**I.D. No.**

**A Dissertation Submitted in Partial Fulfillment of the**

**Requirements for the Degree of**

**DOCTOR OF PHILOSOPHY / MASTER OF…… (select one)**

**in**

**Graduate School of Business and Advanced Technology Management ASSUMPTION UNIVERSITY OF THAILAND**

**202…** *(Insert academic year)*

Copyright by

**ASSUMPTION UNIVERSITY OF THAILAND**

**Dissertation Title**:

**By:**

**Dissertation Advisor:**

**Accepted by Graduate School of Business and Advanced Technology Management, Assumption University in Partial Fulfillment of the Requirements for**

 **…………………………………………**

 **(Assistant Professor Dr. Kitti Phothikitti)**

**Dean of Graduate School of Business and Advanced Technology Management**

**Dissertation Examination Committee:**

**………………………………………….. The Committee Chair**

**()**

 **.………………………………………………Major Advisor**

**()**

**.………………………………………………Co-Advisor**

**()**

**…………………………………………. Committee Member**

**()**

**…………………………………………. Committee Member**

**()**

**…………………………………………. Committee Member**

**()**

**Date of Examination:**

**ABSTRACT**

**I.D. No.:**

**Key Words:**

**Name:**

**Dissertation Title**:

**Dissertation Advisor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Line2….

Line 3…

**. . .**

*(Abstract page 2, page number appears)*

**CONTENTS**

**Page**

COPYRIGHT ii

APPROVAL iii

ABSTRACT iv

Table of Contents v

List of Tables viii

List of Figures x

List of abbreviations xii

**Chapter I INTRODUCTION**

**Page**

**Chapter II LITERATURE REVIEW & Research Framework**

**Chapter III Research Methodology**

**REFERENCES**

**APPENDICES**

 Appendix A:

 Appendix B:

**Page**

**BIOGRAPHY**

**LIST OF TABLES**

**TABLE Page**

*(List of Tables page 2, page number appears)*

**LIST OF FIGURES**

**FIGURES Page**

*(List of Figures page 2, page number appears)*

**LIST OF ABBREVIATIONS**

*(List of Abbreviations page 2, page number appears)*

Chapter ..

INTRODUCTION

Line 2….

Line 3….

Line 2….

Line 3….

Line 2….

Line 2….

Line 2….

Line 3….

Line 2….

Line 2….

Line 2….

Line 2….

Line 3….

Line 2….

Line 2….

Line 2….

Line 2….

Line 2….

Line 2….

Line 2….

Line 3….

Line 2….

Line 2….

Line 2….

Line 3….

Line 2….

Line 2…

Line 3…

Line 4…

Line 5…

Line 2…

**(Example of Tables and Figures)**

**3.1 Tables and Figures**

All Tables, Figures (charts, diagrams and line drawings) and Plates (photographic images) should be included as part of the Thesis. Supply clear captions for all tables, figures and plates. Tables/figures should be no more than a single page each. If the data is too large for a single table, please consider another way of presenting your data. The font to be used in a Table/Figure is 12pt Times New Roman (minimum 10 pt). Cells in tables and figures should not be coloured. In case you need to draw attention to a particular datum then use only a shade of grey.

Captions for tables must be placed above the art. Captions are in 12pt Times New Roman. The placement of the caption below the art removes the chance that the figure and the caption become separated across page boundaries (see Table 1).

**Table 3.1:** Example of a Table Caption [← 12 pt, Above the table]

| **Table** | **Table Head** |
| --- | --- |
| Table merged row |
|  | Table cells | Table cells | Table cells |

Captions for figures must be placed underneath the art. Captions are in 12pt Times New Roman. The placement of the caption below the art removes the chance that the figure and the caption become separated across page boundaries (see Figure 1).

**Figure 3.1:** Example of a Figure Caption. [← 12 pt, Below the figure]

Your figure goes here

**Source:** Rattanaburi, K., and Vongurai, R. (2021) “Factors Influencing Actual Usage of Mobile Shopping Applications: Generation Y in Thailand,” The Journal of Asian Finance, Economics, and Business, 8(1), 901–913. https://doi.org/10.13106/JAFEB.2021.VOL8.NO1.901 **(Example)**

**(Example of Heading, Sub-Heading and Second Sub-Heading)**

**4.1 Research Methods and Materials [Heading 12pt, Times New Roman bold]**

**4.1.1 Using the Template [Subheading 12pt, Times New Roman bold]**

**4.1.1.1 Retaining Specifications [Second Subheading 12pt, Times New Roman bold]**

 The template is used to format your Thesis. Please do not alter prescribed margins, column widths, line spaces, and text fonts. Provided specifications anticipate your Thesis as part of the proceedings rather than a stand-alone document. Please do not modify any of the designations provided. Sub sub-titles should be avoided unless absolutely necessary. If they are to be included, they should be left justified, italic, Times New Roman 12-point font, and only the first letter of the first word should be capitalized.

