย์ ดร. กวิน อัศวานันท์	1. Technopreneurship and Innovation Management	kavin@cbs.chula.ac.th
13	Kwanrat Suanpong, Ph.D.	อาจารย์ ดร. ขวัญรัฐ ส่วนพงษ์	1. Technopreneurship and Innovation Management	kwanrat@cbs.chula.ac.th
14	Nongnapat Thosuwanhot, Ph.D.	อาจารย์ ดร. นงนภัส โถสุวรรณโชติ	1. Strategy	nongnapat@cbs.chula.ac.th

INDEPENDENT STUDY TOPIC

MM 1

No	Advisor	Name	Topic
1	Professor Achara Chandrachai, Ph.D.	Mr. Metha Rojanachaichanint	Business plan "serving mineral water to thai market and exporting to Asian market"
2	Professor Achara Chandrachai, Ph.D.	Miss Nattavee Viboolsawaswatana	Feasibility study on exportation of coconut shell-charcoal to Netherlands
3	Professor Achara Chandrachai, Ph.D.	Miss Pattida Julasaksrisakul	Business strategic plan: to study the opportunity for exporting plastic bag to US market
4	Professor Achara Chandrachai, Ph.D.	Mr. Weerawuth Malabuppha	Grandy Intertrade Co., LTD.'s strategic plan of exporting fashion uniform to Japan
5	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Kannikar Kanjanapaibul	The exporting plan of hawaiian papaya to Singapore
6	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Jiranuch Sutitawong	The exportation situation of frozen shrimp to the United States and the impact from anti-dumping duty
7	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Cheeranat Pongpanarat	Business plan: to export thai desserts to the United States market
8	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Pitchaya Leekittayabhadee	Plan of exporting mangosteen to Japan
9	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Pavinee Yongpatinat	Export of crocodile leather products to Japanese market
10	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Maythinee Vongkiatkachorn	Marketing plan to export vacuum fried fruits to Japan
11	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Watit Komaratat	The competitive advantages of IBM-Lenovo merger strategy
12	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Sasawat Tanmanasiri	Interactive travel magazine
13	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Somboon Earterasaru	Sanshui Industrial Park vs Amata Nakorn: an analysis of opportunities for Thai investors and a comparative study of the investment promotion

No	Advisor	Name	Topic
14	Associate Professor Chintana Bunbongkarn	Mr. Charin Tipmanee	Business plan: export of java weed products to Germany market
15	Associate Professor Chintana Bunbongkarn	Mr. Thiti Wiwatthanathorn	Business plan to set up wholesale business in order to sell consumer product in Mawlamyine, Myanmar
16	Associate Professor Chintana Bunbongkarn	Mr. Danai Kooothanaroj	The exporting plan for Thai confectionery in China
17	Associate Professor Chintana Bunbongkarn	Miss Pattama Prasertsom	Business strategic plan: Far East Knitting Co., LTD.
18	Associate Professor Chintana Bunbongkarn	Miss Wipapan Seemakachorn	Market feasibility of craft glassware to Taiwan and Hong Kong
19	Associate Professor Chintana Bunbongkarn	Miss Anocha Wattanajarukit	International marketing channels for Thai modern art products
20	Assistant Professor Salisa Pamornsatis	Miss Sakunrat Orankitwanit	Business plan for Thai spa products to the Australian market
21	Assistant Professor Somchanok Passakonjaras, Ph.D.	Miss Chutima Dejrungwara	Switzerland as the export market for brass culinary
22	Assistant Professor Somchanok Passakonjaras, Ph.D.	Miss Thidaporn Chuenthammarak	The feasibility study exporting Thai sweet chili sauce to UAE
23	Assistant Professor Somchanok Passakonjaras, Ph.D.	Miss Siriwan Jirapornthanasarn	Export plan for Thai Masterpiece company limited
24	Assistant Professor Somchanok Passakonjaras, Ph.D.	Mr. Anawat Tanyavutti	Marketing plan for exporting Thai contemporary ceramics products
25	Assistant Professor Somchanok Passakonjaras, Ph.D.	Mr. Tanate Pitaktanangur	Feasibility study on exporting Thai decorative products made of polyresin to Germany
26	Assistant Professor Somchanok Passakonjaras, Ph.D.	Mr. Sumet Jirakasemwat	Marketing plan of Electrolux (Swedish company) to convert Thai consumer behavior from top load to be front load washing machine
27	Assistant Professor Teerayut Wattanasupchoke, Ph.D.	Miss Rena Limwipuwat	Feasibility study of mosquito repellent bracelet product
28	Assistant Professor Dhitiporn Chompookum, Ph.D.	Mr. Wiroj Wongdeelert	Japanese management style in Thailand: a case study of Thai Takenaka International LTD.

No	Advisor	Name	Topic
29	Assistant Professor Dhitiporn Chompookum, Ph.D.	Miss Jutharat Ongpathomporn	The survey of foreigner tourist's perceptions towards Thai tourism industry after Tsunami
30	Assistant Professor Dhitiporn Chompookum, Ph.D.	Miss Sukanya Suphan	A survey of Japanese's attitude and behavior towards medical business in Thailand
31	Punthumdee Katawadee, Ph.D.	Mr. Chonlathee Chittivan	Developing a conceptual model for hotel loyalty program: case study of Marriott Rewards Loyalty program
32	Punthumdee Katawadee, Ph.D.	Mr. Chavin Boonyaveranuvat	A feasibility study of establishing spa business in Dusit Island Resort, Chiang Rai
33	Punthumdee Katawadee, Ph.D.	Miss Thitiporn Tnasopolchaikul	The business plan for entrance into the Japanese market
34	Punthumdee Katawadee, Ph.D.	Miss Pachrapa Chirawatthanangkoon	Business plan for Baba restaurant
35	Punthumdee Katawadee, Ph.D.	Miss Sudkanung Sritabovornpaibul	Business strategic plan of Thai spa business: how to bring Thai spa to be well recognized in international spa business
36	Kajornwut Namsirikul, D.B.A.	Miss Sasima Surbsuk	Case study of Tiger Motorcycle in Vietnamese market
37	Kajornwut Namsirikul, D.B.A.	Miss Sittinee Saimongkol	Marketing plan for Thai Tech Steel (2003) Co., Ltd. To export rollers for rolling mills to malaysia
38	Kajornwut Namsirikul, D.B.A.	Miss Sommanut Petbungkird	Marketing plan for Innova Biotechnology Co., Ltd.: expanding the market to Vietnam
39	Kajornwut Namsirikul, D.B.A.	Miss Kritiya Chindaphorn	A feasibility study of Chockchai group's market expanding to Vietnam
40	Kajornwut Namsirikul, D.B.A.	Miss Pornthip Asavajaruphan	Research on the factors that influence international buyers to purchase jewelry from Thailand
41	Kajornwut Namsirikul, D.B.A.	Miss Parinee Chanthrakupt	Decorative art pieces export feasibility to Singapore
42	Prasert Kanawattanachai, Ph.D.	Miss Cholathorn Thongthai	Marketing plan of the OTOP global company
43	Pricha Pantumsinchai, Ph.D.	Miss Renu Sansaneeyakiat	New transit packaging for Tesco hard line supply chain

No	Advisor	Name	Topic
44	Pricha Pantumsinchai, Ph.D.	Mrs. Lynda Buranachon	Kitchen of the world: a case study of Thai food supply chain for restaurant business in Asia
45	Tartat Mookhamakkul, Ph.D.	Miss Tharinee Leethaweessup	The special study of value-added asparagus and possibility of exporting to Japan
46	Mongkolchai Wiriyapinit, Ph.D.	Miss Thiratida Thampimukvatana	Success of Thai exporters through website channel

MM 2

No	Advisor	Name	Topic
1	Professor Achara Chandrachai, Ph.D.	Miss Natanee Thamkongka	Exporting plan for glucose and fructose syrup to Vietnam market
2	Professor Achara Chandrachai, Ph.D.	Miss Pattaramon Varasahavat	Competitive advantage of exporting canned pineapple to Japan market
3	Professor Achara Chandrachai, Ph.D.	Miss Manussanun Yooyativong	Exporting plan for designed plastic tableware, kitchenware and household product to Germany
4	Professor Achara Chandrachai, Ph.D.	Miss Lawan Sripratak	Competitive advantage of Thai chicken export to Europe Union
5	Professor Achara Chandrachai, Ph.D.	Miss Lisa Arthakan	Exporting plan for distributing and selling air conditioners to Vietnam market
6	Professor Achara Chandrachai, Ph.D.	Miss Wiphawee Chartpanich	Business plan for exporting electric lamp to Vietnamese market
7	Professor Achara Chandrachai, Ph.D.	Miss Unchalee Prapasirisin	Feasibility of exporting candles to England
8	Professor Achara Chandrachai, Ph.D.	Miss Rapheephand Leauphathanasuak	Business plan for exporting wooden furniture to UK
9	Professor Achara Chandrachai, Ph.D.	Miss Dussadeemala Pintuwat	Feasibility study of exporting Thai herbal products for relation and beauty care to Germany
10	Professor Achara Chandrachai, Ph.D.	Mr. Grid Soonthornpusit	Expansion plan of the interior contractor company (Superma Interior) to Dubai, UAE
11	Professor Achara Chandrachai, Ph.D.	Miss Pornvimol Tangwongsiri	Feasibility study for exporting the architectural moldings to Dubai
12	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Lertrit Sirisetthakarn	Feasibility study of export Thai fruit jams to Japan
13	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Donhatai Jirasingh	Exporting plan for paper marché to US market
14	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Nuansiri Thirathumnupap	Feasibility study of opening jewelry shop for tourist
15	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mrs. Supa Poyomratanasin	Business plan of exporting mango to Japan

No	Advisor	Name	Topic
16	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Vorawich Kiattiwongse	Business plan for exporting ceramic tableware to UAE
17	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Usa Rojusavamongkol	Business plan for exporting powder detergent to Cambodia market
18	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Jeeraarj Siripanumas	Exporting plan of BMW series 5 to Korea
19	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Apinya Mokkaraphan	Business plan for exporting Thai jasmine rice to China market
20	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Pimonporn Saksrisakulchai	Feasibility study of exporting herbal heat bag to Japan
21	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Patiharn Phanwichartkul	Feasibility study for developing a new privilege wing for Chinese market
22	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Suwakit Wattanasatesiri	Business plan of exporting Thai fruits to South Korea
23	Associate Professor Chintana Bunbongkarn	Miss Nisanat Wattanataree	Export plan for jewelry to Japan
24	Associate Professor Chintana Bunbongkarn	Miss Pattareeya Boonyasirikul	Exporting vacuum dried durian to Shanghai, China
25	Associate Professor Chintana Bunbongkarn	Miss Argronsri Tanmanasiri	Competitiveness of rubber wood furniture industry
26	Associate Professor Chintana Bunbongkarn	Miss Dilakar Tanprasatprinya	Exporting gemstone to Germany
27	Associate Professor Chintana Bunbongkarn	Miss Apaporn Taeua	Promotion plan for exporting Thai silk products to Japan
28	Associate Professor Chintana Bunbongkarn	Miss Arreerat Srisuppachaiya	Exporting plan for plastics resin to Vietnam market
29	Associate Professor Chintana Bunbongkarn	Miss Vorawan Kanlayanasukho	"Customers" behavior and marketing factors that has an effect on customer's decision for buying jewelry in India
30	Associate Professor Chintana Bunbongkarn	Miss Patcharee Prapasirisin	Business plan - exporting spa products to the Germany market
31	Associate Professor Chintana Bunbongkarn	Mr. Napat Boonmee	Business plan for establishing inbound tour business from Russia

No	Advisor	Name	Topic
32	Associate Professor Chintana Bunbongkarn	Mr. Chayanind Phodhivorakhun	Feasibility study for establishing Japanese retirement village in Thailand
33	Associate Professor Chintana Bunbongkarn	Miss Supamas Phongphanich	A business plan for exporting bamboo handicraft to Germany
34	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Kobkul Buranakitpaibul	Business plan for exporting water hyacinth furniture to Australia
35	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Toon Kramompetch	Growth strategy alternatives: a comparative study between Thai bank and international bank
36	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Patthanee Leenawat	Japan as the export market for malva nut juice
37	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Wimonpan Hemyakorn	Business plan for exporting Thai curry paste in the UK market
38	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Sasinee Chomchome	Business plan for exporting sterling silver jewelry to France
39	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Saowaluck Muangsamudnawee	Business plan for exporting ornamental fish (fresh water fish) to Hong Kong
40	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Ornusa Petchkul	Business plan for exporting home decorative Thai silk products to France
41	Assistant Professor Pachsiry Chompookum, Ph.D.	Miss Janjaree Chianwichai	Marketing strategy for international marketing research firm: case study of international data corporation
42	Assistant Professor Pachsiry Chompookum, Ph.D.	Miss Chutikarn Deechnogkit	The study of marketing strategy of financial joint venture organization: a case study of BSL Leasing Co., LTD.
43	Punthumdee Katawandee, Ph.D.	Miss Kitiya Nonpatimagul	Feasibility study for health and wellness travel agency trapping Dutch market
44	Punthumdee Katawandee, Ph.D.	Miss Jitra Sangkakid	Branding plan for Thai health tour operator in Germany
45	Punthumdee Katawandee, Ph.D.	Mr. Chaovit Tanphiphat	-
46	Punthumdee Katawandee, Ph.D.	Mr. Watcharin Chotchaicharin	A feasibility study of establishing spa business in Japan

No	Advisor	Name	Topic
47	Punthumdee Katawandee, Ph.D.	Miss Phenwisa Kamonsatit	Feasibility study of Thailand wellness travel from Germany
48	Punthumdee Katawandee, Ph.D.	Miss Pimpiga Khontaprab	Business plan for long-stay & residential real estate for Norway
49	Punthumdee Katawandee, Ph.D.	Miss Parichart Vuthisombut	Key success factors of tourism website for Japanese tourists
50	Kajornwut Namsirikul, D.B.A.	Miss Rungtawan Tiparatnaraporn	The study of competitive advantage of tuna processing industry in the US Market among Thailand, Philippines and Ecuador
51	Prasert Kanawattanachai, Ph.D.	Miss Jirawan Luengsupaboon	Promoting Thai silver jewelry and accessories by e-marketing strategy
52	Tartat Mokkhamakkul, Ph.D.	Miss Penpak Aditepsatid	Feasibility study of exporting technically specified rubber(str) to China market
53	Tartat Mokkhamakkul, Ph.D.	Miss Wanaporn Ekwatanakij	Exporting plan to cutting wheel to Vietnam
54	Mongkolchai Wiriyaipinit, Ph.D.	Mr. Krittanai Dangrasameesopone	The comparative advantage of Thai gems and jewelry in Japanese market
55	Mongkolchai Wiriyaipinit, Ph.D.	Miss Lalitta Amornmakin	A business plan for exporting silver jewelry to Japan
56	Mongkolchai Wiriyaipinit, Ph.D.	Mr. Krit Phinitwararak	Business plan for exporting hino trucks and busses to Laos PDR market
57	Mongkolchai Wiriyaipinit, Ph.D.	Miss Supawan Vichayanotai	A business plan for exporting spa products to United Kingdom
58	Chackrit Duangphastra, Ph.D.	Miss Patravadi Sarbua	Feasibility study of the growth in Thailand tourism industry under Asean Economic Community

MM 3

No	Advisor	Name	Topic
1	Professor Achara Chandrachai, Ph.D.	Miss Chayanin Atsawachuang	Feasibility of exporting automotive refinishing paints to Vietnam
2	Professor Achara Chandrachai, Ph.D.	Mr. Kornkrit Ruangrattana Umporn	Exporting plan: plastic resin, polyethylene terephthalate (pet) resin to Australia, an emerging market from free trade area
3	Professor Achara Chandrachai, Ph.D.	Miss Nantanat Kittithammawong	Business plan for exporting crocodile meat to Guangdong, People Republic of China
4	Professor Achara Chandrachai, Ph.D.	Miss Navarat Tarasarnsombut	Business plan for exporting Bangkok magic company products to Japan
5	Professor Achara Chandrachai, Ph.D.	Miss Sirikunya Tiyachareonsri	Top management's attitudes toward Thai employees' prospect in multinational corporation
6	Professor Achara Chandrachai, Ph.D.	Miss Sumana Ketsadayurat	The comparative study of competitive advantage of fashion apparel between Thailand and China
7	Professor Achara Chandrachai, Ph.D.	Miss Suphanchit Pianpitac	Attitude of Thai employees towards Japanese management style: a case study of Panasonic Electric Works (Ayutthaya) Co., LTD.
8	Professor Achara Chandrachai, Ph.D.	Miss Titikul Aramboonpong	Passengers and airlines attitudes towards new trends of electronic tickets and check-in procedures
9	Professor Achara Chandrachai, Ph.D.	Miss Yupadee Skulpichetrut	Feasibility study on exporting Thai style furikake to Japan
10	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Ausanee Asavasripadung	Business plan of exporting Thai tropical fruits homemade ice-cream to Vietnam
11	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Sarutsa Asavachaisophon	Business plan of cleaning products delivery service in Laos
12	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Sureeporn Santisuk	Export plan of tanned leather to Vietnam
13	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Alongkorn Preeyatum	The feasibility study of exporting organic dried fruit to West Germany
14	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Chontisa Taweekitikul	Feasibility study of exporting coconut carving to England
15	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Ongart Tiyapittavarut	Feasibility study of exporting protective and decorative film to motorcycles to Vietnam market

