

REFERENCES

- Adams, A., & Cox, A. L. (2008). Questionnaires, in-depth interviews and focus groups. In Cairns, Paul and Cox, Anna L. (Ed.), *Research methods for human-computer interaction* (pp. 17–34). Cambridge, UK: Cambridge University Press.
- Adegbidi, A. B. (2012). Linking small-scale farmers to markets in Benin: a failure of ICT-based initiatives?: Evidence from case studies. *Journal of Research in International Business and Management*, 11(2), 261–272.
- Adeya, N. (2003). *ICT and Poverty: A Literature Review*. Retrieved from <http://unpan1.un.org/intradoc/groups/public/documents/apcity/unpan048368.pdf>
- Aditto, S. (2011). *Risk analysis of smallholder farmers in central and north-east Thailand*. Lincoln University, Canterbury, New Zealand.
- Agrawal, R., Atray, M., & Sattiraju, K. S. (2013). Exploring suitable interfaces for agriculture based smartphone apps in India. In S. Tripathi & A. Joshi (Eds.), *the 11th Asia Pacific Conference* (pp. 280–285). doi:10.1145/2525194.2525293
- Akber, M. A., & Shrestha, R. P. (2013). Land use change and its effect on biodiversity in Chiang Rai province of Thailand. *Journal of Land Use Science*, 10(1), 108–128. doi:10.1080/1747423X.2013.807315
- Aker, J. C. (2008). *Does Digital Divide or Provide?: The Impact of Cell Phones on Grain Markets in Niger* (Working Paper No. 154). Washington D.C., USA.
- Akerlof, G. A. (1970). The Market for "lemons": Quality Uncertainty and the Market Mechanism. *The Quarterly Journal of Economics*, 84(3), 488–500.
- Ali, J., & Kumar, S. (2011). Information and communication technologies (ICTs) and farmers' decision-making across the agricultural supply chain. *International Journal of Information Management*, 31(2), 149–159. doi:10.1016/j.ijinfomgt.2010.07.008

Amekawa, Y. (2016). Contemporary Quests and Struggles of Small-Scale Family Farms toward Sustainable Agriculture in Thailand. *Asian Social Science*, 12(5), 1. doi:10.5539/ass.v12n5p1

Anoop, M., Ajjan, N., & Ashok, K. R. (2015). ICT based market information services in Kerala – determinants and barriers of adoption. *Economic Affairs*, 60(1), 117–121. doi:10.5958/0976-4666.2015.00016.9

Arayaphong, S. (2012). *Cost-Benefit Analysis of Different Rice Cropping systems in Thailand* (Master Thesis). Uppsala University, Uppsala, Sweden.

Asenso-Okyere, K., & Mekonnen, D. A. (2012). *The Importance of ICTs in the Provision of Information for Improving Agricultural Productivity and Rural Incomes in Africa* (Working Paper No. 15). Addis Ababa.

Asopa, V. N., & Beye, G. (1997). *Management of agricultural research: A training manual*. Rome: Food and Agriculture Organization of the United Nations.

Auronen, L. (2003). Asymmetric Information: Theory and Applications. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?rep=rep1&type=pdf&doi=10.1.1.198.9252>

Bamberger, M. (2012). *Introduction to mixed methods in impact evaluation* (Impact Evaluation Notes No. 3).

