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LIST OF ABBREVIATION

AEC	The ASEAN Economic Community
AFTA	ASEAN Free Trade Area
BNP	Business Networks Program
CRCs	Cooperative Research Centers Program
DIP	Department of Industry Promotion
EDP	Enterprise Development Programs
EFIC	Export Finance and Insurance Corporation
EMDG	Export Market Development Grants
EU	European Union
GATT	The General Agreement on Tariff and Trade
ICT	Information and communications technology
IIF	Innovation Investment Fund
KM	Knowledge Management
MBA	Master Degree in Business Administration
MFA	Ministry of Foreign Affairs
NEIS	New Enterprise Incentive Scheme
NSDC	The National Skill Development Corporation
OECD	The Organization for Economic Cooperation and Development
OSME	Office of Small and Medium Enterprise Promotion
PDF	Pooled Development Fund
REEF	Renewable Energy Equity Fund
SEs	Small Enterprises
SMEs	Small and medium-sized enterprises
SMIs	Small and Medium-Sized Industry
TCG	Thai Credit Guarantee Corporation
WTO	World Trade Organization

STATEMENT OF ORIGINALITY

1. Analysis and presentation of the relationship between perceptions of financial information and the development of mental model
2. A new financial system for small enterprises under cloud computing infrastructure, developed by mental model. Left hand column was used to create questionnaires that responded to the needs of the entrepreneurs of small enterprises in terms of finance. Ladder of inference was applied to analyze behaviors that affected financial mental model of the entrepreneurs. Appropriate theories of behavior change was implemented.
3. Creating effective financial ladder of inferences



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ข้อความแห่งการริเริ่ม

1. การวิเคราะห์และนำเสนอความสัมพันธ์ระหว่างการรับรู้ข้อมูลทางการเงินกับการพัฒนารูปแบบทางความคิด
2. ระบบการเงินแบบใหม่สำหรับธุรกิจขนาดเล็กภายใต้ โครงสร้างพื้นฐานการคำนวณแบบคลาวด์ พัฒนาโดยใช้เครื่องมือรูปแบบทางความคิด โดยนำคอลัมน์ซ้ายมือมาใช้ในการสร้างแบบสอบถามเพื่อให้ได้ความต้องการของผู้ประกอบการวิสาหกิจขนาดเล็กที่มีต่อข้อมูลทางการเงิน และนำลึ้นชักความรู้มาใช้วิเคราะห์ พฤติกรรม ที่ส่งผลต่อรูปแบบทางความคิดด้านการเงินของผู้ประกอบการ และนำ ทฤษฎีของการเปลี่ยนแปลงพฤติกรรมที่เหมาะสมมาประยุกต์ใช้
3. การสร้างต้นแบบลึ้นชักความรู้ทางการเงินที่มีประสิทธิภาพ

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