No	Advisor	Name	Topic
16	Assistant Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Pantipa Sutdhapanya	Feasibility study of exporting honey and bee products to Italy
17	Associate Professor Chintana Bunbongkarn	Mr. Parinya Pechpan	Business plan for book printing export to the UK
18	Associate Professor Chintana Bunbongkarn	Mr. Thanarak Eua-Areemitr	Business plan of exporting energy drink to Vietnam
19	Associate Professor Chintana Bunbongkarn	Mr. Thanayuth Chaisuwan	Business plan of exporting kapop cushion to Germany
20	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Alan Wongngamnit	Feasibility study of international senior housing community
21	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Anapat Suvarnasuddhi	Business plan for KTV business in Singapore
22	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Hsin Chang	Business plan for exporting oriental lamps to Taiwan
23	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Mrs. Nattarudee Matungka	Business plan for exporting Thai silk-finished furniture & accessories to USA
24	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Nisarath Pichayapa	International marketing business plan for distribution of beer plastic containers in the Australian market
25	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Petcharat Phaosiriphong	Business plan of budget hotel investment in Vietnam
26	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Rarinrat Thanamongkollit	Business plan for exporting motorcycle tyre to Malaysia market
27	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Ruthairat Hannarutanan	Business plan for exporting ready to eat Thai food to Germany
28	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Sakunrat Assavaniwest	Exporting Thai gems and jewelry to the UK
29	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Wilawan Polsungnoen	Business plan for exporting sanitary ware to the Philippines
30	Assistant Professor Teerayout Wattanasupachoke, Ph.D.	Miss Yupawadee Pichayarerk	Business plan for exporting solar cell PV panel to USA market
31	Punthumdee Katawandee, Ph.D.	Miss Nooch Homrossukhon	Enhancing competitive advantage of the medical tourism industry in Thailand

No	Advisor	Name	Topic
32	Punthumdee Katawadee, Ph.D.	Miss Plearn Wanaprapa	Business plan for Baan Phunarin Resort, Pak Chong
33	Punthumdee Katawadee, Ph.D.	Miss Sirinya Chuwongkomon	Determining factors influencing Japanese tourists to visit Koh Tao
34	Kajornwut Namsirikul, D.B.A.	Mr. Attapol Apichaikal	Business plan for exporting Thai self-spa products to Australia
35	Kajornwut Namsirikul, D.B.A.	Miss Duangrudee Kiatpisansakun	Business plan to export farm orchid to Japan
36	Kajornwut Namsirikul, D.B.A.	Miss Kanjanaporn Toprasertying	Business plan for exporting Thai canned sardine to South Africa
37	Kajornwut Namsirikul, D.B.A.	Mr. Nabhont Lertsivanont	Business plan for exporting plastic card to Vietnam
38	Kajornwut Namsirikul, D.B.A.	Miss Panchanit Chalermkiatkul	Business plan for exporting Ratchaburi Earthenware products to the UK
39	Kajornwut Namsirikul, D.B.A.	Miss Patcharathida Juramongkol	A comparative study for the location economy of gem and jewelry manufacturing between Thailand and China
40	Kajornwut Namsirikul, D.B.A.	Miss Pattraporn Sangswarn	The study of competitive advantages of Thai canned pineapple industry in the German market among Thailand, Philippines and Indonesia
41	Kajornwut Namsirikul, D.B.A.	Mr. Pisit Kannawat	Business plan for exporting sports car chassis to UK
42	Kajornwut Namsirikul, D.B.A.	Miss Pojjanaporn Krichtitayawuth	Business plan for exporting herbal pet care products to the USA
43	Kajornwut Namsirikul, D.B.A.	Miss Rungtip Malasithiwong	A study of nation competitive advantages rice industry in China market between Thailand and Vietnam
44	Kajornwut Namsirikul, D.B.A.	Miss Nidsha Sakunleaw	Business plan to export sawdust briquette charcoal to South Korea
45	Kajornwut Namsirikul, D.B.A.	Miss Krongwalai Iamsuru	Business plan to exporting Thai Koh Kred Earthenware to Germany
46	Kajornwut Namsirikul, D.B.A.	Miss Narinee Padungwong	The study on timeshare foreign buyers' attitude towards timeshare products
47	Kajornwut Namsirikul, D.B.A.	Miss Threethip Cheevakittikul	Business plan to export silver jewelry to Australia

No	Advisor	Name	Topic
48	Tartat Mokkahamakkul, Ph.D.	Mr. Krit Promphrasid	Feasibility study of air-freight service to South Pacific region
49	Tartat Mokkahamakkul, Ph.D.	Miss Nithivadee Thientanyakit	Exporting plan of thai soaps to Singapore
50	Tartat Mokkahamakkul, Ph.D.	Miss Suvicha Udomkichdecha	Exporting plan for jewelry to Germany
51	Chackrit Duangphastra, Ph.D.	Miss Aim-On Asadavutikorn	Export logistics strategy of automotive industry in Thailand

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No.	Advisor	Name	Topic
1	Professor Achara Chandrachai, Ph.D.	Miss Kanyaporn Ruangthanacharoenkul	A study of the international online shopping behavior perception towards small parcel delivery service
2	Professor Achara Chandrachai, Ph.D.	Miss Kittima Owararin	The Vietnam stock market: alternative investment for Thai investors
3	Professor Achara Chandrachai, Ph.D.	Miss Chatchanok Sukulchat	Cement exports to United Arab Emirates (UAE): the case study of Siam City Cement Public Company Limited
4	Professor Achara Chandrachai, Ph.D.	Miss Cholwasa Bangyekan	The market potential for Thai food in Turkey
5	Professor Achara Chandrachai, Ph.D.	Mr. Toon Mahadumromgkul	Business plan for exporting hairy basil to Japan
6	Professor Achara Chandrachai, Ph.D.	Mr. Tunchalong Rungwitoo	Entrepreneurship competencies and competitive advantage of Thai exporting the small exporting and medium exporting enterprises
7	Professor Achara Chandrachai, Ph.D.	Miss Pornkamol Greetaworn	Business plan for exporting cereal snack to Germany
8	Professor Achara Chandrachai, Ph.D.	Miss Patcharanee Jetiyanont	Factors determining the level of FDI inflows of Thailand
9	Professor Achara Chandrachai, Ph.D.	Mrs. Passarawara Nimmanonda	Business plan for silver spoon Thai cuisine, Calgary, Alberta, Canada
10	Professor Achara Chandrachai, Ph.D.	Mrs. Lalana Thiranusornkij	Impact of the Thai-Australian FTA on a leading Thai butter manufacturer
11	Professor Achara Chandrachai, Ph.D.	Mr. Sitthikard Auschavaranondha	Competitive advantage of Thai printing industry for export
12	Professor Achara Chandrachai, Ph.D.	Mr. Anucha Parnpichate	The impact of Thailand - Indian Free Trade Agreement (TIFTA) towards thai auto parts manufacturers
13	Professor Achara Chandrachai, Ph.D.	Miss Panbongkod Phuriteerangkul	Exporting plan for orchid flowers to China
14	Professor Achara Chandrachai, Ph.D.	Miss Sujira Kasamsuk	Exporting strategy of Thai fresh fruit and vegetable to China

No.	Advisor	Name	Topic
15	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Soon Hwa Pechardkhao	Business plan for exporting silver jewelry to the United Arab Emirates
16	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Piyapun Wongassawapaiboon	Business plan for exporting Thai home towels to England
17	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Sriprasad Gajanan Prabhu	Business plan for exporting Thai frozen ready to eat food to India
18	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Supattra Phonsorn	Exporting plan of herbal tea to United Arab Emirates
19	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Arjariya Lersvalaikul	Business plan for thai spa and massage to Sydney, Australia
20	Associate Professor Chintana Bunbongkarn	Miss Chalita Tanuwong	Exporting plan for cashew nut bakery products to United Arab Emirates
21	Associate Professor Chintana Bunbongkarn	Miss Nichaya Ratanaphrucks	A study of roles, activities and ability of Office of SMEs Promotion (OSMEP) on promoting and supporting smes' business focusing on Thai spa products export from Thailand to Italy
22	Associate Professor Chintana Bunbongkarn	Miss Narutai Yongyungyuen	Exporting plan for vacuum fried fruit chips to Finland
23	Associate Professor Chintana Bunbongkarn	Mr. Pongsathorn Tangsereejsakul	Exporting plan for vee rubber passenger car radial tire to India
24	Associate Professor Chintana Bunbongkarn	Mr. Panit Kiattiwut	Business plan for exporting mangosteen juice to Japan
25	Associate Professor Chintana Bunbongkarn	Mr. Phanuwat Somdee	Case study on the mutual benefits of the Thai-India FTA for the petrochemical industry: focus on HDPE plastic resin
26	Associate Professor Chintana Bunbongkarn	Mr. Veerakit Pattaratara	Business plan for new international jewelry brand
27	Associate Professor Pasu Decharin, Ph.D.	Miss Irin Mongkhalick	Strategies for developing Thailand to be the leader medical tourism in Asia
28	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Sitamon Ansathammarat	The feasibility study of exporting plan for "design led lighting fixture" to Singapore' s commercial and residential market
29	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Amphol Phaphan	Does airline alliance matter to customer decision? a case study of Thai, Singaporean and Japanese business travelers

No.	Advisor	Name	Topic
30	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Chulaluck Liangsrisk	Comparative case study on impacts of ASEAN Free Trade Agreement on Thai oil palm growers in Khao Panom district, Krabi
31	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Daungporn Thammapijaljit	Exporting plan for natural latex furniture to Australian market
32	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Tatchaya Chaivanitsiri	Business plan for exporting aluminum tube to India
33	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Phatcharaporn Chuentheerawong	Developing the functional plan for international purchasing: a case study of Thai Ceramic Co., Ltd
34	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Satima Tanboonchit	Case study: the revolution of Japanese trading company
35	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Sunida Sachonsawatwong	Exporting plan of rice cracker to Vietnam
36	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Supra Bhamonpon	Managing cultural diversity in leading multinational company: a case study of Toyota Motor Asia Pacific Engineering and Manufacturing Co., Ltd.
37	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Orn - Usa Chungyingruangroong	Feasibility study of holistic center for Japanese senior citizen
38	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Uraiwai Chaikittibutr	Export plan for frozen seafood product to Russian Federation market
39	Assistant Professor Pachsiry Chompukum, Ph.D.	Miss Kanit Sahassarangsi	The study of Thai employees' job satisfaction under Japanese human resource practices: case study of one of Japanese's leading automobile manufacturers in Thailand
40	Assistant Professor Pachsiry Chompukum, Ph.D.	Miss Wirintira Kewbanthong	Expatriates' attitudes towards Thai's colleagues in international environment
41	Assistant Professor Mongkolchai Wiriyapinit, Ph.D.	Mr. Nukoolkit Aeamla-or	Business plan for online fine jewelry retail store
42	Assistant Professor Mongkolchai Wiriyapinit, Ph.D.	Miss Tririntr Fuangaromya	Feasibility study for establishing online retail store of selective fashion products from Jatujak weekend market
43	Assistant Professor Mongkolchai Wiriyapinit, Ph.D.	Mr. Anuchit Sirirushneekorn	The comparative study of Ebay and Thai C2C online market

No.	Advisor	Name	Topic
44	Punthumdee Katawadee, Ph.D.	Miss Jarunee Tiasuwan	A feasibility study of establishing a luxurious community-based resort on Lanta Island, Krabi; targeting British tourists and residents in Thailand
45	Punthumdee Katawadee, Ph.D.	Miss Chutapa Tantisuwanna	A study of factors influencing international tourists' hotel selection; a case study of independent leisure tourist to Bangkok
46	Punthumdee Katawadee, Ph.D.	Miss Nata Kiatbaramee	The effect of Korean wave on Thai outbound tourists travelling to South Korea
47	Punthumdee Katawadee, Ph.D.	Miss Thitima Sathipatanapongsa	A study of factors influencing Japanese expatriates on selecting a serviced apartment in Bangkok
48	Punthumdee Katawadee, Ph.D.	Miss Pansa Chobnitas	Determining the ASEAN Economic Community's impact on Thailand hotel industry
49	Punthumdee Katawadee, Ph.D.	Miss Rungthiwa Jatephanjapak	Japanese expatriates' preference for Thailand ecotourism products
50	Punthumdee Katawadee, Ph.D.	Miss Wanlaya Ruenbotr	The feasibility study on establishment of Thai spa and massage business in Osijek city, the Republic of Croatia
51	Kajornwut Namsirikul, D.B.A.	Miss Chanokwan Chaichedpipatkul	The business plan for exporting spa products to South Korea
52	Kajornwut Namsirikul, D.B.A.	Miss Watusiri Chandtharath	The business plan for exporting dried Longan to People's Republic of China
53	Tartat Mokkhamakkul, Ph.D.	Mr. Naotaka Ueda	Feasibility study for importing "EcoBio-Bloc" into Thailand
54	Tartat Mokkhamakkul, Ph.D.	Mr. Pongpun Homsirikamol	Feasibility study for exporting nutrient coated rice to Germany
55	Tartat Mokkhamakkul, Ph.D.	Miss Monticha Siripokakul	Business plan for free zone warehouse in Thailand: case of a company
56	Tartat Mokkhamakkul, Ph.D.	Miss Suchaya Chiam-anukulkit	The impact of customer relationship management on the multinational company in Thailand
57	Chenin Chen, D.B.A.	Miss Thidanuch Jongkriengkrai	The study of Korean wave phenomenon in Thailand
58	Chenin Chen, D.B.A.	Mr. Thitipol Leckpul	The study of competency on Thai canned tuna export to Germany market

No.	Advisor	Name	Topic
59	Chenin Chen, D.B.A.	Miss Nuntawan Aow	The impact of Kunming-Bangkok highway on the export of Thai rice to Kunming city, Yunnan province, People's Republic of China
60	Siri-on Setamanit, Ph.D.	Miss Ratchawan Lertpipometha	Strategic direction for Thai logistics service provider in response to ASEAN logistics integration

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No	Advisor	Name	Topic
1	Professor Achara Chandrachai, Ph.D.	Miss Chanida Ariyachaijarern	Strategy for foreign funding: foreign listing strategy
2	Professor Achara Chandrachai, Ph.D.	Miss Pichaporn Srisomwong	A study of foreigner's shopping behavior toward MBK shopping complex in Bangkok
3	Professor Achara Chandrachai, Ph.D.	Miss Pimolrat Sutthiwongkorn	Study on international vs Thai (local) consumers' perceptions and preferences toward soy milk ice-cream
4	Professor Achara Chandrachai, Ph.D.	Miss Suparat Thongruengrong	The comparative study of the impact of regulations on foreign direct investment between Thailand and Singapore
5	Professor Achara Chandrachai, Ph.D.	Miss Sinida Petchveerakul	Comparative study of gasohol E85 implementation in Thailand and Brazil
6	Professor Achara Chandrachai, Ph.D.	Miss Tanyapad Yaophrukchai	A business plan for exporting LCD TV wall mount to Germany
7	Professor Achara Chandrachai, Ph.D.	Mr. Teerapong Assarat	Exporting fresh seafood to Singapore
8	Professor Achara Chandrachai, Ph.D.	Mr. Nut Thitathammo	Conducting the business research under the topic of "why drive-thru system is not successful in thailand compared to United State"
9	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Visaka Phermpornsagul	Business plan for establishing a smoked rubber factory in Chumphon province which exports this semi-raw material to world market
10	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Saratsanun Asavchaisophon	Business plan for new hotel, " Four Star Hip Hotel" in Jomtien beach Pattaya
11	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Nattaporn Weerakiatsanti	Business plan to re-export cell phone under i-mobile brand to India
12	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Natthamars Preeyanont	Business plan for exporting bagasse packaging to Japan
13	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Charankorn Chitthummawong	Opportunity of Thai fashion apparel brand to compete with international brands in the Thai market
14	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Arthit Piya-isragul	Comparative study of consumers' demand on counterfeit designer products in Thailand between domestic and international consumer
15	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Boonchai Laohateerapong	A study of Thai customers' attitude towards an application of anti-counterfeiting label on imported products