Bangkok Post. (2013). New DTAC app cultivates farm sector. Retrieved from <http://www.bangkokpost.com/tech/local-news/351413/new-dtac-app-cultivates-farm-sector>

Bank of Thailand. (2017). Farm Prices in the Northern Region. Retrieved from <http://www2.bot.or.th/statistics/BOTWEBSTAT.aspx?reportID=491&language=ENG>

Batchelor, S., Scott, N., Manfre, C., Valverde Lopez, A., & Edwards, D. (2014). Is there a role for Mobiles to support Sustainable Agriculture in Africa. In *2nd International Conference on ICT for Sustainability (ICT4S)* (pp. 272–280). doi:10.2991/ict4s-14.2014.33

- Baumüller, H. (2015). *Agricultural Innovation and Service Delivery through Mobile Phones - Analyses in Kenya*. University of Bonn, Bonn, Germany.
- Bell, M. (2015). *ICT - Powering Behavior Change in Agricultural Extension*.
- Bentley, J., van Mele, P., Okry, F., & Zossou, E. (2014). Videos that speak for themselves: When non-extensionists show agricultural videos to large audiences. *Development in Practice*, 24(7), 921–929. doi:10.1080/09614524.2014.942216
- Boyce, C., & Neale, P. (2006). *Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input* (Pathfinder International Tool Series Monitoring and Evaluation No. 2).
- Brugger, F. (2011). *Mobile Applications in Agriculture*. Basel, Switzerland. Retrieved from Syngenta Foundation website: http://www.syngentafoundation.org/__temp/Report_on_mAgriculture_abridged_web_version.pdf
- Burrell, J., & Oreglia, E. (2015). The myth of market price information: Mobile phones and the application of economic knowledge in ICTD. *Economy and Society*, 44(2), 271–292. doi:10.1080/03085147.2015.1013742
- Cairns, P., & Cox, A. L. (2008). Questionnaires, in-depth interviews and focus groups. In Cairns, Paul and Cox, Anna L. (Ed.), *Research methods for human-computer interaction* (pp. 17–34). Cambridge, UK: Cambridge University Press.
- Chamaiporn, P. (2016). *Thailand Digital Policy*.
- Christoplos, I. (2010). *Mobilizing the potential of rural and agricultural extension*. Rome, Italy.
- Crane, J., & Mossler, M. (2008). *Crop Profile for Lychee and Longan in Florida*.
- Csótó, M. (2015). Mobile devices in agriculture: Attracting new audiences or serving the tech-savvy? *Journal of Agricultural Informatics*, 6(3), 75–84. doi:10.17700/jai.2015.6.3.227

- Cuevas, A. C. (2014). Transaction Costs of Exchange in Agriculture: A Survey. *Asian Journal of Agriculture and Development*, 11(1), 21–38.
- De Silva, H., & Ratnadiwakara, D. (2008). *Using ICT to Reduce Transaction Costs in Agriculture through Better Communication: A Case Study from Sri Lanka*. Colombo, Sri Lanka. Retrieved from LIRNEasia website: <http://www.lirneasia.net/wp-content/uploads/2008/11/transactioncosts.pdf>
- Deboonme, A. (2007). CSR 'also relevant in hard times' - The Nation. Retrieved from <http://www.nationmultimedia.com/homeCSR-also-relevant-in-hard-times--30036484.html>
- Dehnen-Schmutz, K., Foster, G. L., Owen, L., & Persello, S. (2016). Exploring the role of smartphone technology for citizen science in agriculture. *Agronomy for Sustainable Development*, 36(2). doi:10.1007/s13593-016-0359-9
- Dethier, J.-J., & Effenberger, A. (2012). Agriculture and development: A brief review of the literature. *Economic Systems*, 36(2), 175–205. doi:10.1016/j.ecosys.2011.09.003
- Diaz, J. J., & Handa, S. (2014). *An Assessment of Propensity Score Matching as a Non Experimental Impact Estimator: Evidence from a Mexican Poverty Program*.
- Duncombe, R. (2012). *Mobile Phones for Agricultural and Rural Development: Development Informatics Working Paper no.50* (No. 50). Manchester.
- Eisenhardt, K. M. (1989). Agency Theory: An Assessment and Review. *The Academy of Management Review*, 14(1), 57–74.
- Ericsson. (2015). *Ericsson Mobility Report: South East Asia and Oceania*.
- Euajarusphan, A. (2015, December). *Media Use and Information Needs of Urban Farmer: A case study of Bangkok Metropolitan Region, Thailand*. Communication/Culture and the Sustainable Development Goals (CCSDG): Challenges for a New Generation, Chiang Mai, Thailand.
- Ferris, S. (2012). *Information and communication technologies for development*.

