

**AN INTRA-ORGANIZATIONAL COMMUNICATION STRATEGY,
ITS ANTECEDENTS AND CONSEQUENCES: AN EMPIRICAL
EXAMINATION OF COMPUTER BUSINESSES IN THAILAND**

NUANLAONG ATTHARANGSUN

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

June 2010

All rights reserved by Mahasarakham University



Mahasarakham University

**AN INTRA-ORGANIZATIONAL COMMUNICATION STRATEGY,
ITS ANTECEDENTS AND CONSEQUENCES: AN EMPIRICAL
EXAMINATION OF COMPUTER BUSINESSES IN THAILAND**

NUANLAONG ATTHARANGSUN

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

June 2010

All rights reserved by Mahasarakham University

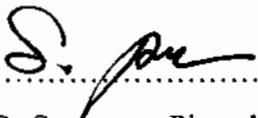


Mahasarakham University



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

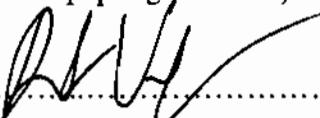
Examining Committee


.....

Chairman

(Dr. Supapong Pinwaha)

(Faculty graduate committee)


.....

Committee

(Assoc. Prof. Dr. Phapruke Ussahawanitchakit)

(Advisor)


.....

Committee

(Dr. Prathanporn Jhundra-indra)

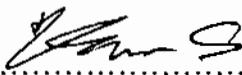
(Co-Advisor)


.....

Committee

(Asst. Prof. Dr. Amorn Suwannimitr)

(Faculty graduate committee)

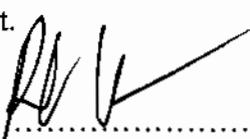

.....

Committee

(Asst. Prof. Dr. Kanchana Sukanthasirikul)

(Executive expert)

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


.....

(Assoc. Prof. Dr. Phapruke Ussahawanitchakit)

Dean of the Faculty of Accountancy
and Management


.....

(Assoc. Prof. Dr. Paitool Suksringarm)

Dean of the Faculty of Graduate Studies


.....



**This dissertation was funded by the Faculty of Accountancy and Management,
Mahasarakham University Scholarship
Academic Year 2010.**