No	Advisor	Name	Topic
16	Associate Professor Kanlaya Vanichbuncha, Ph.D.	Miss Patrin Asawaamphud	Studying the factors that influences customer to purchase from international traders over manufactures
17	Associate Professor Pasu Decharin, Ph.D.	Miss Krittiya Kanoknata	Multinational consumers attitudes and behaviors towards new trend co business operation "virtual office" in thailand: the case study of Servcorp Company Limited
18	Associate Professor Pasu Decharin, Ph.D.	Miss Noppawan Sakulviriyatham	Strategies for enhancing capacity of MICE business in Thailand
19	Associate Professor Pasu Decharin, Ph.D.	Miss Montida Rachatasomboon	The management style of Dutch executives in multinational corporations in Thailand
20	Associate Professor Pasu Decharin, Ph.D.	Miss Waraporn Suttacheewan	The impact of MNC on local firms in hypermarket and department store: the comparison of success and failure in local firms
21	Associate Professor Pasu Decharin, Ph.D.	Miss Supasiri Luangsangthong	The exporting strategy of music business to vietnam: a case study of GMM international
22	Associate Professor Pasu Decharin, Ph.D.	Miss Nitchima Arayatrakullikit	Knowledge and consumption behavior of Thai food of German people in Aachen
23	Associate Professor Pasu Decharin, Ph.D.	Mr. Piyawat Ondee	One price shop business plan
24	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Krittiya Apithaiyanon	Business plan for exporting herbal beauty product to Toronto, Canada
25	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Tanyawat Wongtrakulruang	The comparative study of competitive advantage between Thai and Chinese silver jewelry industry
26	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Piyamon Harnmuanphong	The study of competitive advantage of tuna processing industry in Thailand and Indonesia with penetration market in the European Union
27	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Suphattra Sirirubchok	A business plan for exporting apparel to Japanese market
28	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Kitpon Kittiampon	Integration strategy of PTT group to become an international company
29	Associate Professor Prasert Kanawattanachai, Ph.D.	Miss Suphattra Pienluprasith	Factors and attitudes on rising demand of Indian resources for it software services in Thailand
30	Assistant Professor Mongkolchai Wiriyaipinit, Ph.D.	Mr. Sakol Narunartdamrong	Medical hub of Asia: Thailand or Singapore

No	Advisor	Name	Topic
31	Assistant Professor Mongkolchai Wiryapinit, Ph.D.	Miss Sukanya Jongjaroenrunroj	E-business plan for exporting Thai handicraft products to Germany
32	Assistant Professor Chatpong Tangmanee, Ph.D.	Mr. Pongwara Jantee	Attitude and behavior: an examination of use of feedback's applications
33	Punthumadee Katawadee, Ph.D.	Miss Ketsurang Cheepchol	Business plan for proposing winery of foster's group from Australia to invest in Thailand by establishing an exclusive retail shop (under brand "Penfolds")
34	Punthumadee Katawadee, Ph.D.	Miss Jaruwat Sooksawat	Business plan for cooking studio for international expatriates in Bangkok
35	Punthumadee Katawadee, Ph.D.	Miss Chompunuch Waree	Factors that stimulate Thai hotel developers to select an international chain for hotel management
36	Punthumadee Katawadee, Ph.D.	Miss Kanpana Sarapat	Thailand's struggle as a tourist shopping center
37	Kajornvut Namsirikul, D.B.A.	Miss Panunee Piriawong	Business plan strategy for establishing cloths retail store in Sydney, Australia
38	Kajornvut Namsirikul, D.B.A.	Miss Nishamon Paiboonnukukit	Business plan for alovera drink to Israel
39	Tartat Mookhamakkul, Ph.D.	Mr. Rangsarn Saovaphudhasuvej	A study of customers' satisfaction towards factory automation services provided by pro-face South-East Asia Pacific
40	Siri-on Setamanit, Ph.D.	Miss Thitikul Leelayuwatanakul	Factors improving maersk line's service for seasonal fruits export from Thailand to Hong Kong
41	Siri-on Setamanit, Ph.D.	Mr. Tawatchai Amekphol	Comparison business strategies and management styles of international freight forwarding companies in thailand
42	Thira Chavarnakul, Ph.D.	Mr. Chirawat Laowanitwatthana	A feasibility to establish a cold storage cooperative
43	Athapol Ruangkanjanases, Ph.D.	Miss Nitcharee Piyapaibul	Exporting plan of Thai cassava products to China
44	Athapol Ruangkanjanases, Ph.D.	Miss Punsirie Chayuti	The comparative study of competitive advantage between Thai and Indonesian automotive parts industry
45	Athapol Ruangkanjanases, Ph.D.	Miss Monchaya Lertpongpaiboon	Business plan: exporting fruits and vegetables crisps from royal project foundation to China/US

No	Advisor	Name	Topic
46	Ajarn Santhaya Kittikowit	Mr. Yossawan Rachatasorach	Feasibility study of exporting Thai silver and gold neilloware through Jim Thompson's global distributors
47	Ajarn Santhaya Kittikowit	Miss Variyaporn Muenthongchin	The survey of foreign tourist behavior on buying souvenir
48	Ajarn Kavin Asavanant	Mr. Chatchawarn Hongcharoenthai	Business plan for creating tourism business opportunity by using e-commerce service and web 2.0 technologies (under concept "experience shopping")
49	Ajarn Kavin Asavanant	Miss Valida Pothikamjorn	Business plan for specialty healthcare center
50	Chenin Chen, D.B.A.	Miss Chintana Wongpromcharoen	A study of the influencing factors of foreign students who study in an undergraduate level in Thailand
51	Chenin Chen, D.B.A.	Miss Jennifer Cator	Study of market potential for home care services in Thailand and foreign nationals
52	Chenin Chen, D.B.A.	Mr. Pongphat Sakulchaiyakorn	Feasibility study for exporting Thai natural hair tonic to Japan
53	Chenin Chen, D.B.A.	Miss Haritai Chanlongsawaitkul	Feasibility study for establishing a retired Japanese longstay accommodation in Nakornratchasima province (KORAT)
54	Assistant Professor Sumas Wongsunopparat, M.D., Ph.D.	Mr. Cameron Balwant Singh	Brand choice modeling of consumer preference and decision in the hotel industry for strategic market in Thailand

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NO	Advisor	Name	Topic
1	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Pimsai Noparak	A comparative study of plastic surgery business in Thailand and Korea in the context of medical tourism
2	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Sineenard Sripotongnak	Expectation of foreign management level toward work performance of their Thai subordinates in Exxonmobil
3	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Suwapa Eamtabtim	Business plan for exporting contemporary wooden furniture to Egypt
4	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Arpitchaya Ussanupong	A study of foreigner's attitude, behavior and factors influencing their selection of Thai language institution in bangkok
5	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Thitiporn Summahawong	Business plan for boutique biker themed hotel in Phuket
6	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Tittiya Leeraiwin	Feasibility study of exporting natural cosmetic to Vietnam
7	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Nipapat Sahawat	Business plan to export wood-based panel board to India
8	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Monsaji Issarachaiyos	Feasibility study of exporting handicraft designed wooden photo frames to the US
9	Associate Professor Pasu Decharin, Ph.D.	Miss Jiyakorn Phanikodom	Effectiveness for multinational companies in using digital marketing strategies in Thailand
10	Associate Professor Pasu Decharin, Ph.D.	Miss Thitinun Thanaditworakun	Expatriate attitude toward Thai working style: different perspective from different nationality
11	Associate Professor Pasu Decharin, Ph.D.	Miss Thorphad Tungngamvithayakrul	A study on factors influencing foreign tourists' purchasing decision towards polyresin souvenirs
12	Associate Professor Pasu Decharin, Ph.D.	Miss Thiprat Jitkaew	A study of how to manage Thai Gen Y from the perspective of Thai and foreign managers
13	Associate Professor Pasu Decharin, Ph.D.	Miss Narumon Kittivararit	The difference of buying behavior in purchasing jewelry between Thai and Japanese consumers
14	Associate Professor Pasu Decharin, Ph.D.	Miss Prathana Chooboonbunjong	Business plan: exporting ornamental fish to United Arab Emirates
15	Associate Professor Pasu Decharin, Ph.D.	Miss Paweena Vijitcharoenmuang	Business plan for a new hotel in Chonburi

NO	Advisor	Name	Topic
16	Associate Professor Pasu Decharin, Ph.D.	Miss Phimolphan Phumbundit	Perception of Thai firms toward international green policies
17	Associate Professor Pasu Decharin, Ph.D.	Miss Suleeporn Luengsirimongkol	A comparative study of strategies employed by local company and MNC in functional drink market
18	Associate Professor Pasu Decharin, Ph.D.	Miss Inthuon Supachayanont	Business plan for establishing talk & tour Thai language school
19	Associate Professor Pasu Decharin, Ph.D.	Miss Boonyapha Bencharongkul	A study on foreign market potential in art museum segment Bangkok
20	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Duangporn Choktippattana	A business plan to import coffee beans to Thailand
21	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Teeradate Yoomunkong	A comparative study of factors influencing Thai and Japanese females' decision to purchase Korean cosmetics products: the case study of B.B. (blemish balm) cream
22	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Pakinee Pipatpoka	Business strategy of how Thailand gems and jewelry industrial estate (gemopolis) can attract foreign investors
23	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Wantakan Srisakwichai	The comparison study of food consumption behavior of working people in Bangkok and Singapore
24	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Weerachai Marvin	A business plan for Thai vacuum freeze-dried brand "green summer" entering Chinese market
25	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Jutipun Pettrakul	The development of an English unit section for international student
26	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Panisara Udomaksorn	Strategic marketing plan for Dr's secret in South Korea
27	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Supot Chotitada	Business plan for Dalmatiner rebranding in Thailand and Asian markets (China)
28	Associate Professor Pachsiry Chompukum, Ph.D.	Mrs. Chompoonoot Silcharoen	Factor affecting organizational commitment of employees in international banks: a case of HSBC, Thailand
29	Associate Professor Pachsiry Chompukum, Ph.D.	Mr. Waranchai Sooksiri	The influential factors of job satisfaction: a case study of supply chain department employees in a multinational chemical distributor company
30	Assistant Professor Chatpong Tangmanee, Ph.D.	Mr. Songphol Bausiri	Habitual use of facebook and job satisfaction: a comparison between Thai and foreign users

NO	Advisor	Name	Topic
31	Assistant Professor Chatpong Tangmanee, Ph.D.	Miss Thanyada Chanakulpinyo	Attitude toward online shopping: a transnational gender-based study
32	Punthumadee Katawandee, Ph.D.	Miss Kanokkarn Choncharoen	Measuring the influences between offline and online communication channels on tourist destination choice: a case study of foreign visitors to Thailand
33	Punthumadee Katawandee, Ph.D.	Miss Keowalee Tipayamahing	The study of international tourists' perception of restaurant attribute and customer satisfaction: a case study of casual dining restaurants in Bangkok
34	Punthumadee Katawandee, Ph.D.	Mr. Teerachai Fukiatisth	Study of the satisfaction of foreign golfers with golf tourism in Bangkok and surrounding provinces
35	Punthumadee Katawandee, Ph.D.	Miss Panyada Sasikornwong	International tourists' satisfaction with boutique hotels in thailand: a case study of boutique hotels in sukumvit, bangkok
36	Punthumadee Katawandee, Ph.D.	Miss Piyawan Boonsin	Japanese's attitude toward travelling to thailand after red-shirt protest
37	Punthumadee Katawandee, Ph.D.	Mr. Pawin Pettrakul	Business plan "Regal Pawin Resort and Spa"
38	Punthumadee Katawandee, Ph.D.	Miss Worawan Sirinantapiwat	Customer satisfaction of international tourists with traditional Thai massage service at Wat Pho
39	Tartat Mokkhamakkul, Ph.D.	Miss Chanida Panjasangworrakul	Study of impact of JTEPA on big bike business in Thailand
40	Siri-on Setamanit, Ph.D.	Miss Sayamol Rattanasook	Marketing plan of international education agent in Bangkok
41	Thira Chavarnakul, Ph.D.	Miss Hathaikan Petchphiboon	The study of factors influencing Thai teenager's use of smartphone in comparison to American teenagers
42	Athapol Ruangkanjanases, Ph.D.	Miss Buppachart Jium-on	Measuring service quality: foreign customer expectation and perception toward hotel services: Hua Hin resort & spa case study
43	Athapol Ruangkanjanases, Ph.D.	Mr. Rachayuth Vinisbuta	Toyota recall crisis in the US: the case of Toyota Thailand
44	Krisana Punayangkool, Ph.D.	Mr. Nate Pantumsinchai	Potentiality of carbon trading market in Thailand
45	Tanai Charinsarn, Ph.D.	Miss Panravee Xoomsai Na Ayudhaya	Thailand's strategic export plan of antique replica

NO	Advisor	Name	Topic
46	Tanai Charinsarn, Ph.D.	Miss Nawakan Klaewkla	Business strategies towards business success of new entry to contraction in petrochemical and refinery market in Thailand
47	Aj. Santhaya Kittikowit	Miss Davika Chongwattana	Strategy for Tourism Authority of Thailand to promote longstay in Thailand for retired foreigners
48	Aj. Santhaya Kittikowit	Miss Pimlada Srivipapattana	Strategies for boosting hot springs in Thailand to be the new international tourist destination
49	Associate Professor Chenin Chen, D.B.A.	Miss Kanokwan Rojjanawatchara	Marketing strategy for Johnnie Walker whisky to response to different customer buying motivation in Thailand duty free shop
50	Associate Professor Chenin Chen, D.B.A.	Miss Chanita Ulis	The study of passengers' perception toward the re-operation of international flight at Don Muang Airport to join Northeast Asia city-to-city link project
51	Associate Professor Chenin Chen, D.B.A.	Miss Duangrat Tanthanasirikul	Thailand-Taiwan Free Trade Agreement: opportunity and challenges
52	Associate Professor Chenin Chen, D.B.A.	Miss Tachapan Tarasansombut	Feasibility study of expanding to "steel housing structure" business for export to Japan
53	Associate Professor Chenin Chen, D.B.A.	Mr. Tanakorn Amatakulchai	Marketing strategy for TUF canned seafood in market
54	Associate Professor Chenin Chen, D.B.A.	Miss Tunyaporn Tuntanapornchai	A study of customer satisfaction toward services of Suvarnabhumi Airport
55	Associate Professor Chenin Chen, D.B.A.	Miss Pailin Watanaplin	Foreign's perception and influential factors in choosing Bumrungrad hospital medical tourism services
56	Associate Professor Chenin Chen, D.B.A.	Mr. Wiroon Puttisawong	A study of foreigner's shopping behavior and satisfaction toward Chatuchak weekend market
57	Associate Professor Chenin Chen, D.B.A.	Miss Archara Yiengbundit	A feasibility study of international strategies alliance between Thai company and Taiwanese company in led business
58	Associate Professor Chenin Chen, D.B.A.	Mr. Ponlawat Ukrit	The study of competitive advantage of canned tuna industry between Japan and Thailand in Japanese market
59	Associate Professor Chenin Chen, D.B.A.	Miss Pattraporn Akkrasinsub	Business plan for exporting air-conditioners to Saudi Arabia

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No.	Advisor	Name	Topic
1	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Tippapan Neowakul	The business plan for supplying ready-to-eat products to Singapore market
2	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Nanchaya Pimpaboot	Strategic planning for premium and gift business
3	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Pakai Wattanalapa	A study on Thailand's electronic industry for ASEAN Economic Community in 2015
4	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Peachanan Rojwongsuriya	Business plan for mycolorscreen to solve the managerial problems in social network businesses
5	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Rattana Oadisai	Business plan for one price shop in Singapore
6	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Walika Hansirisawat	A business plan for operating beauty and surgery clinic in Vietnam, case study: Pan Cosmetics Co., Ltd.
7	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Apinporn Soisuwan	Expansion 108 shop in India
8	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Bencharat Chanchamcharat	The feasibility study for exporting cosmetic products to UAE
9	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Pornruedee Naveekasemkul	The impacts of ASEAN Economic Community on Thai dental clinics: a case study of ABC clinic
10	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Swanya Pinumsottikul	The impact of ASEAN-China FTA on rubber farmers in Satun
11	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Anchalee Tangwongpatikul	Business plan for exporting day spa products to UAE
12	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Ampawan Meepom	Business plan for True coffee shop in Shenzhen
13	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Pornpimon Khoommetha	Business plan for exporting silver jewelry to Denmark
14	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Chutima Siripornkawin	Business plan: business expansion of an executive recruitment company to Hanoi, Vietnam
15	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Nutthinee Leethira	The comparative study between Thai and American consumers' perception and attitude towards organic food

No.	Advisor	Name	Topic
16	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Wasinee Noppakunthong	A comparison of multinational's application of corporate social responsibility (CSR) in developed and developing countries
17	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Vichuda Tangpornphan	A comparative study on customer satisfaction of Thai women towards cosmetics from Korea and other countries
18	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Sasithorn Wisedwohan	How to cope with food crisis: a strategic plan for Globo Foods Ltd.
19	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Suchanon Sonsri	Comparative study on brand awareness and loyalty of Thai and non-Thai customer toward airline selection
20	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Sutangrat Hotarapawanon	Strategic marketing plan formulation: ABC paper company in Korea market
21	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Supatcharee Boonsa-ard	Feasibility study for snakeskin gourami products exporting to USA
22	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Umaporn Ruamsuke	A study on buying behavior and factors influencing Chinese consumers to purchase Thai gens and jewelry products
23	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Kanokwan Krairiksha	Strategic plan for Kuoni connect (far East market)
24	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Nichapa Chaiyosburana	Strategic marketing plan to penetrate Japanese market for computer graphics and animation business: a case of Kantana Animation Studios Co., Ltd.
25	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Pakawat Teerawattanasuk	Feasibility study of social network website for international travelers in Thailand
26	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Amornratt Rodphaya	Strategic plan for Thai hot rolled structural steel manufacturer in Southeast Aia after year 2015
27	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Miss Pridsadang Chitthamwong	Strategic marketing plan for Immortal
28	Associate Professor Pachsiriy Chompukum, Ph.D.	Miss Janthima Likitmongmongkol	Business transfer of Thai family-owned company from Baby Boomers to Generation Y: case study of Tavorn Rubber Industry (1982) Co., Ltd.
29	Assistant Professor Chatpong Tangmanee, Ph.D.	Miss Kanokthip Roddon	The study of Thai and foreigner's ethical judgment toward software piracy
30	Assistant Professor Chatpong Tangmanee, Ph.D.	Miss Thanyaphorn Rotworaphorn	Perception toward English fonts: an implication to electronic commerce