- Ferris, S., Robbins, P., Best, R., Seville, D., Buxton, A., Shriver, J., & Wei, E. (2014). *Linking Smallholder Farmers to Markets and the Implications for Extension and Advisory Services* (MEAS Discussion Paper No. 4). Washington D.C., USA.
- Fiedling, M., & Ninsiima, D. (2012). *From motorbike to mobile phone: new extension services for rural farmers through mobile ICT*. Stockholm.
- Food and Agriculture Organization of the United Nations (FAO). (2000). *Longan Production in Asia*.
- Food and Agriculture Organization of the United Nations (FAO). (2005). *FAO's strategies towards the WSIS 2005*.
- Food and Agriculture Organization of the United Nations (FAO). (2013). *Smallholders and Family Farmers*.
- Food and Agriculture Organization of the United Nations (FAO). (2015). *Success stories on information and communication technologies for agriculture and rural development*. Bangkok.
- Food and Agriculture Organization of the United Nations (FAO). (2016). Family Farming Knowledge Platform. Retrieved from <http://www.fao.org/family-farming/countries/tha/en/>
- Gelogo, Y. E., Kim, H. G., & Kim, H.-K. (2014). A Design of u-farm Mobile Application Framework. *International Journal of Software Engineering and Its Applications*, 8(11), 209–216.
- Gill, P., Stewart, K., Treasure, E., & Chadwick, B. (2008). Methods of data collection in qualitative research: interviews and focus groups. *British dental journal*, 204(6), 291–295. doi:10.1038/bdj.2008.192
- Greene, J. C. (2005). The generative potential of mixed methods inquiry. *International Journal of Research & Method in Education*, 28(2), 207–211. doi:10.1080/01406720500256293

GSMA. (2015). *Socio-economic impact of mobile broadband in Thailand and contribution to the digital economy*. London, UK.

GSMA. (2016). mAgri Deployment Tracker - Mobile for Development. Retrieved from <http://www.gsma.com/mobilefordevelopment/m4d-tracker/magri-deployment-tracker>

Hartje, R., & Hübler, M. (2015). *Are Smartphones smart for economic development?* (Discussion Paper). Leibniz University of Hannover, Hannover.

Hasachoo, N., & Kalaya, P. (2013). *Competitiveness of Local Agriculture: The Case of Longan Fruit Trade between China and the North of Thailand* (Irasec's Discussion Paper No. 15).

Healey, J. F. (1990). *Statistics: A Tool for Social Research* (2nd Edition). *International Student Edition*. Belmont [California]: Wadsworth Publishing Company.

Hoffmann, C., Al Askari, A., Hoang, K., & Doluschitz, R. (2014). Development trends in agricultural apps: an interim review. *Landtechnik*, 69(5), 250–255.

Hsieh, H.-F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277–1288. doi:10.1177/1049732305276687

Inoue, S., Okae, T., & Akashi, K. (2015). Rice Policy Trends in Southeast Asian Countries:: Thailand, Vietnam and Indonesia. *PRIMAFF Review*, 7(66), 4–5.

International Assessment of Agricultural Knowledge, Science and Technology for Development (IAASTD). (2009). *Agriculture at a Crossroads*. Washington D.C., USA.

