

**AN EMPIRICAL ASSESSMENT OF NPD STRATEGIES OF THAI  
ELECTRONICS BUSINESS: HOW DO THE STRATEGIES  
AFFECT MARKET OUTCOMES?**

**NAPHAT THIPSRI**

**A dissertation submitted in partial fulfillment of the requirements for  
the degree of Doctor of Philosophy in Management  
at Maharakham University**

**September 2009**

**All rights reserved by Maharakham University**



**AN EMPIRICAL ASSESSMENT OF NPD STRATEGIES OF THAI  
ELECTRONICS BUSINESS: HOW DO THE STRATEGIES  
AFFECT MARKET OUTCOMES?**

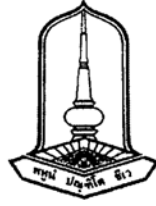
**NAPHAT THIPSRI**

**A dissertation submitted in partial fulfillment of the requirements for  
the degree of Doctor of Philosophy in Management  
at Maharakham University**

**September 2009**


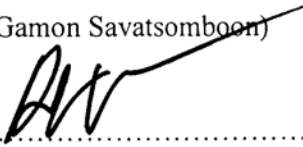
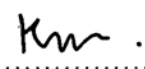
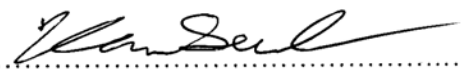
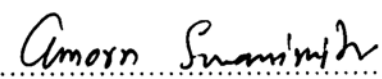
**All rights reserved by Maharakham University**




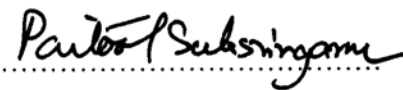


The examining committee has unanimously approved this dissertation, submitted by Mrs.Naphat Thipsri, as a partial fulfillment of the requirements for the degree of Doctor of Philosophy in Management at Maharakham University.

Examining Committee

 ..... (Dr.Gamon Savatsomboon)	Chairman (Faculty graduate committee)
 ..... (Assoc.Prof.Dr.Phapruek Ussahawanitchakit)	Committee (Advisor)
 ..... (Dr.Kasinee Muenthaisong)	Committee (Co-advisor)
 ..... (Asst.Prof.Dr.Kanchana Sukanthasirikul)	Committee (External expert)
 ..... (Asst.Prof.Dr.Amorn Suwannimitr)	Committee (Faculty graduate committee)

Maharakham University has granted approval to accept this dissertation as a partial fulfillment of the requirements for the Doctor of Philosophy degree in Management.

 ..... (Assoc.Prof.Dr.Phapruek Ussahawanitchakit) Dean of the Faculty of Accountancy and Management	 ..... (Assoc.Prof.Dr.Paitool Suksringarm) Dean of the Faculty of Graduate Studies September 30, 2009
--	---



**This dissertation was funded by the Annual Government Statement of  
Expenditure Scholarship, Academic Year 2006**

**and**

**the Faculty of Accountancy and Management, Mahasarakham University,  
Academic Year 2009**