No.	Advisor	Name	Topic
31	Assistant Professor Chatpong Tangmanee, Ph.D.	Mr. Suebsai Taomahawong	An empirical analysis of consumer behavior toward online daily deals in Thailand
32	Punthumadee Katawandee, Ph.D.	Miss Patchaphan Pothong	Foreign customers preferences and decisions in boutique hotels in Bangkok
33	Punthumadee Katawandee, Ph.D.	Miss Samonkorn Chansuwun	A study of economic impacts from Kunming-Singapore hi-speed railway on Thailand's tourism
34	Punthumadee Katawandee, Ph.D.	Miss Sansanee Ungsubanan	A study of customer satisfaction with Airport Rail Link service: a case study of Suvarnabhumi Airport express line
35	Punthumadee Katawandee, Ph.D.	Mrs. Sopapan Nipitwattanapol	Business feasibility study on establishing thai cookery school business in Chiang Mai
36	Tartat Mookhamakkul, Ph.D.	Mr. Prasert Sotthirattanapan	The study of international airlines and their outsourcing strategies in Thailand
37	Siri-on Setamanit, Ph.D.	Mr. Krit Satapornanont	Logistics improvement plan of Padang Industry Public Company Limited
38	Athapol Ruangkanjanases, Ph.D.	Miss Nuthida Grisawanon	Study on Korean consumers' perception and decisions towards Thai mangosteen products
39	Athapol Ruangkanjanases, Ph.D.	Miss Touchakorn Theparux	A comparative study on purchasing behavior of Thai-Japanese consumer towards house home fresh mart food products
40	Ajarn Santhaya Kittikowit	Miss Mana Suravitthumma	Business plan: for entering wedding invitation market in Hong Kong
41	Associate Professor Chew-Shen Chen, D.B.A.	Miss Thanita Jirasathianphong	Business plan: upgrade from intermediary to importer of power tools from People Republic of China
42	Associate Professor Chew-Shen Chen, D.B.A.	Miss Nichari Leelasuwan	Business plan: exporting home textiles décor products to the UK market
43	Associate Professor Chew-Shen Chen, D.B.A.	Miss Tarida Klaipracha	A study of the influencing factors on purchasing decision between imported and local made office furniture
44	Associate Professor Chew-Shen Chen, D.B.A.	Miss Narumon Posinsomwong	The application of confucius practice in management - a case study of CP group
45	Associate Professor Chew-Shen Chen, D.B.A.	Miss Paweena Songsathaphorn	A study of factors influencing chinese students' satisfaction toward Thai universities
46	Associate Professor Chew-Shen Chen, D.B.A.	Miss Pasawee Kutchasuwanmanee	A study of competitiveness of Thai sugarcane industry in Indonesia market

No.	Advisor	Name	Topic
47	Associate Professor Chew-Shen Chen, D.B.A.	Miss Phoraphat Srithanasakda	A business plan: opening Thai jewelry shop in Shanghai, China
48	Associate Professor Chew-Shen Chen, D.B.A.	Miss Sasawan Ingkavitan	Business plan to export KU green products (food & drink containers made of cassava) to food processing companies in EU market
49	Associate Professor Chew-Shen Chen, D.B.A.	Miss Saowalux Saifon	Marketing plan to promote Thai coconut oil in Japan
50	Associate Professor Chew-Shen Chen, D.B.A.	Miss Anthika Chanchalotorn	Business plan to promote Thai beauty and skin clinic service to Japanese
51	Wilert Puriwat, D. Phil	Mr. Jens Pold	Business plan of rice products for Delieasy Co., Ltd.

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No.	Advisor	Name	Topic
1	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Nitima Luangaroonuthai	Implementations of AEC 2015: impact of ASEAN cultural differences for Thai companies
2	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Suriwan Netniyom	Business plan for importing "Pure Collagen" from Japan
3	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Jarurat Macharoensiri	Strategy towards socially responsible investment (SRI) in Thailand
4	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Bongkot Sittikornprasart	A feasibility study of exporting dynasty ceramic's tiles to Myanmar
5	Associate Professor Ananchai Kongchan, D.B.A.	Mr. Chitphol Tantasatityanon	Crowd funding: would foreign investors interested in investing in project within crowd funding website for Thailand?
6	Associate Professor Somkiat Eiamkanchanalai, Ph.D.	Mr. Kornprom Sattayut	Strategic marketing plan for V energy drink
7	Associate Professor Somkiat Eiamkanchanalai, Ph.D.	Miss Karat Roonpraphun	Strategic marketing plan for Bare Escentuals Inc.
8	Associate Professor Somkiat Eiamkanchanalai, Ph.D.	Miss Jiraporn Klinsuntorn	Strategic marketing plan for March Shoes brand to Singapore
9	Associate Professor Somkiat Eiamkanchanalai, Ph.D.	Miss Raveena Sachanandani	Strategic marketing plan for De Leaf Thanaka powder in Myanmar
10	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Chaiporn Sirimonga	Forming a joint venture with Cray Valley (Malaysia) to develop a wide range of coating product
11	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Memynkorn Chiarakulnimitr	A recommended strategy for authorized dealer to do supercars business in Thailand
12	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Vachiraporn Prommaneesri	Research on perception of condom advertisement and its legalization in Thailand
13	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Sun Udomsilpa	Feasibility study to open citigold branch in Savan-Seno Special Economic Zone Authority (SEZA)
14	Associate Professor Pachsiry Chompukum, Ph.D.	Mr. Non Ratanapan	A study on the perception of organizational culture after the merge and acquisition
15	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Narindhon Punyaratabandhu	The influence of leadership traits on hiring decision of top management executives in MNCs: the evidence of Thailand

No.	Advisor	Name	Topic
16	Associate Professor Pachsiry Chompukum, Ph.D.	Mr. Parun Towanamchai	The study of Thai employee satisfaction toward current Japanese management style
17	Assistant Professor Mongkolchai Wiriyapinit, Ph.D.	Miss Phensiri Sathianvongnusr	Building and developing business plan for an e-commerce website offering gift and unique product
18	Assistant Professor Tartat Mookhamakkul, Ph.D.	Miss Ratirod Poowipadawath	Business plan for water specialist supply company on distribution possibility of chemical products into Laos PDR
19	Assistant Professor Tartat Mookhamakkul, Ph.D.	Miss Surada Sripanawongsa	A study of export routes to achieve preferential rate under ASEAN-China FTA
20	Punthumadee Katawadee, Ph.D.	Mr. Chanis Tantasatityanon	Factors that influence foreign tourist to stay at home/ boutique hotel in Ratanakosin island area
21	Punthumadee Katawadee, Ph.D.	Miss Puttiporn Khankhum	Business plan for boutique hostel targeting backpackers in central Bangkok
22	Punthumadee Katawadee, Ph.D.	Miss Ananya Sawandee	International tourists' perceptions of Bangkok's street food
23	Thira Chavarnakul, Ph.D.	Miss Gunyapart Deephanphongs	The feasibility study for the construction pile business in Vietnam
24	Thira Chavarnakul, Ph.D.	Miss Chitsuphang Chullasorn	A feasibility study of export natural soap to South Africa
25	Thira Chavarnakul, Ph.D.	Miss Nalinee Chaiyarak	Feasibility study for a hillside's luxurious villa and golf course in Hua Hin targeting retiring European baby boomers and second home market for Thais
26	Athapol Ruangkanjanases, Ph.D.	Miss Kultida Chatchawandamrongjet	Measuring service quality: Western European's expectation & perception towards hospitals in Bangkok
27	Athapol Ruangkanjanases, Ph.D.	Miss Thitima Onwatanasrikul	The study of American patients' attitude towards service quality of hospitals in Bangkok
28	Athapol Ruangkanjanases, Ph.D.	Mr. Natthapon Songviroon	Comprehensive research of Japanese expectations and perceptions towards the service quality of three to four-star hotels in Bangkok
29	Athapol Ruangkanjanases, Ph.D.	Miss Tiphathai Ngamsiriporn	A study of the customer's expectation and perception toward hotels in Bangkok: the case study of Australian tourists
30	Athapol Ruangkanjanases, Ph.D.	Miss Narisa Tananuchittikul	Measuring Japanese's expectation and perception towards private hospitals in Bangkok

No.	Advisor	Name	Topic
31	Athapol Ruangkanjanases, Ph.D.	Miss Parada Laipanya	Service quality measurement: assessing the gap of Korean visitors' perception and expectation towards 3-4 stars hotel service in Bangkok
32	Athapol Ruangkanjanases, Ph.D.	Mr. Winchai Chongfusuwan	Service quality measurement: expectation and perception of North American customers toward the hotels in bangkok
33	Athapol Ruangkanjanases, Ph.D.	Miss Veena Ananthawal	Measuring service quality: the study of European customers' expectations and perceptions toward the service of luxury hotels in Bangkok
34	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Chanchai Kasemsukprakarn	Feasibility study of solar cell business in Myanmar
35	Associate Professor Chew-Shen Chen, D.B.A.	Miss Xiao Ling Huang	A study of determinant factors influences on decision-making in FDI in Thailand to Chinese firms
36	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Tatchapol Sriskultiew	Feasibility study of establishing plastic electroplating business
37	Associate Professor Chew-Shen Chen, D.B.A.	Miss Parinda Chokjindachai	Cassava's contract farming in Laos
38	Associate Professor Chew-Shen Chen, D.B.A.	Miss Rewadee Pituraveroj	Strategy plan of a Thai hospital in response to the new challenge of AEC
39	Associate Professor Chew-Shen Chen, D.B.A.	Miss Supajaree Srisawet	Business plan for exporting fresh durian to Guangdong, China
40	Associate Professor Chew-Shen Chen, D.B.A.	Miss Siriya Makkana	Business plan for exporting aromatic candles to Australia
41	Associate Professor Chew-Shen Chen, D.B.A.	Miss Suthida Tunpoprasit	Business plan for the expansion of CPN's retail development in Qingdao, China
42	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Natakorn Satienchayakorn	Setting up a Thai maid company in Singapore

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No.	Advisor	Name	Topic
1	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Natthika Aneksamphan	A comparative study of attitude and behavior towards Eco-friendly product between Thai and foreign consumers
2	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Phatcharaphorn Bungthong	Strategies of Thai auto parts industry toward AEC
3	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Supapong Hongladarom	Strategy of Thai multinational company to enter and penetrate global markets: a case study of Siam Cement Group (SCG)
4	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Suthasinee Boonkrongkiat	The business plan for exporting shoe to Japan
5	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Chrarai Chamnong-arsa	Comparative study between Thai and foreign female consumers on factors affecting purchasing decision of cosmetics and skin cares
6	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Anyamanee Rodprajong	Business plan for Pan Rajthevee group to penetration in Myanmar market
7	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Pakawat Ramachandran	Business plan of white cement for capturing the pebble pool market in California State, USA
8	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Jurarat Reukngam	Business plan for exporting mineral water to Myanmar
9	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Sittipon Sirisabsopon	A business plan for exporting baby feeding bottles to the Middle East
10	Associate Professor Chintana Bunbongkarn	Mr. Samachik Hanjirkasem	Business plan for opening MK gold in Singapore
11	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Nantiya Limpiananchai	Business plan to export budget smartphones to Indonesia
12	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Niraphan Naktrakul	Business plan for Thai bags to export to Indonesian market
13	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Pimmika Hongthanapatch	Decision making criteria for purchasing medical devices in Thai operating room
14	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Phaninee Raksasirikul	Business plan: export Ohayo tofu and soy-milk to Qatar
15	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Supalak Techabanyat	Business plan of exportation instant organic baby food to Indonesia

No.	Advisor	Name	Topic
16	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Sitthidet Sirisabsopon	The study on Thais' and foreigners' perceptions towards the environmentally friendly products: a case of polyethylene terephthalate (PET) bottles
17	Associate Professor Teerayout Wattanasupachoke, Ph.D.	Mr. Chirapat Satiandi	The feasibility study of establishing wellness resort targeting senior Western tourists in Thailand
18	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Punnaraj Punsua	Japanese managers' attitude towards Thai employees
19	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Mary Lucille Santos	A study of factors causing employee engagement of employees in Thai companies in Thailand and foreign multinational companies in Thailand
20	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Sikarin Laonitisart	Working attitudes of Generation Y host office employees toward working with multinational company: a study of an MNC in Thailand
21	Associate Professor Pachsiry Chompukum, Ph.D.	Mr. Sorawong Asatthawasi	Cross-cultural challenges in virtual team: a case study of Thai shared service providers for New Zealander
22	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Supaksana Chandaeng	Thai employees' work attitude toward Chinese management style: a case of one Chinese MNC in Bangkok
23	Associate Professor Pachsiry Chompukum, Ph.D.	Mr. Abhinav Nayyar	Workplace attitude of Generation Y: a comparative study of India and Thailand
24	Assistant Professor Chatpong Tangmanee, Ph.D.	Mr. Paween Chacariyanuyok	Factors affecting the number of clicks on direct email messages: an international examination of business email marketing management
25	Assistant Professor Chatpong Tangmanee, Ph.D.	Miss Orathai Chanyaphaiboonlap	An empirical analysis of trust toward facebook merchants: a comparison between Thai's and international's perceptions
26	Assistant Professor Chackrit Duangphastra, Ph.D.	Miss Nuntana Sripornsawan	Strategy for Thai physicians in preparation toward AEC
27	Assistant Professor Chackrit Duangphastra, Ph.D.	Miss Pimwadee Wakama	Strategic plan of music school and music shop to enter into Laos PDR market
28	Assistant Professor Chackrit Duangphastra, Ph.D.	Miss Kitivichaya Watcharothai	International purchasing strategies on armaments and its evaluation
29	Assistant Professor Mongkolchai Wiriyapinit, Ph.D.	Miss Tachaporn Wajasath	Business plan for an e-commerce business to facilitate international customers for "La Vanetta"
30	Assistant Professor Siri-on Setamanit, Ph.D.	Miss Arisa Pipatwattana	Factors affecting ocean freight service provider selection: a case study of Japanese automotive industry in Thailand

No.	Advisor	Name	Topic
31	Punthumadee Katawandee, Ph.D.	Miss Thanida Kosinlsuk	Factors influencing Asians to attend an English language institute in Bangkok
32	Punthumadee Katawandee, Ph.D.	Miss Thirapha Srisinghaprapha	Factors affecting leisure Indian tourist to visit Thailand
33	Punthumadee Katawandee, Ph.D.	Miss Piyasuda Archasantisuk	Segmentation of ICCs users based on relationship with tourist establishment and host country
34	Punthumadee Katawandee, Ph.D.	Miss Podcharawan Treethat	Providing online information to Malaysian tourists based on their travel behavior and needs
35	Punthumadee Katawandee, Ph.D.	Miss Manatsawee Keeratikarun	Comparative study of Samed image after oil spill
36	Athapol Ruangkanjanases, Ph.D.	Miss Kanokwalee Kruanak	Brain gain for Thailand: the determinants of international students' intention to stay on after graduation
37	Athapol Ruangkanjanases, Ph.D.	Mr. Tun Thiumsak	Factors influencing international visitor's revisit intention: a case study of Bangkok, Thailand
38	Athapol Ruangkanjanases, Ph.D.	Mr. Teerapat Ngamkamollert	Factors influencing foreign students' satisfaction toward international program in Thai universities
39	Ruttachai Seelajaroen, Ph.D.	Miss Cunaporn Wattanasarn	Business plan for importing real slate sheet from Germany
40	Ruttachai Seelajaroen, Ph.D.	Miss Chanthida Tadmalee	The feasibility study of Italian ice-cream buffet business in major avenue Ratchayothin
41	Ruttachai Seelajaroen, Ph.D.	Miss Jitranun Promma	Feasibility study of exporting frozen deep-fried chicken rolls to Germany
42	Ruttachai Seelajaroen, Ph.D.	Miss Natasha Rose Kalayanamit	Feasibility study for setting up charter airline; focusing on B2B market with China
43	Ruttachai Seelajaroen, Ph.D.	Mr. Rasa Yuthavong	Feasibility study for Thai Airways in opening Bangkok - Istanbul route
44	Santhaya Kittikowit, Ph.D.	Miss Kamolkwan Satajutha	A comparative study of factors affecting buying decision of shelf stable ready-meal products between Thais and non-Thais in Thailand
45	Santhaya Kittikowit, Ph.D.	Miss Napatsnun Sansuk	Strategic plan for boosting pickup truck sales in Malaysia

No.	Advisor	Name	Topic
46	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Kandanai Panomeprairat	Business plan of exporting polypropylene resin to Australia
47	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Chantawit Patima	Business plan for exporting manora shrimp chips to Japan
48	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Nutsakon Sakulnarula	Business plan to export canned pineapple of ABC company to new market - Russia
49	Associate Professor Chew-Shen Chen, D.B.A.	Miss Piyatida Suwankaewmanee	Business plan of expansion agrochemical business to Myanmar
50	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Hongzhi Yin	Factors affecting Chinese students' decision making and satisfaction toward Thai universities
51	Associate Professor Chew-Shen Chen, D.B.A.	Miss Mengying Li	China's foreign direct investment in Thailand current status and future prospects

