

**BUSINESS ORIENTATIONS FOR SUSTAINABILITY OF
SMALL AND MEDIUM ENTERPRISES IN THAILAND**

TUNCHALONG RUNGWITOO

**DOCTOR OF PHILOSOPHY
IN BUSINESS ADMINISTRATION**

**GRADUATE SCHOOL
CHIANG MAI UNIVERSITY**

MARCH 2014

**BUSINESS ORIENTATIONS FOR SUSTAINABILITY OF
SMALL AND MEDIUM ENTERPRISES IN THAILAND**

TUNCHALONG RUNGWITOO

**A THESIS SUBMITTED TO CHIANG MAI UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY
IN BUSINESS ADMINISTRATION**

GRADUATE SCHOOL, CHIANG MAI UNIVERSITY

MARCH 2014

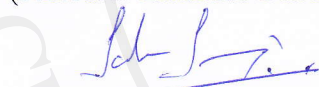
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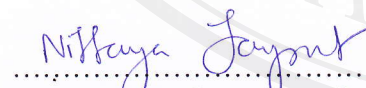
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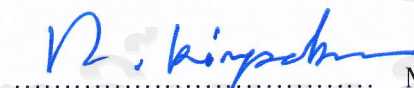

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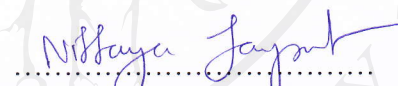

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Tunchalong Rungwitoo