International Rice Research Institute. (2012). Production of Rice Seed in Upland Environments: Fertilizer management. Retrieved from <http://www.knowledgebank.irri.org/qualityseedcourse/index.php/module-3-production-rice-seed-in-upland-mainmenu-129/8-fertilizer-management-mainmenu-137>

International Telecommunication Union. (2010). *Definitions of World Telecommunication/ICT Indicators*. Retrieved from International Telecommunication Union website: https://www.itu.int/ITU-D/ict/material/TelecomICT_Indicators_Definition_March2010_for_web.pdf

International Telecommunication Union (ITU). (2015a). His Excellency General Prayut Chan-o-cha Prime Minister of the Kingdom of Thailand. Retrieved from <http://www.itu.int/en/ict-sdg-award/2015/Pages/thailand.aspx>

International Telecommunication Union (ITU). (2015b). *Measuring the Information Society Report 2015*. Geneva, Switzerland.

International Telecommunication Union (ITU). (2016). Statistics: Time Series by Country (Until 2015). Retrieved from <http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>

Jalil, M. M. (2013). *Practical Guidelines for conducting research: Summarising good research practice in line with the DCED Standard*.

Jensen, M. C., & Meckling, W. H. (1976). Theory of the Firm: Managerial Behavior, Agency Costs and Ownership Structure. *Journal of Financial Economic*, 3(4), 305–350.

Jensen, R. (2007). The Digital Provide: Information (Technology), Market Performance, and Welfare in the South Indian Fisheries Sector. *The Quarterly Journal of Economics*, 122(3), 879–924. doi:10.1162/qjec.122.3.879

Jongsakul, A. (2015, June). *Thailand's Agriculture Development Plan and Highlighted Activities on CASP 2*. 12th Annual Meeting of the Working Group on Agriculture, Bangkok, Thailand.

Kasem, S., & Thapa, G. B. (2011). Crop diversification in Thailand: Status, determinants, and effects on income and use of inputs. *Land Use Policy*, 28(3), 618–628. doi:10.1016/j.landusepol.2010.12.001

- Kemppainen, J., Tedre, M., & Sutinen, E. (2014). Development Projects and ICT: A Review of Non-Technical Aspects. *The Electronic Journal of Information Systems in Developing Countries*, 63(4), 1–20.
- Kern, M. (2015). *Digital Agriculture* (IPSW Strategy Series: Focus on Defense and International Security No. 331).
- Khaled, K. J. (2015). Mobile changes lives of Thai farmers. Retrieved from <http://www.thedailystar.net/mobile-changes-lives-of-thai-farmers-3030>
- Khandker, S. R., Koolwal, G. B., & Samad, H. A. (2010). *Handbook On Impact Evaluation: Quantitative Methods and Practices*. Washington D.C., USA.
- Lauridsen, L. S. (1998). The Financial Crisis in Thailand: Causes, Conduct and Consequences. *World Development*, 26(8), 1575–1591. Retrieved from <http://kumlai.free.fr/RESEARCH/THESE/TEXTE/INEQUALITY/Thailande/The%20Financial%20Crisis%20in%20Thailand.pdf>
- Leesa-Nguansuk, S. (2017). Chiang Mai to become smart city. Retrieved from <http://www.bangkokpost.com/business/telecom/1196657/chiang-mai-to-become-smart-city>
- Liese, B., Isvilanonda, S., Tri, K. N., Ngoc, L. N., Pananurak, P., Pech, R., . . . Zimmer, Y. (2014). *Economics of Southwest Asian Rice Production*.
- Lokanathan, S., De Silva, H., & Fernando, I. (2011). Price transparency in agricultural produce markets: Sri Lanka. In D. J. Grimshaw & S. Kala (Eds.), *Strengthening Rural Livelihoods. The impact of information and communication technologies in Asia* (pp. 15–31). Ottawa, Canada.
- Lokanathan, S., & Kapugama, N. (2012). *Smallholders and Micro-enterprises in Agriculture: Information needs and communication patterns*. Colombo, Sri Lanka.
- Malthus, T. R. (1798). *An essay on the principle of population, as it affects the future improvement of society. With remarks on the speculations of Mr. Godwin, M. Condorcet, and other writers*. London: printed for J. Johnson.