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No.	Advisor	Name	Topic
1	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Narut Wiwattanakrai	A business plan for Siam wellness group to expand their business to major cities in China
2	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Panchanit Sochirat	Business plan for Doi Chaang coffee to export to the Netherlands
3	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Pattama Suppalerksakoon	The business plan of exporting cookies and biscuits to Vietnam
4	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Weeraya Chaochankit	Strategic plan of exporting fiber cement board to Laos People's Democratic Republic
5	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Supaluk Panichkul	A business plan for cosmetic retail store in Vietnam
6	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Threerach Lebsing	Strategic plan for exporting Thai curry pastes and seasonings to Europe
7	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Thanamaeth Sangsrithanan	The feasibility study of exporting twiggs products to Singapore
8	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Nithimas Pichpatana	The feasibility study of exporting PAA shoes to Singapore
9	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Panadda Vilairat	The feasibility of expanding contemp salon fashion multi-brand store to Singapore
10	Associate Professor Ananchai Kongchan, D.B.A.	Miss Jitwaree Ratchataroj	Thai consumers purchasing behaviors on sportwear and consumer attitudes towards country-of-origin and Chinese product brands
11	Associate Professor Ananchai Kongchan, D.B.A.	Mr. Nuttasit Patarateerakul	Attitudes and behaviors towards Facebook marketing: a comparative study between Thai and Singaporean
12	Associate Professor Ananchai Kongchan, D.B.A.	Mr. Thanaphon Wongsatapornpat	Business research on Thai gem and jewelry exporters who exhibit in foreign exhibition
13	Associate Professor Ananchai Kongchan, D.B.A.	Miss Pintila Wangviwat	Impact of multinational corporation's CSR on consumer's attitude on brand quality in Thailand: a case study of DTAC
14	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Nattchaya Saengjae	An importance-performance analysis of low-cost carriers in Southeast Asia
15	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Pavinan Suppipat	A comparative study on American, German and Thai pre-elderly and seniors purchasing behavior toward smartphones

No.	Advisor	Name	Topic
16	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Wilasinee Bhuseriparp	The study of foreigners' attitudes toward fried-insect consumption in Thailand
17	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Kamolkhae Ngamprasertpong	A comparative study of Thai and American consumers' attitude toward Thai designer bags
18	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Ramol Vitchulada	The impact of Toyota global recall: the case study of Toyota Motor Thailand
19	Punthumadee Katawandee, Ph.D.	Miss Thaksaphorn Lertsamranphinit	Motivational factors affecting prospective Thai travellers to Indonesia
20	Punthumadee Katawandee, Ph.D.	Miss Tanita Yingvilasprasert	Perception and attitude of Thai people toward international fast fashion clothing brands
21	Punthumadee Katawandee, Ph.D.	Miss Patcharapan Homueam	The influence of Thai movies and dramas on Chinese's attitude toward Thai products and services
22	Punthumadee Katawandee, Ph.D.	Miss Pimlapat Arromchuen	Factors affecting Singaporean purchasing decision toward Thai amulets
23	Punthumadee Katawandee, Ph.D.	Miss Warisa Manomairat	Satisfaction of expatriates towards Bangkok's taxi services with regard to marketing mixes
24	Punthumadee Katawandee, Ph.D.	Mr. Siwit Virulhpanich	Thai passengers' perception on taxi service operation from overseas in Bangkok metropolitan
25	Santhaya Kittikowit, Ph.D.	Miss Kunapat Sombatlertrakul	Business plan of entering into mining and rock drilling equipment business in Laos PDR
26	Santhaya Kittikowit, Ph.D.	Miss Thipmanee Pakavatsoontorn	Comparative study between Thai and foreign consumer on factors affecting purchasing decision on bottled functional beverage in Bangkok metropolitan area
27	Santhaya Kittikowit, Ph.D.	Miss Pattarasuda Rawiwan	Study on Thai and Myanmar consumers' perceptions and purchasing behavior towards ready-to-drink milk products
28	Santhaya Kittikowit, Ph.D.	Miss Saranya Jirojsoontorn	A study on buying behavior and factors affecting foreigners and Thai consumers toward organic fruits and vegetables through online and social media
29	Santhaya Kittikowit, Ph.D.	Miss Sarocha Bhuseriparp	A study of factors affecting non-Thai consumers' attitude and behavior towards the non-alcoholic malt beverage in Bangkok
30	Athapol Ruangjanases, Ph.D.	Miss Nicharee Sirikulprasert	Factors influencing adoption of near field communication enable mobile payment in Thailand

No.	Advisor	Name	Topic
31	Athapol Ruangkanjanases, Ph.D.	Mr. Panya Sahaphong	Comparative study of purchasing behavior of microtransaction product in videogames on mobile devices between people of Philippines and people of Thailand
32	Athapol Ruangkanjanases, Ph.D.	Miss Wanassanan Suangchu	Cross-cultural transition experiences of international teachers in the education business in Thailand
33	Athapol Ruangkanjanases, Ph.D.	Mr. Setthawut Wongsatitporn	The comparative study of Thai and Malaysia consumers' decision toward mobile commerce adoption
34	Athapol Ruangkanjanases, Ph.D.	Miss Sutatip Tantrakul	Factors influencing customers to use self-service checkout machines at hypermarket store in thailand: comparative study between Thais and foreigners
35	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Patavee Prommaneesri	Business plan for exporting SKP foot valve to Myanmar
36	Associate Professor Chew-Shen Chen, D.B.A.	Miss Siripree Rianchaivanich	Business plan for importing mē soft, at-home hair removal device into Thailand
37	Associate Professor Chew-Shen Chen, D.B.A.	Miss Ananyaporn Mongkol	Business plan: exporting Rattan furniture to Germany
38	Associate Professor Chew-Shen Chen, D.B.A.	Miss Amika Pongchanasit	A business plan for online custom-made clothing store

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No.	Advisor	Name	Topic
1	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Nuthapong Markarakul	Business plan for a logistics company to expand cross border door to door service for Thailand and Malaysia
2	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Nathawat Pantade	Business plan to setup tropical dessert café in Singapore
3	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Tanat Jarusingdumrong	Business plan for automatic washing machines in Vietnam
4	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Benz Petprasert	Superfoods (Thailand) Co., Ltd: international market expansion to Singapore
5	Professor Emeritus Achara Chandrachai, Ph.D.	Mr. Puntumart Masathien	Business plan: Thai healthy hawker restaurant in Singapore
6	Professor Emeritus Achara Chandrachai, Ph.D.	Miss Eg-on Sreekaew	Strategic plan for exporting Thai brand skincare product to Vietnam: Pan Cosmetics
7	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Nahathai Thongna	Business plan for exporting herbal extracted personal care products to California, USA
8	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Duangkamol Palungpornsunthichai	Strategic plan for boosting Toyota passenger car sales in Laos market
9	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Paritta Trakulmechokchai	The feasibility study of exporting Thai fresh vegetable ready-to-cook set to Germany
10	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Miss Yuwapak Saktangcharoen	Feasibility study for Thai spa & massage in New York, USA
11	Associate Professor Pakpachong Vadhanasindhu, D.B.A.	Mr. Suksombat Srisurin	A business plan for a public transportation company routing from Surin province in Thailand to Siemriep province in Cambodia
12	Associate Professor Ananchai Kongchan, D.B.A.	Mr. Puntit Charoenpong	Factors affecting customer buying decision for long haul flights
13	Associate Professor Ananchai Kongchan, D.B.A.	Miss Puthita Wipoosanapat	Factors affecting employee engagement: case of a multinational company
14	Associate Professor Ananchai Kongchan, D.B.A.	Mr. Suthisart Tiyaavuthirojanakul	Trust of Thai international brands in Japan
15	Associate Professor Ananchai Kongchan, D.B.A.	Miss Saovaluck Tanakornkasamsri	Employee motivation in MNC: a case of auditing and consulting company

No.	Advisor	Name	Topic
16	Associate Professor Ananchai Kongchan, D.B.A.	Mr. Amarittatthep Phasukmul	Business plan to sell niche-oriented t-shirts online in the US
17	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Krishna Pandey	Study between Thai and non-Thai attitude and perception towards safety application
18	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Suwapatra Orapin	The study of processed seafood consumer behavior of people in England
19	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Chutinan Liewphairatana	Attitudes of Thais towards plastic surgery in Korea
20	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Thitinart Duangchit	Effects of cycling program on joining bicycle tour in Thailand: evidence from Thai and non-Thai
21	Assistant Professor Tartat Mokkhamakkul, Ph.D.	Miss Yanan Worapaiboon	Improvement plan for automotive aftermarket inventory management: a case study of ABC company
22	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Kansuda Nethasanai	Factors of facebook advertising influencing purchasing decisions: a comparison between Thai and non-Thai facebook users
23	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Jaturaporn Uaratanachaikun	A study of Thai and non-Thai's factor influencing and satisfaction towards portable battery charger for smart mobile devices
24	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Yanika Wongbureerat	Business plan for operating Thai milk tea shop in UK
25	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Panotnart Kampermpool	Business plan for healthy fast food restaurant in Singapore
26	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Pachara Ruengwattanawisit	Business plan of exporting top-up machine to Republic of Union of Myanmar
27	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Orngunya Siriyothipan	Factors influencing of skincare buying decision between Thai and foreign people in Bangkok and urban area
28	Santhaya Kittikowit, Ph.D.	Miss Piyaporn Wattanakij	A comparative study of factors influencing Thai and non-Thai decisions to purchase Thai herbal tea
29	Santhaya Kittikowit, Ph.D.	Miss Punnapat Arunsri	A study of competitive advantage of Thailand to be the marina hub of ASEAN
30	Santhaya Kittikowit, Ph.D.	Miss Phrueksa Rungsirithip	Factors affecting European, North America, and Asia's perception and purchasing behavior towards Textured Vegetable Protein (TVP)
31	Santhaya Kittikowit, Ph.D.	Mr. Sutthasin Tanmanasiri	Factors affecting purchasing decisions of smartwatches between Thais and non-Thais

No.	Advisor	Name	Topic
32	Santhaya Kittikowit, Ph.D.	Miss Amila Tochuendee	Factors affecting muslim foreigners in choosing halal restaurants in Bangkok
33	Punthumadee Katawandee, Ph.D.	Miss Nitchakarn Apikliawphan	Factors influencing tourists' decision-making staying in accomodation listed on Airbnb
34	Punthumadee Katawandee, Ph.D.	Mr. Terrence Sae-Lee	Tourist consumption in Thailand: a case of Hong Kong visitors
35	Punthumadee Katawandee, Ph.D.	Miss Pornpun Wongsataporn	Factors affecting purchase intention for e-comics: comparative study between Thai and Japanese consumers in the comic society
36	Punthumadee Katawandee, Ph.D.	Miss Pattarin Yiengsubhanond	A study on Westerners' motivation and behavior intention regarding wellness tourism vacation in Thailand: a case study of the Americans and Europeans
37	Punthumadee Katawandee, Ph.D.	Mr. Rangsarit Denpaiboon	Enhancing Thailand's competitiveness: a gastronomic tourism hub of ASEAN
38	Athapol Ruangkanjanases, Ph.D.	Miss Chayanee Techapoolphol	Factors affecting adoption of cab-calling applications: a comparison between Thai and non-Thai adopters
39	Athapol Ruangkanjanases, Ph.D.	Miss Tassaya Sermsaksopon	Factors influencing muslim's purchase intention toward non-muslim's halal packaged food manufacuturers: a comparative study between Thailand and Indonesia
40	Athapol Ruangkanjanases, Ph.D.	Miss Suphitcha Wongprasopchai	Factors influence customer adoption of mobile banking services: a comparative study between Thailand and Malaysia
41	Athapol Ruangkanjanases, Ph.D.	Miss Muanfun Wutthisith	Factors influencing intention to purchase stickers in a messaging application: a comparative study between Thai and Japanese
42	Kwanrat Suanpong, Ph.D.	Mr. Warong Pongstiensak	A study on business strategies of Thai and non-Thai companies in the Thai auto industry
43	Kwanrat Suanpong, Ph.D.	Mr. Wolfgang Hummler	A study on strategy used by Thai companies in the plastic industry to apapt with the implementation of ASEAN Economics Community
44	Kwanrat Suanpong, Ph.D.	Mr. Sitthavit Kulvuthivilas	Foreign exchange hedging methods for import business in Thailand to avoid the loss during exchange rate swing
45	Patchara Popaitoon, Ph.D.	Miss Jatuporn Trithipayapong	A study of effectiveness of Japanese management style in Thai subsidiary
46	Patchara Popaitoon, Ph.D.	Miss Angkana Suwannachot	Factors influencing Thai engineer's decision in becoming expats within ASEAN Economics Community

No.	Advisor	Name	Topic
47	Associate Professor Chew-Shen Chen, D.B.A.	Miss Khuntida Phuweenaphan	Business plan of condominium project in Myanmar
48	Associate Professor Chew-Shen Chen, D.B.A.	Miss Thapapuk Naravorawat	Business plan for Thai blind massage and therapy in Seoul, South Korea
49	Associate Professor Chew-Shen Chen, D.B.A.	Miss Napeepat Vorawatpanich	Business plan of exporting native tapioca starch product to paper-making industry in China
50	Associate Professor Chew-Shen Chen, D.B.A.	Miss Patcharee Boonchaay	A business plan for exporting crispy job's tears to Indonesia
51	Associate Professor Chew-Shen Chen, D.B.A.	Miss Pichaya Lertnapavilai	Business plan to export durian flavored ice-cream to China
52	Associate Professor Chew-Shen Chen, D.B.A.	Miss Sirapat Sutti	Business plan to export durian snacks to China

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No.	Advisor	Name	Topic
1	Associate Professor Ananchai Kongchan, D.B.A.	Miss Kamonchanok Boonsanong	A comparative study of marketing factors affecting clean-food consumer behavior in Bangkok between Thai and foreign consumers
2	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Dolaporn Jantrawet	Business plan for importing timeblock to Thailand
3	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Tatsananun Supaganjanavat	Business plan for Nature Bliss Co., Ltd. In exporting Thai virgin coconut oil capsule to Japan
4	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Thanyarat Lertpongparkpoom	A comparative study of environmental attitude and stimulus on green purchasing behavior between Thai and German
5	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Thidarat Klamkomol	A comparative study of work adaptability in US company in Thailand between Thai employees with and without overseas study experience
6	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Pareenus Naowabut	The comparative study of consumer's perception and behavior toward purchasing organic food between Thai and German
7	Associate Professor Pachsiry Chompukum, Ph.D.	Mr. Pish Sungkhawanish	The study of retention of Thai employee who has been relocated back in a Japanese company
8	Associate Professor Mongkolchai Wiriyaipinit, Ph.D.	Mr. Wissaroot Yong	A study of factors influencing purchase decision of virtual items and DLC in online game
9	Assistant Professor Chackrit Duangphastra, Ph.D.	Mr. Agustaviano Sofjan	Transport logistics for international business: a study for Thailand and CLMV countries
10	Assistant Professor Tartat Mekkhamakkul, Ph.D.	Miss Nuttarut Tantianon	Business plan for exporting banana chip with tamarind to Japan
11	Assistant Professor Tartat Mekkhamakkul, Ph.D.	Miss Tatcha Somjitprasert	Business plan for exporting frozen ready-to-eat mango on sweet sticky rice to South Korea
12	Assistant Professor Tartat Mekkhamakkul, Ph.D.	Miss Nisachol Kuhavichanun	Comparative study about healthy food consumption behavior of people living in Bangkok and Singapore
13	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Nunjitta Sudji	Business plan for exporting fresh kaffir lime, lime and morning glory to Hong Kong
14	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Paemika Aroonrungsikul	Business plan for exporting Thai herbal soap to Singapore
15	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Woranuch Kongsupapsiri	Business plan for exporting abalone healthy beverage to vietnam

No.	Advisor	Name	Topic
16	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Sermpol Vatanavorakitkul	Business plan for auto carrier in Thailand
17	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Apimuk Wittayanakorn	Business plan for exporting "mobile office container" or "temporary office container" to Singapore
18	Punthumadee Katawadee, Ph.D.	Miss Katunchalee Intarapanya	Factors influencing international tourists to buy a tourist sim card
19	Punthumadee Katawadee, Ph.D.	Miss Jarumas Akapin	Study of European tourists' motivations, needs and preferences for voluntouriam participation in Thailand
20	Punthumadee Katawadee, Ph.D.	Miss Narudee Panichsusawad	Chinese tourists' travel motivation in selecting Thailand as a leisure destination
21	Punthumadee Katawadee, Ph.D.	Miss Nicharee Kuntarakornkiti	Factors affecting Chinese tourists's buying behavior toward Thai cosmetic products
22	Punthumadee Katawadee, Ph.D.	Miss Bunthita Choksuvanich	Business plan for establish an agency for Thai boxing training targeting tourist
23	Santhaya Kittikowit, Ph.D.	Miss Yanin Prasatintara	Factors influencing Japanese intention to purchase and food safty perception toward processed chicken
24	Santhaya Kittikowit, Ph.D.	Miss Rangsima Tharachewin	Business plan for a well-being hotel and residence in Bangkok
25	Santhaya Kittikowit, Ph.D.	Miss Rassarin Dilokkulworasit	Comparative study on foreigners and Thai consumers' attitudes and behavioral responses towards corporate social responsibility initiatives in fast food industry
26	Santhaya Kittikowit, Ph.D.	Miss Woranat Soontongamjohnpanit	Business plan for "my project"; the online personalize organic granola and mixed in Hong Kong
27	Associate Professor Chew-Shen Chen, D.B.A.	Miss Pantawan Laophongsit	Business plan for Thai exporting rice crackers to China
28	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Worapob Wamasuree	Business plan: exporting gas stove to Myanmar
29	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Vicha lamchoei	Business plan: online selling Thai healthy curry paste on German market
30	Associate Professor Chew-Shen Chen, D.B.A.	Mr. Sittisak Piboonthanakiat	Business plan for operate Wuttisak Clinic in China

