## References

- Bovee, C. L., Thill, J. V., Wood, M. B., and Dovel, George P. Management. New York: McGraw-Hill, 1993.
- Chanettee Khukhan. <u>An Analysis of Export Potential for Thailand's Dietary Supplement</u>

  <u>Products.</u> Master's Thesis, Department of Economics, Graduate School, Kasetsart

  University, 2002.
- Cross, W. Prentice Hall Encyclopedic Dictionary of Business Terms. Prentice Hall, 1995.
- Friedman, J. P. <u>Dictionary of Business Terms</u>. New York: Barron's Educational Series, 1994.
- Gordon, R. J. Macroeconomics. New York: HarperCollins, 1993.
- Hersey, P., and Blanchard, K. H. <u>Management of Organizational Behavior</u>. New Jersey: Prentice-Hall, 1993.
- Humphrey, A. <u>The Origin of SWOT Analysis[Online]</u>. Available from: http://www.european-quality.co.uk.
- Kotler, P. Marketing Management. New Jersey: Prentice-Hall, 2000.
- Kotler, P., Somkid Jatusripitak, and Suvit Maesincee. <u>The Marketing of Nations</u>. New York: The Free Press, 1997.
- Mansfield, E. Microeconomics. New York: W.W. Norton & Company, 1991.

- McCormick, R. E. Managerial Economics. New Jersey: Prentice-Hall, 1993.
- Minzberg, H., and Quinn, J. B. The strategy process: concepts, contexts, and cases.

  New Jersey: Prentice-Hall, 1996.
- Montgomery, C. A., and Porter, M. E. <u>Strategy: seeking and securing competitive</u> advantage. Massachusetts: Harvard Business Review, 1991.
- Naenna, P. and Vithi Phanichphant. <u>Thai Textiles,: Threads of a Cultural Heritage</u>.

  National Identity Board, 1994.
- OTOP: Local Business Process. Pra Sat Sang 21 (January 2003): 15-23.
- OTOP support for exporting. Pra Sat Sang 21 (July 2003): 3-12.
- Pornpan Chuenprasertsuk. <u>Competitiveness in Handmade Ceramic Industry: Celadon.</u>

  Master's Thesis, Department of Economics, Graduate School, Chulalongkorn

  University, 2003.
- Porter, M. E. Competitive Strategy. New York: The Free Press, 1980.
- Porter, M. E. On Competition. Massachusetts: Harvard Business School Publishing, 1998.
- Porter, M. E. The Competitive Advantage of Nations. New York: The Free Press, 1990.
- Rumelt, R. P., Schendel, D. E., and Teece, D. J. <u>Fundamental Issues in Strategy</u>.

  Massachusetts: Harvard Business School Press, 1994.

- Siri Pasook. <u>Surin:The world's cultural treasure in Thailand</u>. Surin: Surin cultural center, 1993.
- Thailand. Ministry of Education. Office of Vocational Education Committee Board. Golden

  Jubilee Royal Goldsmith College. Silk Product Development Research. Bangkok:

  Golden Jubilee Royal Goldsmith College, 2003.
- Thanop Panyapattanakul. Export Performance of the Thai Textile Industry. Master's Thesis,

  Department of Economics, Graduate School, Chulalongkorn University, 1998.

The Board of National Committee of OTOP Project. National OTOP Selection Framework.

Tuck, A. Oxford Dictionary of Business English. Oxford: Oxford University Press, 1993.

Wren, D. A. The Evolution of Management Thought. New York: John Wiley & Sons, 1994.



## Biography

Mr. Akkawuth Nitising was born on 3 October 1979, Bangkok. He completed his Degree in Accountant, Faculty of Commerce and Accountancy, Chulalongkorn University in 2000. He entered studying in Master of Arts in International Economics and Finance, Faculty of Economics in 2002.