Mayring, P. (2000). Qualitative Content Analysis. *Forum: Qualitative Social Research*, 1(2).

Mayring, P. (2014). *Qualitative Content Analysis: Theoretical Foundation, Basic Procedures and Software Solution*. Klagenfurt, Germany. Retrieved from <http://nbn-resolving.de/urn:nbn:de:0168-ssoar-395173>

Meadows, D. H. (1974). *The limits to growth: A report for the Club of Rome's Project on the Predicament of Mankind* (2. ed.). New York: Universe Books.

Ministry of Information and Communication Technology. (2011). *ICT 2020: Executive Summary Thailand Information and Communication Technology Policy Framework (2011-2020)*. Bangkok.

Mittal, S., & Mehar, M. (2014). Socio-Economic Impact of the Mobile Phone based Agricultural Extension. In R. Saravanan (Ed.), *Mobile Phones for Agricultural Extension. Worldwide mAgri Innovations and Promise for Future* (pp. 195–223). New Delhi, India: New India Publishing Agency.

Mittal, S., Gandi, S., & Tripathi, G. (2010). *Socio-Economic Impact of Mobile Phones on Indian Agriculture* (Working Paper No. 246).

Murakami, Y., Utomo, S. K. T., Hosono, K., Umezawa, T., & Osawa, N. (2013). iFarm: Development of cloud-based system of cultivation management for precision agriculture. In Institute of Electrical and Electronics Engineers (Ed.), *IEEE 2nd Global Conference on Consumer Electronics (GCCE)* (pp. 233–234). doi:10.1109/GCCE.2013.6664809

National Economic and Social Development Board. (2012). *The Eleventh National Economic and Social Development Plan: 2012-2016*. Bangkok.

National Statistical Office of Thailand. (2013). *Advanced Report: 2013 Agricultural Census*. Bangkok.

National Statistical Office of Thailand. (2014a). *2013 Agricultural Census Northern Region*.

National Statistical Office of Thailand. (2014b). *The 2014 Household Survey on the Use of Information and Communication Technology*. Bangkok.

National Statistical Office of Thailand. (2015). *The 2015 Household Socio-Economic Survey: Whole Kingdom*. Bangkok, Thailand.

Natural Resources Institute. (2011). *Agricultural Extension Advisory Services and Innovation*. Retrieved from University of Greenwich website: <https://de.scribd.com/document/194885942/Agricultural-Extension-Advisory-Services-and-Innovation>

NIST/SEMATECH. (n.d.). e-Handbook of Statistical Methods: 1.3.5.10. Levene Test for Equality of Variances. Retrieved from <http://www.itl.nist.gov/div898/handbook/eda/section3/eda35a.htm>

OECD. (2010). *Glossary of key terms in evaluation and results based management*. Paris, France.

Okello, J. J., Kirui, O. K., Gitonga, Z. M., Njiraini, G. W., & Nzuma, J. M. (2014). Determinants of Awareness and Use ICT-based Market Information Services in Developing-Country Agriculture: The Case of Smallholder Farmers in Kenya. *Quarterly Journal of International Agriculture*, 53(3), 263–282.

Pandey, S., & Bright, C. L. (2008). What Are Degrees of Freedom. *Social Work Research*, 32(2), 119–128.

Parker, C., Ramdas, K., & Savva, N. (2016). Is IT Enough?: Evidence from a Natural Experiment in India's Agriculture Markets. *Management Science*. doi:10.1287/mnsc.2015.2270

Patel, R. (2013). The Long Green Revolution. *Journal of Peasant Studies*, 40(1), 1–63. doi:10.1080/03066150.2012.719224

Patel, V. B., Thakkar, R. G., & Radadiya, B. L. (2014). An Android Application for Farmers to Disseminate Horticulture Information. *International Journal of Computer Applications*, 88(4), 1–4.