No.	Advisor	Name	Topic
31	Associate Professor Chew-Shen Chen, D.B.A.	Miss Auranuch Chotchaisatit	The business plan for exporting Thai organic namhom coconut water to Australia

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No.	Advisor	Name	Topic
1	Associate Professo Ananchai Kongchan, D.B.A.	Miss Phakhwan Songsermsawad	A comparative study on factors affecting career change between Thai and foreign workers in multinational companies
2	Associate Professo Ananchai Kongchan, D.B.A.	Miss Thinarom Hanthamrongwit	Factors influencing work engagement of foreign employees in Thailand
3	Associate Professo Chew-Shen Chen, D.B.A.	Miss Tunyaporn Huguan	The study of impact on customer satisfaction, commitment and customer retention towards customer orientation of service employees in international student recruitment services
4	Associate Professo Chew-Shen Chen, D.B.A.	Mr. Bavorn Tientongtip	Attitude, satisfaction, and performance of Generation Y toward workplace fun in multinational firms in Thailand
5	Associate Professo Chew-Shen Chen, D.B.A.	Miss Parnwad Yoopakdee	Business plan of service apartment for medical visits in Bangkok
6	Associate Professo Chew-Shen Chen, D.B.A.	Miss Peeticha Tanomsin	Factors affecting foreign passengers' satisfaction and brand loyalty towards low cost carrier in Thai airline industry
7	Associate Professo Chew-Shen Chen, D.B.A.	Mr. Vivid Rattana-ubon	Supply plan of a power plant maintenance service in Sudan
8	Associate Professo Chew-Shen Chen, D.B.A.	Mr. Aphirat Suphavilai	The comparison study of motivation factors for Generation Y sales force between working in MNE and in local enterprises in Thailand
9	Associate Professo Somchanok Passakonjaras, Ph.D.	Mr. Vajirawit Siripiyaphat	Business plan for Kanya Plus Physical Therapy Clinic targeting Japanese people in inner Bangkok
10	Associate Professo Somchanok Passakonjaras, Ph.D.	Miss Wannawilai Tungjaroenchai	Business plan for exporting fresh mozzarella cheese to Luang Prabang, Laos PDR
11	Associate Professo Somchanok Passakonjaras, Ph.D.	Miss Arunwadee Sakulchoowong	Factors affecting job satisfaction among LGBT workforce in Thailand: a case of MNCs and Thai companies
12	Associate Professo Somchanok Passakonjaras, Ph.D.	Mr. Ekathai Totrakarntrakul	Business plan for international expansion of radiator to Maldives: exporting
13	Associate Professo Pachsiry Chompukum, Ph.D.	Miss Janejira Theeranipath	A study of Generation Z's global mindset in Thailand
14	Associate Professo Pachsiry Chompukum, Ph.D.	Miss Thanaporn Panitchanok	Business plan for selling muslim fashion clothing to Indonesia via online channels

No.	Advisor	Name	Topic
15	Associate Prof. Pachsiy Chompukum, Ph.D.	Miss Apinya Mangkalakeeree	A study of Thai woman's shopping behavior toward international fast fashion brand vs Thai emerging online brand
16	Assistant Prof. Kajornvut Namsirikul, D.B.A.	Mr. Khunpin Tiranassakul	The business plan, operating rental motorbike business in Pattaya, Thailand for Russian tourists
17	Assistant Prof. Tartat Mookhamakkul, Ph.D.	Miss Chanitcharat Thunbutr	Business plan for freight forwarding company to expand music event logistics service in Thailand
18	Assistant Prof. Tartat Mookhamakkul, Ph.D.	Mr. Nirut Rojjanawatchara	Develop international purchasing strategy of raw materials in aerospace industry
19	Assistant Prof. Tartat Mookhamakkul, Ph.D.	Miss Pavitra Virulhakieat	Feasibilities of exporting organic young coconut water to China
20	Assistant Prof. Thira Chavarnakul, Ph.D.	Miss Charasorn Uppawong	Business plan for Thai spa and massage in Singapore
21	Assistant Prof. Thira Chavarnakul, Ph.D.	Miss Jane Janelert-udom	Business plan for exporting organic pasta to Germany
22	Assistant Prof. Thira Chavarnakul, Ph.D.	Mr. Chinnawat Sukpatarathum	The business plan for exporting "dry chilli sauce" to China
23	Assistant Prof. Thira Chavarnakul, Ph.D.	Mr. Navaphon Rattanasonthong	A comparative study of customer's perceptions and behavior toward purchasing luxury designer goods via e-store between Thai and Chinese
24	Assistant Prof. Thira Chavarnakul, Ph.D.	Miss Buntharika Suwankeeree	Comparative study of consumer intention toward purchasing EV in automobile market between Thailand and Malaysia
25	Assistant Prof. Thira Chavarnakul, Ph.D.	Miss Panicha Chokprajakchat	Business plan of opening Thai dessert made from mango café in Hong Kong
26	Assistant Prof. Thira Chavarnakul, Ph.D.	Miss Salinla Boonyamanond	Business plan for exporting sportswear to the Philippines
27	Assistant Prof. Patchara Popaitoon, Ph.D.	Mr. Kevin Khambo	Comparative study on perceptions toward work life balance by Thailand and Australia's employees
28	Assistant Prof. Patchara Popaitoon, Ph.D.	Miss Piyanuch Tanausawaphol	The relationship between organizational culture, job satisfaction and organizational commitment in multinational corporation in Bangkok metropolis: a case of KMTCC (Thailand) Co., Ltd.
29	Assistant Prof. Athapol Ruangkanjanases, Ph.D.	Miss Noppawan Jitampun	Consumer's resistance to using mobile payment: a comparative between Thailand and Malaysia

No.	Advisor	Name	Topic
30	Punthumadee Katawadee, Ph.D.	Miss Jinjuta Prudtikul	Business plan for baggage storage for tourists in Bangkok
31	Punthumadee Katawadee, Ph.D.	Miss Min Li	Chinese Free Independent Tourists' (FITs') shopping behavior at and satisfaction with King Power Downtown Rangnam Complex
32	Punthumadee Katawadee, Ph.D.	Miss Wirunphat Chareyalrongsas	Factors influencing the Swedish to select Phuket as a long stay destination: comparing senior and non-senior Swedes
33	Punthumadee Katawadee, Ph.D.	Miss Arttaporn Amornpisit	Analysis on the importance and satisfaction factors of international travelers towards hostels in Bangkok
34	Santhaya Kittikowit, Ph.D.	Miss Kittiya Suwanabubpa	Factors influencing purchase decision on cosmetic products of consumers in Yangon
35	Santhaya Kittikowit, Ph.D.	Miss Chaniphorn Sopitnukul	Factors affecting purchasing intention of foreigners in Thailand toward sun care products
36	Santhaya Kittikowit, Ph.D.	Miss Noramon Apichatchote	Comparative study on factors affecting dining decisions between Japanese and Thai toward Japanese restaurants in bangkok
37	Santhaya Kittikowit, Ph.D.	Miss Phappim Ihara	Business plan for exporting jewelry to Indonesia
38	Santhaya Kittikowit, Ph.D.	Miss Marudee Sriphotchanart	Attitude and purchasing intention of East Asians toward Thai designer apparel
39	Santhaya Kittikowit, Ph.D.	Miss Sitthinee Simakorn	A comparative study of dreamt workplace between Thai and non-Thai Generation Z
40	Santhaya Kittikowit, Ph.D.	Miss Areerat Kittithirapornchai	Entrepreneurial intention: a comparative study among millennial employees of multinational corporations
41	Kwanrat Suanpong, Ph.D.	Miss Juthamard Saengnakorn	Business plan for developing and importing waterproof eyeliners pencil from Korea
42	Kwanrat Suanpong, Ph.D.	Miss Chutimon Phukatiew	Business plan for exporting women apparel (FAFALU) to China
43	Kwanrat Suanpong, Ph.D.	Miss Chutima Pratheepkongjaroen	Business plan for exporting organic detergent to Singapore
44	Kwanrat Suanpong, Ph.D.	Miss Natjira Khiaocharoen	Business plan for exporting natuaraal hair mask to Japan

No.	Advisor	Name	Topic
45	Kwanrat Suanpong, Ph.D.	Mr. Narathorn Kiatphaiboon	Business plan for exporting vacuum-dried cultivated banana stick to China
46	Kwanrat Suanpong, Ph.D.	Miss Walaiwat Chunkrachang	Business plan for exporting tea infusion skincare in Myanmar
47	Kwanrat Suanpong, Ph.D.	Miss Wattanaporn Veerakul	Business plan for organic soap export to China

MM 14

No.	Advisor	Name	Topic
1	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Nat Pomtong	Business plan for exporting instant Thai milk tea to Germany
2	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Jednapis Sethwattanakul	Comparative study of differences in attitude towards environmental-friendly behavior between people in developed countries and Thailand
3	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Natthaya Chedchan	Factors influencing Thai customers' intention to purchase products via an OMNI -channel platform provided by an international retailer
4	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Thanticha Tembundit	Business plan for exporting jewelry to South Korea
5	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Lalita Boonbongkarn	A survey of employee's perception, understanding, and compliance toward harassment policy of a multinational oil and gas company
6	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Ariya Kittithirapornchai	Factors influencing purchase decision towards imported cosmetics products
7	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Israporn Srinitiroj	Business plan for exporting dried mango coated with honey to Japan
8	Assistant Professor Tartat Mookhamakkul, Ph.D.	Miss Kawintip Udomroekchai	Business plan for medical tracking software
9	Assistant Professor Tartat Mookhamakkul, Ph.D.	Miss Prangmas Jongchansittho	Business plan for exporting Thai organic cosmetics to Vietnam
10	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Titapa Chaisuriyakul	Business plan for exporting silver jewelry to Germany
11	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Teerayut Piboonrujananon	Business plan for medical tourism for Chinese tourist
12	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Vichaporn Rojamornkul	Business plan for short-term vacation rental management
13	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Anukom Aksharanugraha	Business plan for hostel for international digital nomad
14	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Aroon Phaiboonworachat	Business plan for exporting pork products to Hong Kong
15	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Mr. Kunnapat Wannanirut	An analysis of hotel selection factors in Bangkok: case of free independent travelers from Korea
16	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Pasika Jeebjong	Electronic words of mouth and its impacts on purchasing behavior: a comparison between Thai and Indonesian consumers

No.	Advisor	Name	Topic
17	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Pattanaporn Siririsakulchai	Factors affecting customers' purchase intention towards online groceries shopping: a comparative study between Thailand and Indonesia
18	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Siriyakorn Payakka	Factors for user's intention to purchase legal video streaming service: comparative study between Thai and American consumers
19	Assistant Professor Patchara Popaitoon, Ph.D.	Mr. Thitiphong Serisomnuek	A study of factors that affect Western expatriates' cross-cultural adaptation in the Thai workplace
20	Assistant Professor Patchara Popaitoon, Ph.D.	Miss Natsiree Treerattanakasem	Factors influencing decision to become an expatriate in Singapore
21	Rapeeporn Rungsithong, Ph.D.	Miss Proud Sumrankitdumrong	Business plan for selling aromatic herbal inhaler souvenirs for Chinese tourists
22	Rapeeporn Rungsithong, Ph.D.	Miss Pitchaporn Thitichaiyo	Business plan for exporting Thai sea salt spa product to China
23	Rapeeporn Rungsithong, Ph.D.	Miss Suparat Ketcong	Business plan for opening premium handcrafted ice cream shop in Singapore
24	Kavin Asavanant, Ph.D.	Mr. Teerakiat Kasemchaipipat	Business plan of mobile application for Thai spa and massage toward Chinese tourists
25	Kavin Asavanant, Ph.D.	Mr. Pavan Khimesra	A comparative study of the commercial hurdles impacting the development of microfinancing in Thailand in comparison to Vietnam from formal and semi-formal institutional perspective

MM 15

No.	Advisor	Name	Topic
1	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Nattamon Saengchai	Direct exporting Thai dehydrated longan to India
2	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Paveen Akaraseranee	Business plan for exporting coffee capsule to China
3	Associate Professor Somchanok Passakonjaras, Ph.D.	Miss Witawadee Uttayarath	Business plan for exporting Thai online women clothing brand "VITAVADEE" to Singapore online women clothing market
4	Associate Professor Somchanok Passakonjaras, Ph.D.	Mr. Sorasit Yimyuan	Business plan for offshore-manufactured craft beer and importing to Thailand targeting foreign consumers
5	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Punjaporn Chunprasert	A study on the challenges and enhancing opportunities of cross-cultural communication towards Thai employees who work for multinational companies in the Kingdom of Thailand
6	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Pissa Wiriyapalin	Business plan for exporting Cosluxe products to Vietnam
7	Associate Professor Pachsiry Chompukum, Ph.D.	Miss Peangpim Chutchawanyangkool	Business plan for expanding Wiselight to Indonesia
8	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Nhoravich Vutrapongwatana	Business plan for exporting packaged tamarind paste to Asian market to Los Angeles
9	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Punnaphat Niyommalai	A business plan of AIRPORTELS luggage Delivery and Storage Service in Hong Kong
10	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Phannaphat Niyommalai	A business plan of exporting sport energy gel to Singapore
11	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Apirati Sirisoingern	A business plan for expanding Western cuisine restaurant in South Korea
12	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Mr. Krit Maneesaksomboon	Factors influencing intention to use Mobile Food Ordering Apps (MFOAs): a comparative study between Thai and Indonesian
13	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Mr. Pitchaya Ritchaem	Factors influencing the intention to use premium music streaming services: a comparative study of consumers in Thailand and Indonesia
14	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Suwani Thanakunwiwat	Customer resistance to using electronic passbook: a comparative study between Thai and Indonesian

No.	Advisor	Name	Topic
15	Punthumadee Katawandee, Ph.D.	Miss Supasiri Siriboon	Factors influencing Chinese travelers to select Thailand as a leisure destination: a case of Ctrip platform users
16	Rapeeporn Rungsithong, Ph.D.	Miss Chatpattra Sorrnate	Business plan for exporting Thai handcrafted soap and natural skincare products to Germany
17	Rapeeporn Rungsithong, Ph.D.	Miss Thanit Thepgoonhanimitta	Business plan for exporting frozen Thai food to USA
18	Rapeeporn Rungsithong, Ph.D.	Miss Thitaree Suppunyusiri	Business plan for exporting aromatic home fragrance products to China
19	Rapeeporn Rungsithong, Ph.D.	Miss Natta Siripattananun	Business plan for exporting foldable plastic table to Singapore
20	Rapeeporn Rungsithong, Ph.D.	Miss Phantakan Likhananontawong	Business plan for opening a botanica café and a cocktail bar in Singapore
21	Rapeeporn Rungsithong, Ph.D.	Miss Supatra Chitwiriya	Business plan for exporting contemporary metal furniture to Singapore

MM 16

No.	Advisor	Name	Topic
1	Associate. Professor Somchanok Passakonjaras, Ph.D.	Mr. Christopher Pinkos	Business plan of Ameleon Group (English), a social enterprise
2	Associate. Professor Somchanok Passakonjaras, Ph.D.	Miss Thanutporn Sittisomboonsri	ASEAN-China Free Trade Agreement (ACFTA) towards on Thailand's fruit export industry: opportunities and challenges
3	Associate. Professor Somchanok Passakonjaras, Ph.D.	Miss Sasinut Chokrungruang	The impact of celebrity endorsement vs. influencer marketing on consumer purchase intentions for beauty products: a comparison between Thai's and Korean's consumers
4	Associate. Professor Somchanok Passakonjaras, Ph.D.	Miss Irin Poonsin	Business plan for opening a trendy café in Cambodia
5	Associate. Professor Chackrit Duangphastra, Ph.D.	Miss Kanokkorn Larpmahaprasert	Enterprise risk management in the context of international freight forwarding company in Thailand
6	Associate. Professor Chackrit Duangphastra, Ph.D.	Miss Napattra Sripien	Business plan for plantoys in Australia
7	Associate. Professor Chackrit Duangphastra, Ph.D.	Mr. Shiva Singh	Concrete waterproofing business analysis and business plan for Xypex Marketing Service (Thailand)
8	Assistant Professor Punthumadee Katawandee, Ph.D.	Miss Pimjuta Pornboonyarat	Tourist souvenir purchase behavior: do tourists only buy souvenir offline?
9	Assistant Professor Patchara Popaitoon, Ph.D.	Miss Sirilak Pisolyabud	A study of factors influencing the assigned expats' decision on international assignment after COVID-19 world pandemic
10	Assistant Professor Patchara Popaitoon, Ph.D.	Miss Supitcha Thanasaenchok	Motivational job design for Generation Z workforce: a comparative study between Thailand and United States
11	Assistant Professor Patchara Popaitoon, Ph.D.	Miss Hathai Chaiwattananukun	A study of leader communication styles for enhancing remote worker's motivation and commitment in context of South East Asia
12	Assistant Professor Thira Chavarnakul, Ph.D.	Mr. Purit Jindalucksawong	Comparative study between Thai and Singaporean consumer on factors affecting purchasing decision of running shoes
13	Assistant Professor Thira Chavarnakul, Ph.D.	Miss Sawitha Songmali	Business plan for organic Asian restaurant in the United States
14	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Kanwara Gayapun	Determinants of behavioral intention to use a mobile application to hire a local travel guide for a customized journey: a comparative study between German and Thai travelers