**4.1.1.2 Model Specifications before Styling**

 Write and save your paper keeping text and graphic files separate until after the text is formatted. Do not use hard tabs, limit use of hard returns to only one at the end of each paragraph and do not add pagination anywhere in the paper. Proceed to formatting once you are done with completing the content and organizational editing. This should include the various sections and subsections of the paper. Figures and Tables should be included as part of the Thesis and not at the end.

 For example, quantile regression essentially transforms a conditional distribution function into a conditional quantile function by splitting it into segments. In OLS, modelling a conditional distribution function of a random sample (y1,……yn) with a parametric function m(xi,β) where xi represents the independent variables, β the corresponding estimates and m the conditional mean, can cause the following minimization problem:

  (1)

**4.1.2 Using the Template [Subheading 12pt, Times New Roman bold]**

Line 2…

Line 3…

Line 4…

Line 5…

**(Example of How to Cite in Text)**

**4.2 In-text Citation [Subheading 12pt, Times New Roman bold]**

In-text citation is commonly presented with the author’s name and year of publication. Information used in research, whether quoted or revised into your own words, must be all cited and include in the list of references, and vice versa, all references must be cited in the text. There are two types of in-text citation, narrative citation and parenthetical citation. Narrative citation is the inclusion of author(s) surname in the sentence. For instance, Vongurai (2021) described that consumers who have lack of product or service information would perceive recommendation or opinions of others as crucial. Parenthetical citation is citing author(s) surname in parentheses at the end of the sentence. For instance, consumers who have lack of product or service information would perceive recommendation or opinions of others as crucial (Vongurai, 2021).

In case the citation consist of multiple works in the parentheses, the citations must be the order according to the list of reference i.e. alphabetical order and oldest to newest year of publication The citation can include a particular chapter or page of the document in the parentheses. Otherwise, if the document does not have page number, paragraph number or section heading with paragraph number can be included in the citation. For instance, (Vongurai, 2021, p. 5; Vongurai, 2021, para. 13; Vongurai, 2021, Literature Review section, para. 9).

**Table 4.1:** Example of a In-text Citation

|  |  |  |
| --- | --- | --- |
| **Author type** | **Narrative citation** | **Parenthetical citation** |
| One author | Vongurai (2021) | (Vongurai, 2021) |
| Two authors | Jaruwanakul and Vongurai (2021) | (Jaruwanakul & Vongurai, 2021) |
| Three or more authors | Long et al. (2021) | (Long et al., 2021). |
| Multiple works by the same author, published in different year | Astin (1975; 1993) | (Astin, 1975; 1993) |
| Multiple works by the same author, published in the same year | Vongurai (2021a; 2021b) | (Vongurai, 2019a; 2019b) |
| Multiple works by different author with same surname and published year | K. Smith (2014) and N. Smith (2014) | (K. Smith, 2014; N. Smith, 2014) |
| Citing secondary source | Hennig-Thurau et al. (2001) as cited in Kunanusorn and Puttawong (2015) | (Hennig-Thurau et al., 2001, as cited in Kunanusorn & Puttawong, 2015) |
| Group author or organization with abbreviationFist citationSecond citation | World Health Organization (WHO) (2021)WHO (2021) | (World Health Organization [WHO], 2021)(WHO, 2021) |
| Group author or organization without abbreviation | National Institutes of Mental Health (2015) | (National Institutes of Mental Health, 2015) |
| No author*Shorten title* |  | (“It’s subpoena time,” 2007) |

references

Achour, M., Khalil, S., Ahmad, B., Nor, M., & Yusoff, M. (2017). Management and supervisory support as a moderator of work–family demands and women’s well-being: A case study of Muslim female academicians in Malaysia. *Humanomics, 33*(3), 335-356. <https://doi.org/10.1108/H-02-2017-0024> (Example of APA7th from Journal)

Adams, J. S. (1963). Toward an understanding of inequity. *Journal of Abnormal and Social Psychology, 67*(5), 424-436. (Example of APA7th from Journal)

Aditya, A. (2020). *What is the Real Estate Scenario in Thailand?* StartUp in Thailand.<https://startupinthailand.com/what-is-the-real-estate-scenario-in-thailand/> (Example of APA7th from Website with Author)

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckman (Eds.), *Action-control: From cognition to behavior* (pp. 11-39). Springer. (Example of APA7th from a Chapter in Book)

Amabile, T. M. (1988). A model of creativity and innovation in organizations. In B. M. Staw & L. L. Cummings (Eds.) *Research in Organizational Behavior* (pp. 123-167). JAI Press. (Example of APA7th from a Chapter in Book)