- Patkar, S., Natawidjaja, R., Widayastuti, C. A., Asthana, S., Arya, S. S., & Shenoy, S. (2012). *Small-scale farmers' decision in globalised markets: Changes in India, Indonesia and China*. London/The Hague/La Paz. Retrieved from IIED/HIVOS/Mainumby website: <http://www.hivos.net/Hivos-Knowledge-Programme/>
- Praneetvatakul, S., Schreinemachers, P., Pananurak, P., & Tipraqsa, P. (2013). Pesticides, external costs and policy options for Thai agriculture. *Environmental Science & Policy*, 27, 103–113. doi:10.1016/j.envsci.2012.10.019
- Qamar, M. K. (2006). Agricultural Extension in Asia and the Pacific: Time to Revisit and Reform. In V. P. Sharma (Ed.), *Enhancement of Extension Systems in Agriculture* (pp. 21–33). Tokyo, Japan: Asian Productivity Organization (APO).
- Qiang, C. Z., Kuek, S. C., Dymond, A., & Esselaar, S. (2011). *Mobile Applications for Agriculture and Rural Development*.
- Raj, S. (2013). e-Agriculture Prototype for Knowledge Facilitation among Tribal Farmers of North-East India: Innovations, Impact and Lessons. *The Journal of Agricultural Education and Extension*, 19(2), 113–131. doi:10.1080/1389224X.2012.718247
- Razali, N. M., & Wah, Y. B. (2011). Power comparisons of Shapiro-Wilk, Kolmogorov-Smirnov, Lilliefors and Anderson-Darling tests. *Journal of Statistical Modelling and Analytics*, 2(1), 21–33.
- Riwthong, S., Schreinemachers, P., Grovermann, C., & Berger, T. (2015). Land use intensification, commercialization and changes in pest management of smallholder upland agriculture in Thailand. *Environmental Science & Policy*, 45, 11–19. doi:10.1016/j.envsci.2014.09.003
- Sangbuapuan, N., & Guha, S. (2015). Improving rice farming in Thailand using information kiosks. *Information Development*, 1–15. doi:10.1177/0266666915598350
- Sarwar, M., & Soomro, T. R. (2013). Impact of Smartphone's on Society. *European Journal of Scientific Research*, 98(2), 216–226.

- Schreinemachers, P., Srivarm, S., & Sirijinda, A. (2011). The role of synthetic pesticides in the intensification of highland agriculture in Thailand. *Crop Protection*, 30(11), 1430–1437. doi:10.1016/j.cropro.2011.07.011
- Shoham, J. (2016). *Smartphone and small farmers* (The Policy Papers Series No. 16). Retrieved from Vodafone Group Plc website: <https://www.vodafone.com/content/dam/vodafone-images/public-policy/inequality/Vodafone-equal-world-small%20farmers.pdf>
- Singh, S. (2006). *Selected Success Stories on Agricultural Information Systems*.
- Singhapreecha, C. (2014). *Economy and Agriculture in Thailand*.
- Smith, M. J. d. (2011). *STATSREF: Statistical Analysis Handbook - a web-based statistics resource*. Winchelsea, UK: The Winchelsea Press. Retrieved from <http://www.drumlinsecurity.co.uk/samples/StatsRef.pdf>
- Souche, A., Rueangkul, K., Sachdev, K., & Moore, K. (2015). Thailand's Implementation of a Digital Economy. *Digital Economy*. (4).
- Spence, M. (1981). Signalling, Screening and Information. In S. Rosen (Ed.), *A Conference report / Universities--National Bureau Committee for Economic Research: no. 31. Studies in labor markets* (pp. 319–358). Chicago: University of Chicago Press.
- Stiglitz, J. E. (1975). The Theory of "Screening", Education, and the Distribution of Income. *The American Economic Review*, 65(3), 283–300. Retrieved from <http://sites-final.uclouvain.be/econ/DW/DOCTORALWS2004/bruno/Mafia/stiglitz.pdf>
- Stiglitz, J. E. (2000). The Contributions of the Economics of Information to Twentieth Century Economics. *The Quarterly Journal of Economics*, 115(4), 1441–1478.
- Stuart, Elizabeth, A., & Rubin, Donald, B. (2007). Best Practices in Quasi-Experimental Designs: Matching Methods for Casual Inference. In J. Osborne (Ed.), *Best Practices in Quantitative Social Science* (pp. 155–176). Thousand Oaks, USA: Sage Publications.