No.	Advisor	Name	Topic
15	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Mr. Norman Roca Diagan	Factors influencing students' satisfaction in hybrid learning: an empirical investigation between students in Thailand and the Philippines
16	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Van Anh Le	Comparative study factors influencing Thai and Vietnamese's customer decision to use e-wallet: the opportunity for fintech company during and after COVID-19 pandemic period
17	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Miss Sirapatsorn Thiansawang	A comparative study of Thai and American consumers' intention to use telemedicine applications
18	Assistant Professor Athapol Ruangkanjanases, Ph.D.	Mr. Siwaruck Ponyomma	Factors influencing motivation to use dating application services: a comparative study of users Thailand and the Philippines
19	Assistant Professor Tartat Mookhamakkul, Ph.D.	Miss Yalan Wang	Passenger airline branding and the COVID-19 pandemic: an investigation into the role of cognitive vs affective trust on consumer brand choice
20	Assistant Professor Rapeeporn Rungsithong, Ph.D.	Miss Teewalee Asawaniwed	Impact of E-commerce on the growing of internationalization of Thai SMSes
21	Assistant Professor Rapeeporn Rungsithong, Ph.D.	Miss Pichamon Boontanom	The relationship between marketing mix and satisfaction of Korean expat in Thailand towards Thai spa and massage: the mediating effect of culture
22	Assistant Professor Rapeeporn Rungsithong, Ph.D.	Miss Michelle Dings	Business plan of custom-mixed organic cereals export to Singapore
23	Assistant Professor Rapeeporn Rungsithong, Ph.D.	Miss Sireetorn Maneekorn	Strategic plan for Tasaki's room AC market expansion to Siem Reap, Cambodia
24	Nongnapat Thosuwanchot, Ph.D.	Mr. Tanapat Chantaramalee	The study of factors impacting Thai firms' internationalization of digital media contents among Asian countries
25	Nongnapat Thosuwanchot, Ph.D.	Miss Papatsorn Krunggratoke	Board of Directors' international experience and firm CSR performance in Thailand
26	Nongnapat Thosuwanchot, Ph.D.	Miss Saranporn Phaopongjan	Business plan for exporting Thai organic personal care products to Japan
27	Nongnapat Thosuwanchot, Ph.D.	Miss Arphananth Sangadej	Examining the influence of electronic word of mouth on Southeast Asian customers' purchasing intention focusing on the hospitality industry

②

IS SUBMISSION PROCEDURE


IS TOPIC & PROPOSAL SUBMISSION

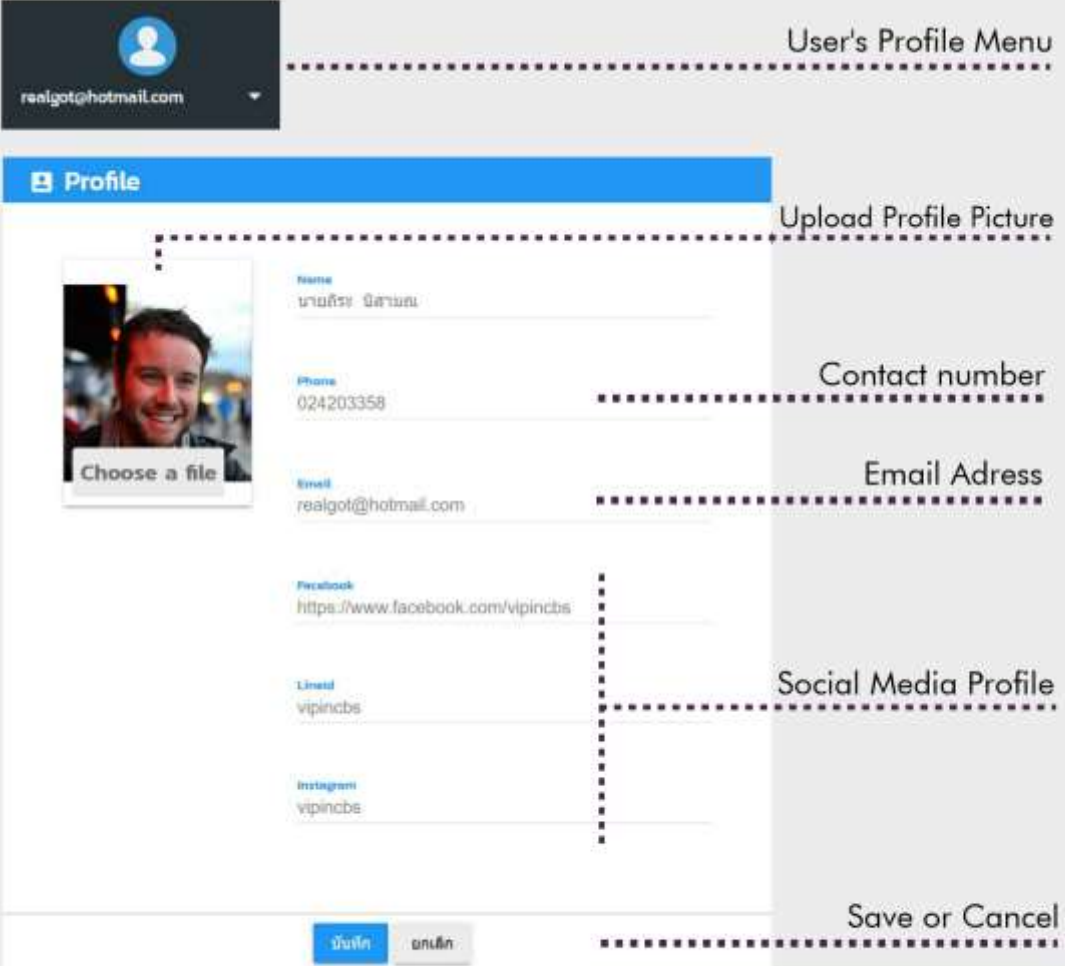
IS topic & proposal must be submitted electronically via PETRA system (<https://petra.acc.chula.ac.th/app/pat>) AND upload a hardcopy version via Google Drive (individual folder)

- I. **Submit** via PETRA → <https://petra.acc.chula.ac.th/app/pat>



PAT's Quick guide

Go to : petra.acc.chula.ac.th/app/pat/
Your Username : (StudentID)@acc.chula.ac.th

1.  **Update User's Profile**



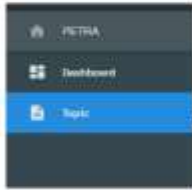
The screenshot shows the 'Profile' update page in the PAT system. It includes a 'User's Profile Menu' at the top left with the email 'realgot@hotmail.com'. The main profile form has several fields: 'Name' (นายณัฐวิทย์ ธิลาภมณ), 'Phone' (024203358), 'Email' (realgot@hotmail.com), 'Facebook' (https://www.facebook.com/vipincbs), 'Lineid' (vipincbs), and 'Instagram' (vipincbs). There is a 'Choose a file' button for the profile picture. At the bottom, there are 'บันทึก' (Save) and 'ยกเลิก' (Cancel) buttons. Annotations with dashed lines point to these elements: 'User's Profile Menu', 'Upload Profile Picture', 'Contact number', 'Email Adress', 'Social Media Profile', and 'Save or Cancel'.

Any Question ?  vip@buv.co.th  08-1869-0291

2.



Topic Submission Form



Choose "Topic" Menu



User's Profile

Enter a Topic Name (Primary language)

Enter a Topic Name (Secondary language)

Enter tails

Select Semester for the Project

Choose Advisor

Search for Advisor
Press to choose

Save Form, Send Form (To Advisor), Print Form

Any Question ?

vip@buv.co.th

08-1869-0291

II. Upload to Google Drive

You must upload these following pages to Google Drive (individual folder).

Remark: PDF version ONLY. Electronic signature (both student's & Advisor's) is acceptable.

*Director's signature is **NOT** required.*

**Faculty of Commerce and Accountancy
Master of Management Program
in International Business (International Program)
Independent Study Topic & Proposal Form**

First name/Last name _____ ID number _____

IS Title _____

Student's Signature _____

(_____)

Date _____

Sample

Advisor's comment

IS Topic &

Proposal

Advisor's Signature _____

(_____)

Submission

Director's comment

Director's Signature _____

(Assistant Professor Thira Chavarnakul, Ph.D.)

Date _____

FINAL DRAFT SUBMISSION (3 hard copies)

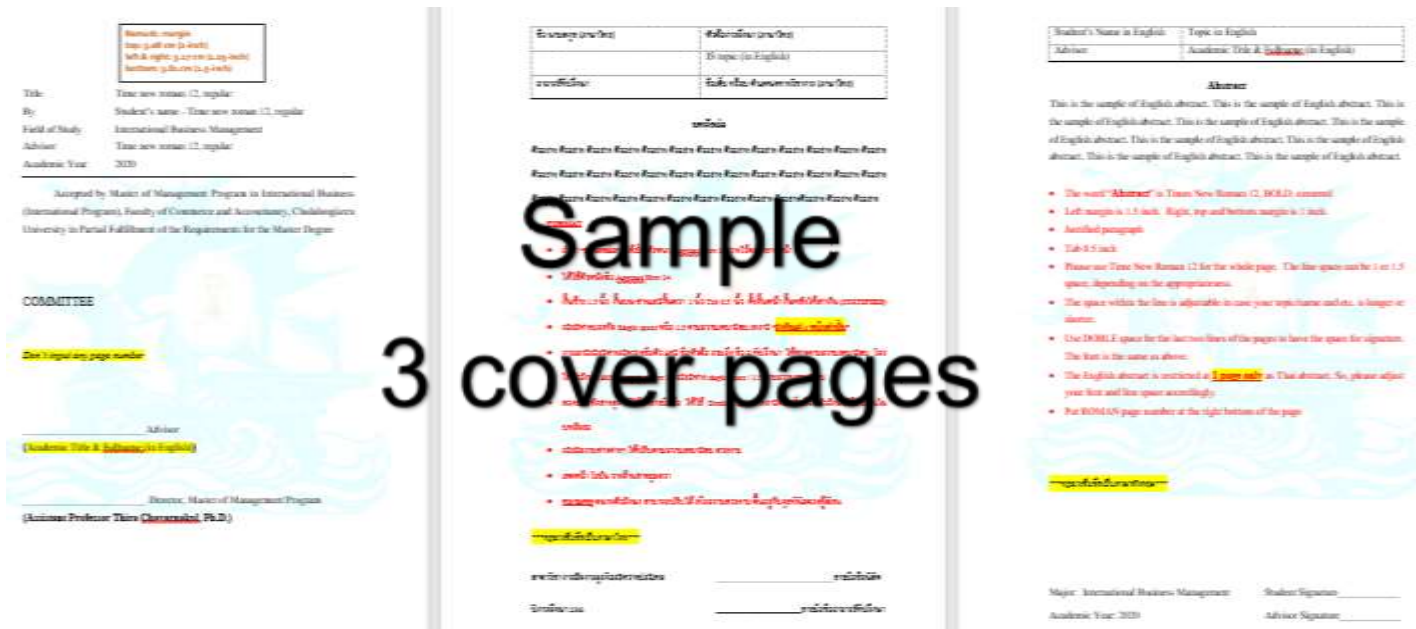
- ❑ Before submit the Final draft, students must upload their works via TURNITIN (<https://www.turnitin.com/>) in order to check similarity and plagiarism.
- ❑ TURNITIN is a plagiarism detection tool to check the originality of papers.
- ❑ The similarity must be \leq (less than or equal to) **30%** otherwise rewrite and check again it.
- ❑ Once finalised, hand in the **3 hard copies** without “watermark” and use a binder paper clip to the program within the deadline.



FINAL PAPER SUBMISSION

Check list:

- ❑ **Add “Watermark”**
 - Download: <http://library.cbs.chula.ac.th/wp-content/uploads/2019/10/CBS-2021.jpg>
 - Design -> Watermark -> Custom Watermark -> Picture Watermark -> Select picture
Scale: 100%; click washout
- ❑ **Upload files to Google Drive** Consisting of these 5 following files:
 - ❑ **File No. 1** 3 Cover pages: in **PDF format**.
 - Your signature and your advisor’s signature are **a MUST!!!**
 - Electronic signature (both student’s & Advisor’s) is acceptable.
 - Director’s signature is **NOT** required.
 File name: **your Student ID. No. _cover.pdf**
 For example: Student ID. = 5381234526
 File name = **5381234526 _cover.pdf**
 (see also a sample file - “5381234526 _cover.pdf”)



- ❑ **File No. 2** Abstract (Both Thai and English version): in **MS WORD format**.
 File name: **your Student ID. No. _Abs.docx**
 For example: Student ID. = 5381234526
 File name = **5381234526 _Abs.docx**
 (see also a sample file - “5381234526 _Abstract.docx”)

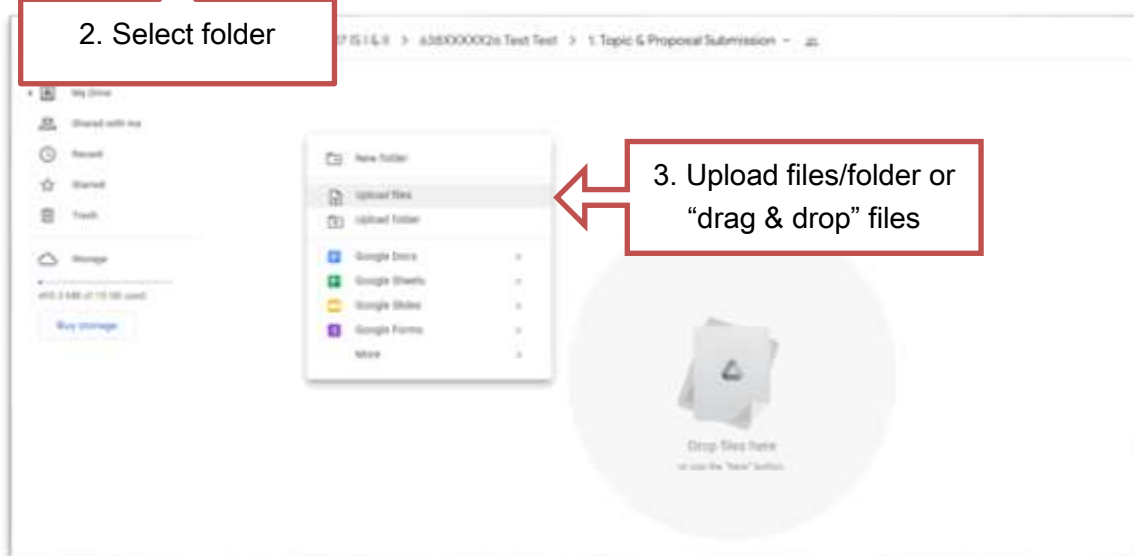
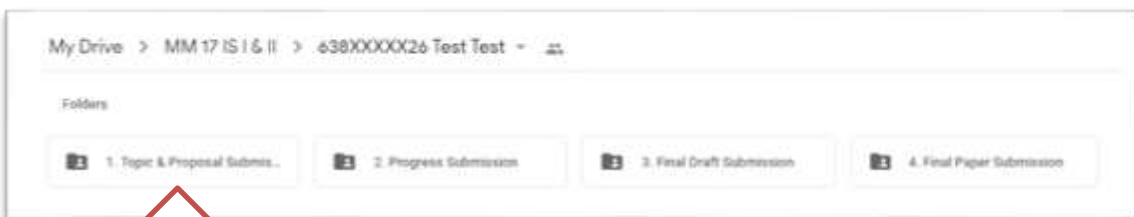
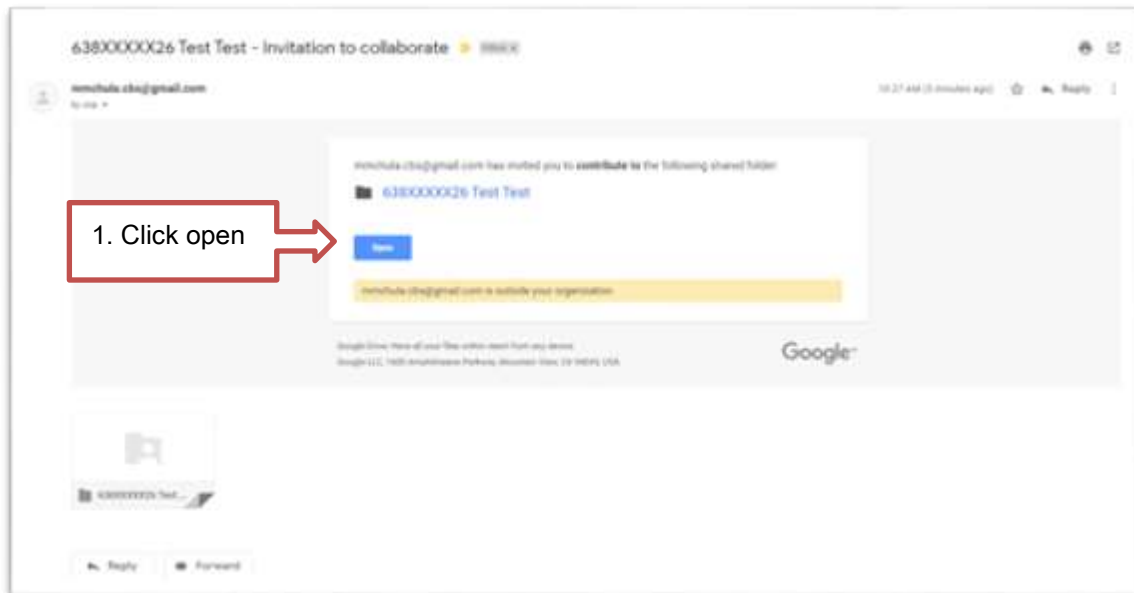
- ❑ **File No. 3** All of IS (in 1 file): in **MS WORD format**.
File name: *your Student ID. No.*.docx
For example: Student ID. = 5381234526
File name = *5381234526*.docx
(see also a sample file - "5381234526.docx")

