

**STRATEGIC CUSTOMER RELATIONSHIP MANAGEMENT
CAPABILITIES AND MARKET PERFORMANCE:
AN EMPIRICAL STUDY OF PRIVATE
HOSPITALS IN THAILAND**

JANTANA SANSOOK

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

May 2010

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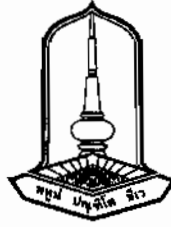
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The examining committee has unanimously approved this dissertation, submitted by Miss Jantana Sansook, as a partial fulfillment of the requirements for the degree of the Doctor of Philosophy in Management at Maharakham University.

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