Astin, A. (1975). *Preventing Students from Dropping Out*.Jossey-Bass Publishers. (Example of APA7th from Textbook)

Astin, A. W. (1993). *What works in college? Four critical years revisited*.Jossey-Bass Publishers. (Example of APA7th from Textbook)

Bland, A. (2017, November). *The implementation of a junior Samoan language programme in a South Island, New Zealand secondary school context* [Paper presentation]. Australian Association for Research in Education (AARE) Conference 2017, Canberra, Australia. <https://bit.ly/37DvrHR> (Example of APA7th presentation at conference)

Chaudhuri, S., & Biswas, A. (2017). External terms-of-trade and labor market imperfections in developing countries: Theory and evidence. *Proceedings of the Academy of Economics and Economic Education, 20*(1), 11-16. <https://search-proquest-com.elibrary.jcu.edu.au/docview/1928612180?accountid=16285> (Example of APA7th from journal published in conference proceedings)

Habibi, F., Seyedi, A., Bayat, R., & Haji Karimi, A. (2015). A review of organisational empowerment with emphasis on knowledge management. *Journal of Scientific Research and Development, 2*(4), 229-232. (Example of APA7th from Journal)

Hackman, J. R., & Oldham, G. R. (1980). *Work redesign. Reading*. Addison-Wesley (Example of APA7th from Textbook)

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis.* Prentice-Hall. (Example of APA7th from Textbook)

Hennig-Thurau, T., Langer, M. F., & Hansen, U. (2001). Modeling and managing student loyalty: An approach based on the concept of relationship quality. *Journal of service research, 3*(4), 331-344. (Example of APA7th from Journal)

Hertzog, C., & Hultsch, D.F. (2000). Metacognition in adulthood and old age. In F.I.M. Craik & T.A. Salthouse (Eds.), *The handbook of aging and cognition* (2nd ed., pp. 417–66). Lawrence Erlbaum Associates. (Example of APA7th from a Chapter in Edited Book)

It’s subpoena time. (2007, June 8). *New York Times.* <https://www.nytimes.com/2007/06/08/opinion/08fri1.html> (Example of APA7th from Website with no Author)

Jaruwanakul, T., & Vongurai, R. (2021). Determinants of Employee Innovative Behavior in Thai Real Estate Companies. International *Journal of Economics and Business Administration, 9*(1), 303-317. <http://doi.org/10.35808/ijeba/674> (Example of APA7th from Online Journal)

Kanter, R. M. (1977). *Men and Women of the Corporation*.Basic Books. (Example of APA7th from Textbook)

Kanter, R. M. (1983). *The change masters: Innovations for productivity in the American corporation*. Simon and Schuster. (Example of APA7th from Textbook)

Kanter, R. M. (1988). When a thousand flowers bloom: structural, collective, and social conditions for innovation in organization. *Research in Organizational Behavior, 10*, 169-211. (Example of APA7th from Journal without Publication Issue)

Karatepe, O. M., & Kilic, H. (2015). Does manager support reduce the effect of work–family conflict on emotional exhaustion and turnover intentions? *Journal of Human Resources in Hospitality & Tourism, 14*(3), 267–289. (Example of APA7th from Journal)

Kark, R., Shamir, B. & Chen, G. (2003). The two faces of transformational leadership: Empowerment and dependency. *Journal of Applied Psychology, 88*(2), 246-255. (Example of APA7th from Journal)

Katharangsiporn, K. (2020, February). *Property market growth forecast cut.* Bangkokpost. <https://www.bangkokpost.com/property/1865734/property-market-growth-forecast-cut> (Example of APA7th from Newspaper Website with Author and Month of Publication)

Khosrowpour, M. (2008). *Encyclopedia of Information Science and Technology* (2nd ed.). IGI Global. (Example of APA7th from Edited Textbook)

Kunanusorn, A., & Puttawong, D. (2015). The mediating effect of satisfaction on student loyalty to higher education institution. *European Scientific Journal, 1*, 1857-7881. (Example of APA7th from Journal)

Kuvijitrsuwan, R. (n.d.). Bangkok Property Report. *CBRE Thailand.* <https://www.cbre.co.th/research-report-paid/bangkok-property-report> (Example of APA7th from Annual Report with Author and without Date of Publication)

Kuvijitrsuwan, R. & Bell, A. (2020). Continuous Increase in Demand for Thailand’s MLPs Despite Economic Slowdown. *CBRE Thailand*. <https://www.cbre.co.th/report-detail/thailand/thailand-industrial-marketview-q4-2019> (Example of APA7th from Annual Report with Author)

Ladd, D., & Henry, R. A. (2000). Helping coworkers and helping the organization: the role of support perceptions, exchange ideology, and conscientiousness. *Journal of Applied Social Psychology, 30*(10), 2028-2049. (Example of APA7th from Journal)

