
**INTERNET CELEBRITY PROMOTION KNOWLEDGE
FOR THAI LOCAL COSMETIC BUSINESS**

DING JIANWEI

MASTER OF SCIENCE

IN KNOWLEDGE AND INNOVATION MANAGEMENT

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**GRADUATE SCHOOL
CHIANG MAI UNIVERSITY
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**INTERNET CELEBRITY PROMOTION KNOWLEDGE FOR
THAI LOCAL COSMETIC BUSINESS**

DING JIANWEI

**AN INDEPENDENT STUDY SUBMITTED TO CHIANG MAI UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF SCIENCE
IN KNOWLEDGE AND INNOVATION MANAGEMENT**

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THIS INDEPENDENT STUDY HAS BEEN APPROVED TO BE A PARTIAL
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Examination Committee:

Advisor:

Paipan Thanalerdsopit.....Chairman

(Lect.Dr.Paipan Thanalerdsopit)

[Signature]
.....

(Lect.Dr.Acrapol Nimmolrat)

[Signature].....Member
(Lect.Dr.Chalermpon Kongjit)

[Signature].....Member
(Lect.Dr.Acrapol Nimmolrat)

7 February 2019

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Ding Jianwei

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