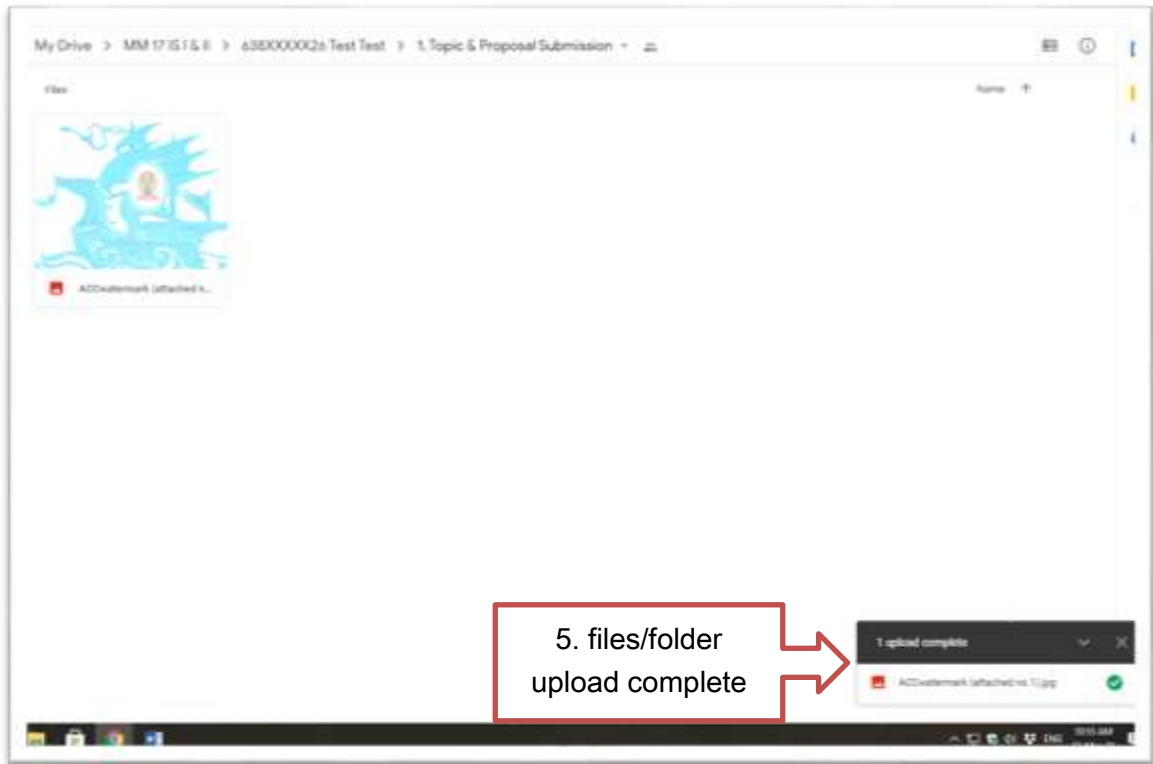
- ❑ **File No. 4** All of IS (in 1 file): in **PDF File format**.
File name *your Student ID. No.*.pdf
For example: Student ID. = 5381234526
File name = *5381234526*.pdf
(see also a sample file - "5381234526.pdf")

- ❑ **File No. 5** Information of IS: in **MS Excel format**.
File name: *your Student ID. No.*.xlsx
For example: Student ID. = 5381234526
File name = *5381234526*.xlsx
(see also a sample file - "5381234526.xlsx")

GOOGLE DRIVE

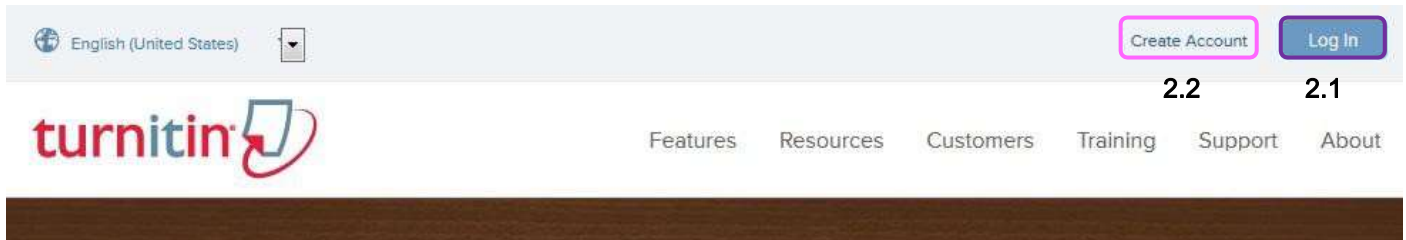
Follow a shared folder (Individual shared link will be sent to your email account).



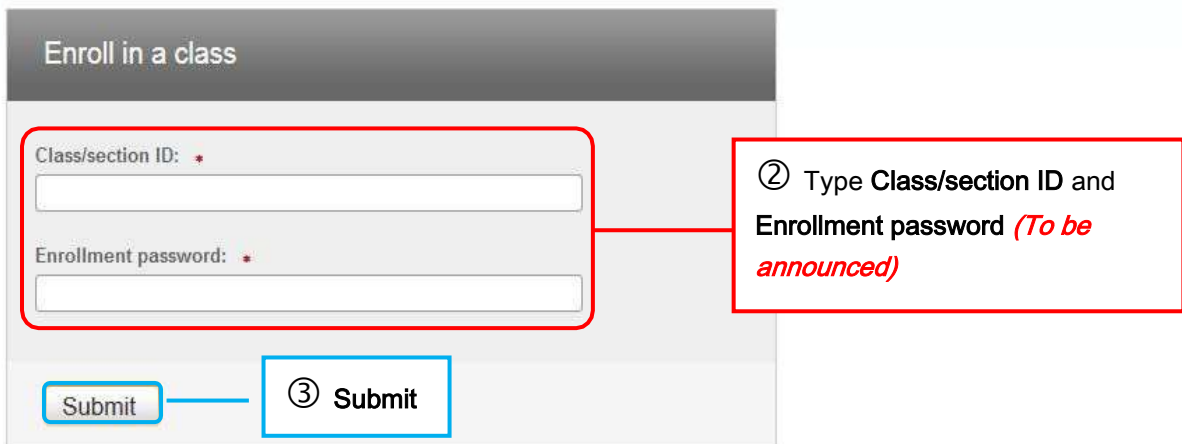
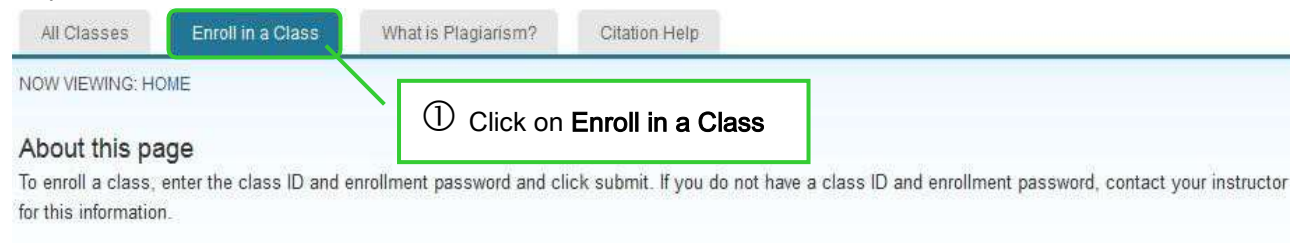


TURNITIN

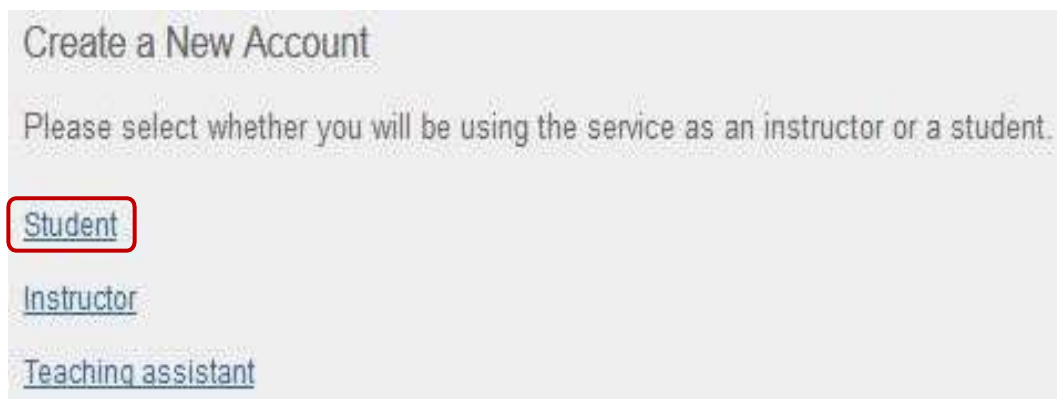
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2. Sign in and enroll in a class



2.1 For existing user: Click on **Log In**, type Chula e-mail address (638xxxxx26@student.chula.ac.th) and password, click on **Log In** and then do the following steps



2.2 For new user: Click on **Create Account** and click on **Student** under **Create a New Account**



Then do the following steps

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Class ID Information

All students must be enrolled in an active class. To enroll in a class, please enter the class ID number and class enrollment password that you were given by your instructor.

Please note that the password and pincode are case-sensitive. If you do not have this information, or the information you are entering appears to be incorrect, please contact your instructor.

Class ID

Class enrollment password

User Information

Your first name

Your last name

Display names as:

- First name (Space) Last name (example: John Smith)
 Last name (Space) First name (example: Smith John)
 Last name (No space) First name (example: SmithJohn)

Email address

Password and Security

Please keep in mind that your password is case sensitive (for example, paSS123 would be different than pass123), must be 6-12 characters long, and contain at least one letter and one number (for added security).

Enter an email address and password you can easily remember. Please write down your email address and password for future reference.

Enter your password

Confirm your password

Next, please enter a secret question and answer combination. You will be asked for this combination if you ever forget your password and need to reset it.

Secret question

Please select a secret question

Question answer

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Please read our user agreement below. Select "I agree" to complete your user profile.

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① Type **Class ID** and **Class enrollment password** (*To be announced*)

② Add user information: Your first name, your lastname, display names, and Chula e-mail address (638xxxxx26@student.chula.ac.th)

③ Create password and type it in **Enter your password** and **Confirm your password** boxes, select secret question and answer the question in **Question answer** box (User will be asked when forget the password.)

④ Click on **I Agree – Create Profile**

3. Click on class name to go to the class

4. Submit paper: Click on [Submit](#) after assignment name

There are 2 assignments should be in the class (up to the instructor who created assignments) that are

4.1 Assignment for paper resubmission and no repository (**for "Draft" version**)
(แบบ ไม่เก็บผลงานในระบบ สามารถส่งงานซ้ำได้หลายครั้ง หรือ **สำหรับเวอร์ชัน Draft**)

4.2 Assignment for once paper submission and institution paper repository: Submit a finished paper to check similarity between other's papers and **the finished paper (for "Final" version)**
(แบบ เก็บผลงานในระบบ ส่งงาน **ได้เพียง 1 ครั้ง** ผลงานจะถูกเก็บในระบบของ Turnitin เพื่อป้องกันผู้อื่นลอกเลียนผลงาน เหมาะ**สำหรับส่งงานที่เสร็จสมบูรณ์แล้ว**)

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Step 1:

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5. When the screen shows percent under **Similarity**, click on percent to view the details

Assignment Inbox: Turnitin			
	Info	Dates	Similarity
Example	i	Start 28-Jul-2014 9:10AM Due 31-Dec-2016 11:59PM Post 05-Aug-2014 12:00AM	20% View Resubmit Download

③

SAMPLE TEMPLATE

BUSINESS PLAN

Chapter 1: Introduction

- Rationale for the Study
- Objectives of the Study
- Scope of the Study
- Methodology of the Study
- Contribution of the Study
- Time frame of the Study

Chapter 2: Business Environment Analysis

Chapter 3: Business Model and Organizational Structure

Chapter 4: Marketing Plan

Chapter 5: Operations Plan

Chapter 6: Financial Plan

Chapter 7: Conclusion

Appendix (if any)

Background of the student

Reference

RESEARCH

Chapter 1: Introduction

- Rationale for the Study
- Objectives of the Study
- Scope of the Study
- Methodology of the Study
- Contribution of the Study
- Time frame of the Study

Chapter 2: Literature Review

Chapter 3: Research Methodology

- Scope
- Population
- Sample Size
- Sampling Techniques
- Primary and Secondary Data
- Analysis Techniques

Chapter 4: Research Finding

Chapter 5: Conclusion and Recommendation

Appendix (if any)

Background of the student

References

CASE STUDY

A business case is the justification for some activity (e.g. a project) undertaken by any organization. It encompasses a business problem or opportunity around the application of in-depth analysis, interpretation, and discussion, often resulting in specific recommendations for action or for improving existing conditions.

Executive summary

A short summary of the entire business case which conveys vital information with the selected recommendation

Chapter I: Introduction

- Rationale for the Study and Statement of the problem
 - Describe the business problem or the business opportunity that your proposal will impact. This will include the background to project, the investment logic and the resource requirements.
- Objectives of the Study
- Scope of the Study
- Methodology of the Study
- Contribution of the Study
- Time frame of the Study

Chapter II: Literature Review and Analysis

- Concepts related to the topic from textbooks or previous research
 - Definition of key terms
 - The causes of the business problem
 - The possible options for the business problem
 - The conceptual frameworks for the business case

Chapter III: Methodology

- Scope of the study
- Population and Sample
- Data collection method
- Primary and Secondary Data (e.g. questionnaire survey, in-depth interview, focus groups)
Qualitative and quantitative analysis technique (if any)

Chapter IV: Case Analysis and Discussion

- Background information of the organization
- Main body of the case study:
 - Identify the alternative approaches and select three or four options to analyse.
 - Gather information about each alternative, analyse the options and develop the shortlisted options.
- Evaluate the shortlisted options:
 - Evaluate and gather information about each option, how the alternatives will deliver on the business objectives,
 - Identify and discuss all possible options for addressing the problem as of follows:
 - 1) The benefits, including the positive outcomes of the shortlisted options
 - 2) The costs, including financial analysis, return on investment, project feasibility analysis, financial forecast and payback periods
 - 3) The time-scale for the project
 - 4) The risks and constraints for each option and that might prevent successful implementation.

As far as possible, these should be realistic, and preferably supported by solid data with references.

- Select the recommended option, considering the strategic and financial value created and the risks.

Chapter IV: Implementations

- Create the implementation plan for the recommended option
- Resource allocations and planning
- Create the implementation plan for the selected option, detailing how to achieve the business objectives, who will be accountable for each milestone, and how to mitigate the project risks.

Chapter IV: Conclusion

- Conclusion
- A recommendation for which option is best, weighing up the costs and benefits.
- Limitations and Future Study

Appendix (if any)

Background of the student

References

Example Business Case Study Topics

- Business strategy
 - Business development strategy in real estate in Ho Chi Minh City, Vietnam
 - Business opportunity and market analysis of Food and Beverage Industry in Rangoon, Myanmar
- International marketing
 - Developing a customer relationship management (CRM) model for hotel loyalty program: Case study of Marriot Rewards Loyalty Program
 - The Investigation of Factors Affecting the Japanese Customer Intention to Adopt Smart Home in Residences in Bangkok
- Logistics and Supply Chain Management
 - Innovative Quick Response Program in Supply Chain Management in Luxury Fashion Apparel Industry: Case study in the Greater China Market
 - Exploring the Efficient Supply Management Methods for Furniture Industry When Engaging with International Suppliers

IS FORMAT

See also the following pages

REFERENCING & PLAGIARISM

Source:

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