Lobsy, J., & Wetmore A. (2014). *CDC Coffee Break: Using Likert Scales in Evaluation Survey Work.* [www.cdc.gov/dhdsp/pubs/docs/CB\_February\_14\_2012.pdf](http://www.cdc.gov/dhdsp/pubs/docs/CB_February_14_2012.pdf) (Example of APA7th from Document file from Website)

Locke, E. A. (1976). *The nature and causes of job satisfaction.* Rand McNally. (Example of APA7th from Textbook)

Long, S., Duang-Ek-Anong, S., & Vongurai, R. (2021). Determinants of Business Education on Student Satisfaction in Higher Education: A Case Study in Cambodia. *The Journal of Asian Finance, Economics and Business, 8*(3), 1405–1416. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO3.140> (Example of APA7th from Online Journal)

Lorenzzo, D. (2019, July 21). *Thai Industrial Property market driven by rocketing Chinese FDI*. Thailand Business News*.* <https://www.thailand-business-news.com/real-estate/74845-thai-industrial-property-market-driven-by-rocketing-chinese-fdi.html> (Example of APA7th from Document file from Website)

McDonald, E., Manessis, R., & Blanksby, T. (2019, July 7-10). *Peer mentoring in nursing - improving retention, enhancing education* [Poster presentation]. STARS 2019 Conference, Melbourne, Australia. <https://unistars.org/papers/STARS2019/P30-POSTER.pdf> (Example of APA7th presentation at conference)

National Institutes of Mental Health. (2015, May). *Anxiety disorders.* <http://www.nimh.nih.gov/health/topics/anxiety-disorders/index.s> (Example of APA7th from Organization name as author)

Porter, L. W., & Bigley, G. A. (2003). Motivation and transformational leadership: some organizational context issues. In L.W. Porter, H. L. Angle & R. W. Allen. (Eds.), *Organizational Influences Processes* (pp. 263-274). Armonk. (Example of APA7th from a Chapter in Book)

Shapiro, D. L., & Kirkman, B. L. (2001). Anticipatory injustice: The consequences of expecting injustice in the workplace. In J. Greenberg & R. Cropanzano (Eds.), *Advances in organizational justice* (pp. 152-178). Stanford University Press. (Example of APA7th from Chapter in Book)

Shaw, J. D., & Gupta, N. (2015). Let the evidence speak again! Financial incentives are more effective than we thought. *Human Resource Management Journal, 25*(3), 281-293. (Example of APA7th from Journal)

Shaw, J. C., Wild, E., & Colquitt, J. A. (2003). To justify or excuse? A meta-analytic review of the effects of explanations. *Journal of Applied Psychology, 88*, 444-458. (Example of APA7th from Journal without Publication Issue)

Smith K. (2014). Understanding school bullying: Its nature & prevention strategies. Sage. (Example of APA7th from Textbook)

Smith N. (2014). Morality and the Market: Consumer Pressure for Corporate Accountability. Routledge Revivals. (Example of APA7th from Textbook)

Nation Multimedia Group Public Company Limited. (2018, Aug 23). *CP Land woos Chinese with Bt60 bn EEC joint venture*. The Nation Thailand. <https://www.nationthailand.com/Real_Estate/30352843#:~:text=CHAROEN%20Pokphand%20Group's%20property%20arm,that%20targets%20Chinese%2Dspeaking%20investors>

(Example of APA7th from Newspaper Website with Publication Date but without Author which replaced by Organization name)

Vongurai, R. (2021a). Factors Influencing Experiential Value Toward Using Cosmetic AR Try-on Feature in Thailand. *Journal of Distribution Science, 19*(1), 75–87. <https://doi.org/10.15722/JDS.19.1.202101.75> (Example of APA7th from Online Journal and multiple work of the author in the same publication year)

Vongurai, R. (2021b). Factors Influencing Consumer Attitudes and Purchase Intentions of Flash Sale through Online Shopping Platforms. *Journal of Humanities and Social Sciences Nakhon Phanom University, 11*(1), 1-20. (Example of APA7th from Journal with multiple work of the author in the same publication year)

World Health Organization (2021). Health workers and administrators. WHO. <https://www.who.int/teams/risk-communication/health-workers-and-administrators> (Example of APA7th from Organization name as author)

*(References page 2, page number appears)*

**APPENDICES**

APPENDIX

*(Appendix page 2, page number appears)*

APPENDIX

*(Appendix page 2, page number appears)*

**BIOGRAPHY**

**NAME & SURNAME:**

**DATE OF BIRTH:** DD/MM/YY

**POSITION:**

**EDUCATION:**

**WORK EXPERIENCE:**

**AWARDS/PUBLICATIONS**

*(Additional items may be added)*