



**STRATEGIC FOCUS THROUGH E-COMMERCE-BASED  
OPERATIONS AND PERFORMANCE OF E-COMMERCE  
BUSINESSES IN THAILAND**

**PEERAWAT CHAILOM**

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

**October 2009**

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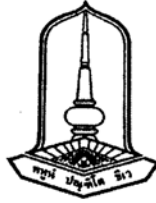
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The examining committee has unanimously approved this dissertation, submitted by Mr. Peerawat Chailom, as a partial fulfillment of the requirements for the degree of the Doctor of Philosophy in Management at Mahasarakham University.

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