

**A CONTINGENCY MODEL OF FRONTLINE SERVICE EMPLOYEE
EMOTIONAL EXHAUSTION IN THE FACE
OF CUSTOMER AGGRESSION**

CHUANCHUEN AKKAWANITCHA

**DOCTOR OF PHILOSOPHY
IN BUSINESS ADMINISTRATION**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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**GRADUATE SCHOOL
CHIANG MAI UNIVERSITY**

MAY 2014

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**A THESIS SUBMITTED TO CHIANGMAI UNIVERSITY IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
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To

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