

Acknowledgements

First of all, I would like to express my gratitude to Dean of Graduate School of Business at Siam University, Dr. Vijit Supinit for his thoughtful and caring supervision. Without his Help, it was impossible for me to finish my Independent Study.

Secondly, I would like to thank my family who has been supporting my study in Thailand.

Lastly, I would like to thank my friends for helping me when I met problems.