Swanson, B. E. (Ed.). (1997). *Improving agricultural extension: A reference manual*. Rome.

Thaiprasert, N. (2006). *Rethinking the Role of Agriculture and Agro-Industry in the Economic Development of Thailand. Input-Output and CGE Analyses* (Ph.D.). Nagoya University, Japan.

The Chaipattana Foundation. (2016). Philosophy of Sufficiency Economy. Retrieved from

http://www.chaipat.or.th/chaipat_english/index.php?option=com_content&view=article&id=4103&Itemid=293

The World Bank. (2008). *Agriculture for Development* (World Development Report). Washington D.C., USA.

The World Bank. (2010). *Strengthening Agricultural Extension and Advisory Systems: Procedures for Assessing, Transforming, and Evaluating Extension Systems* (Agriculture and Rural Development Discussion Paper No. 44).

The World Bank Group. (2011). *ICT in agriculture: Connecting Smallholders to Knowledge, Networks and Institutions*. Washington.

The World Bank Group. (2016a). World Development Indicators: Thailand. Retrieved from

<http://databank.worldbank.org/data/reports.aspx?source=2&country=THA&series=&period=>

The World Bank Group. (2016b). *World Development Report 2016: Digital Dividends*. Washington D.C., USA.

Tortermvasana, K. (2014). DTAC taps smart farming. Retrieved from
<http://www.bangkokpost.com/print/450099/>

Total Access Communication PLC. (dtac). (2014a). *Annual Report 2014: Love dtac*.

Total Access Communication PLC. (dtac). (2014b). *Internet for All: Annual Report 2013*. Bangkok.

Total Access Communication PLC. (dtac). (2016a). *Annual Report 2015: Reach Everywhere. Understand Every Heart.*

Total Access Communication PLC. (dtac). (2016b). *Realizing Digital Thailand: An Internet not for the few, but for the many.*

United Nations (UN). (2003b). *World Summit on the Information Society: Plan of Action.*

United Nations (UN). (2005b). *World Summit on the Information Society: Tunis Agenda for the Information Society.* Tunis.

United Nations (UN). (2005a). *World Summit on the Information Society: Tunis Commitment.* Tunis.

United Nations (UN). (2003a). *World Summit on the Information Society. Declaration of Principles: Building the Information Society: a global challenge in the new Millennium.*

Universität Zürich. (2016). Methodenberatung. Retrieved from <http://www.methodenberatung.uzh.ch/de.html>

Vestergaard, N. (2010). Principal-Agent Problems in Fisheries: From the Selected Works of Niels Vestergaard. Retrieved from <http://works.bepress.com/vestergaard/1/>

Wikipedia. (2016). Amphoe Chiang Rai - Chiang Rai (Provinz). Retrieved from <https://de.wikipedia.org/w/index.php?oldid=155811349>

Wonglimpiyarat, J. (2014). Innovative policies to support technology and ICT development. *Government Information Quarterly*, 31, 466–475.

World Meteorological Organization. (2014). World Weather Information Service - Chiang Rai. Retrieved from <http://worldweather.wmo.int/en/city.html?cityId=566>

Zhu, X. (2014). Comparison of Four Methods for Handing Missing Data in Longitudinal Data Analysis through a Simulation Study. *Open Journal of Statistics*, 04(11), 933–944. doi:10.4236/ojs.2014.411088

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). *Business Research Methods* (8th ed.).



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved