



PDF Dissertation Full Text

Jirawat Promporn

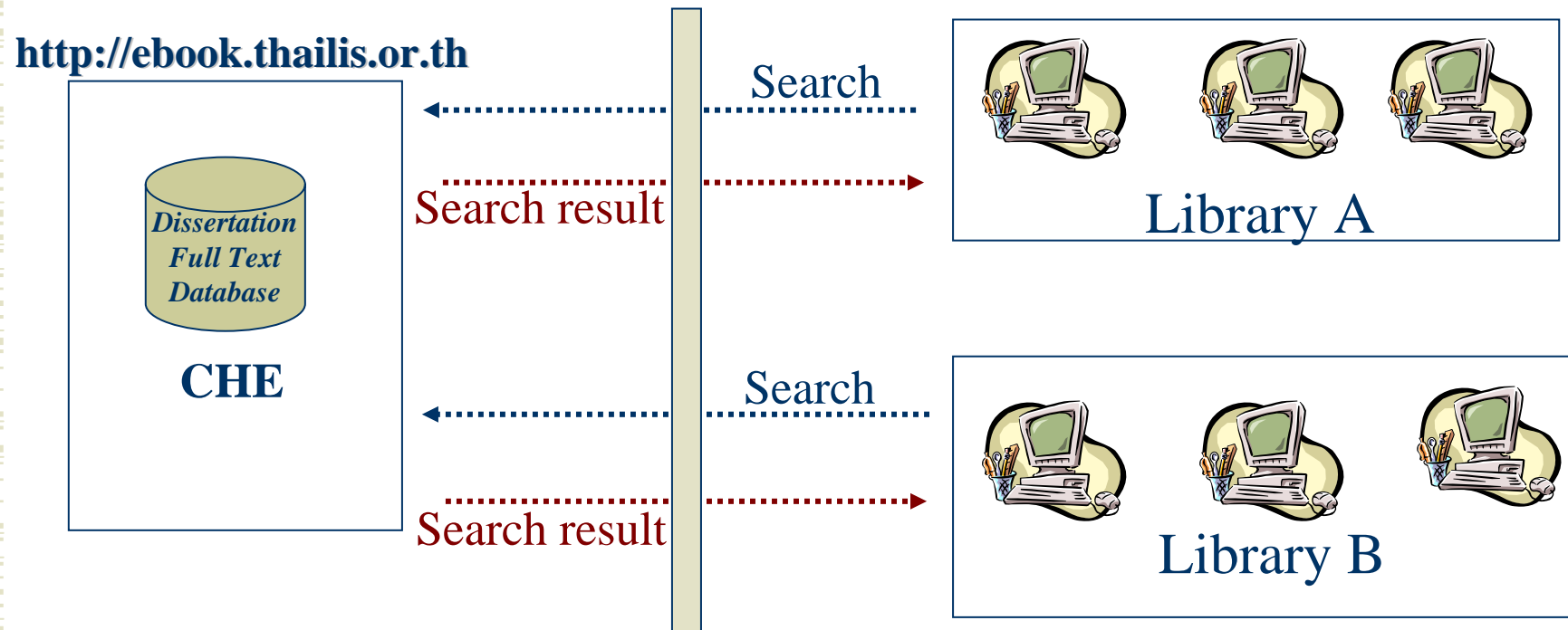
jirawat@book.co.th

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System Overview





Getting Start

- ◆ **Open browser e.g. Internet Explorer
(Recommend version 6.0 up)**
- ◆ **Entering URL <http://ebook.thailis.or.th>**

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- MENU --
- [Browse Search](#)
 - [Basic Search](#)
 - [Advanced Search](#)
 - [Title List](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

-- A --

- [Agriculture, Agronomy. \(16\)](#)
- [Agriculture, Animal Culture and Nutrition. \(23\)](#)
- [Agriculture, Animal Pathology. \(16\)](#)
- [Agriculture, Fisheries and Aquaculture. \(17\)](#)
- [Agriculture, Food Science and Technology. \(286\)](#)
- [Agriculture, Forestry and Wildlife. \(14\)](#)
- [Agriculture, General. \(6\)](#)
- [Agriculture, Plant Culture. \(14\)](#)
- [Agriculture, Plant Pathology. \(12\)](#)
- [Agriculture, Range Management. \(1\)](#)
- [Agriculture, Soil Science. \(19\)](#)
- [Agriculture, Wood Technology. \(2\)](#)
- [American Studies. \(13\)](#)
- [Anthropology, Archaeology. \(5\)](#)
- [Anthropology, Cultural. \(48\)](#)
- [Anthropology, Physical. \(3\)](#)
- [Applied Mechanics. \(15\)](#)
- [Architecture. \(46\)](#)
- [Art History. \(20\)](#)
- [Artificial Intelligence. \(42\)](#)

-- B --



Search Menu

- ◆ Browse Search
- ◆ Basic Search
- ◆ Advanced Search
- ◆ Help
- ◆ Bibliographic records

Browse Search

- ◆ *Search for*

- Entering the search term, **start with** Author name, Title name, Subject or Publication no.

Example: e.g. Search from author field

Adam, Mark Lee

Aekplakorn, Wichai (Thai name)



Browse Search (2)

◆ ***From***

- **Choose field which you desire to search from**
 - **Author / University**
 - **Advisor**
 - **Title**
 - **Subject**
 - **Publication No.**
 - **Year**




Browse Search (3)


- ◆ *Search mode*

- **Browse**


- Search result will listed by alphabetical, start from **symbol, numeric, a-z, ऀ-ঐ**

Browse by Author

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Current Database : **irmain (Total 3850 Bib)** เปลี่ยนเป็นภาษาไทย  ไทย

Browse Search	Basic Search	Advanced Search	Help
----------------------	--------------	-----------------	------

Search for:  **Aekplakorn, Wichai**

From:


Search Mode: Browse


Records per page:

You are visitor number **22826** since 13 September 2005

[Back To Main Menu](#)
Last updated: 13 September 2005

Search Result: Browse by Author

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Current Database : **irmain (Total 3850 Bib)** เปลี่ยนเป็นภาษาไทย 

[BrowseSearch](#) [Basic Search](#) [Advanced Search](#) [Help](#)

Authors List

Row	Hit	Heading
1	1	Aekplakorn, Wichai
2	1	Aqarwal, Manqilal
3	1	Aqbe-Davies, Anna Sophia
4	1	Aqle, Meredith Ellen
5	1	Aquayo Gimenez, Encarnacion
6	1	Ahantariq, Arunee
7	1	Ahlfeldt, Stephanie L
8	1	Ahn, Hey Jun
9	1	Ahn, Juhee
10	1	Ahsan, Akm Anifal
11	1	Aht-Ong, Duangdao
12	1	Ahuja, Ashvin
13	1	Aiken, Paul R
14	1	Aimdilokwong, Atiwat
15	1	Aimpun, Pote
16	2	Air Force Institute of Technology
17	1	Ajariyakhajorn, Kittisak
18	1	Akan, Ozgur Baris
19	1	Akeprathumchai, Saengchai
20	1	Akqul, Bilge Ebru Saqlam

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Click here:
Aekplakorn, Wichai
To get bibliographic record.




Basic Search

- ◆ **Able to search any word from anywhere**
also search by:-
 - Author
 - Title
 - Subject
- ◆ **Result will shown as occurrences list**
- ◆ **Search term will highlight in red**

Basic Search

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Current Database : **irmain (Total 3850 Bib)** เปลี่ยนเป็นภาษาไทย  ไทย

[Browse Search](#) [BasicSearch](#) [Advanced Search](#) [Help](#)

Word / Phrase: From:


- Anywhere
- Author
- Title
- Subject

Search Result by Basic Search

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Current Database : **irmain (Total 3850 Bib)**

[Browse Search](#) [Basic Search](#) [Advanced Search](#) [Help](#)

 Occurrences list

Row	Keyword	Occurrence				Bibs
		Author	Title	Subject	General	
1	marketing	0	8	53	156	72


Word/Phrase: In:


Initiate Search:

Total records

The word marketing appears in Title field 8 times, Subject 53 times and General field 156 times. But total records about marketing are 72 records. Click at the word marketing to list all records.

Titles list by clicking at basic search result

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Titles List 1 - 20 of 72

Row	Publication No.	Heading
1	3094059	An application of marketing in higher education in Thailand: A case study of private universi
2	3122989	Applying cultural dimensions to website design: A case study from Malaysia and the United Sta
3	3025478	Attribution processes, expectancy theory and salesperson performance.
4	3054135	Behind the smile: Reading cultural values in Thai advertising.
5	9909243	A comparative study of service quality in the fast food industry: United States of America vs
6	9938751	A comparison of protection motivation theory and the elaboration likelihood model as explanati
7	9997772	Consequence of brand extension in over-the-counter medications.
8	3011625	Consumer evaluation of MBA program quality: A pre- and post-program experience comparison bet
9	9819844	Consumer perceived risk in gray market: A cross-cultural study between Thai and Mexican consum
10	3122012	Consumer-to-consumer interactions in a networked society: Word-of-mouth theory, consumer expe
11	9971373	Consumers' perception of warranties as signals of product quality: An examination of personal
12	3101428	Consumers' risk perceptions of over-the-counter drug products: Concept and measure using quan
13	3126682	A content analysis of daily newspaper advertisements in Thailand before and after the 1997 eco
14	3076337	Coordination of inventory decisions in two-stage capacitated supply chains with lead-time sens
15	9974841	Corporate diversification and the effects of firm characteristics on diversification modes: U
16	3035686	Data mining through neuro-fuzzy-genetic architecture.
17	9951129	The economics of marketing and processing identity-preserved soybeans.
18	9820062	The effects of on- and off-line store environments on purchase intentions for computer product
19	9933454	The effects of security analysts on trading volume, return volatility, cross-autocorrelations
20	9962665	An empirical investigation of service quality indicators of foreign versus Thai bank customers


[Top of List] [Next Page](#)


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Click at any Title to get more detail

Click Next Page to list next 20 records

Result by clicking at Next Page

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[Browse Search](#) | [Basic Search](#) | [Advanced Search](#) | [Help](#)

Titles List 21 - 40 of 72








Row	Publication No.	Heading
21	3064232	Enhancing marketing innovation through marketing knowledge transfer: An investigation of strat
22	3127915	Essays in the economics of obesity.
23	3021274	Essays on hierarchical buying structure.
24	3042538	Evolutionary acceptance stages of Internet adopters: A decision-making approach (the case on
25	9995950	An examination of the willingness to engage in an online purchase: The impact of an individua
26	9964966	Factors affecting market orientation in high-technology firms in Asia Pacific (Thailand, Malay
27	3012314	Factors affecting retention of customers who are users of computerized applications on the Int
28	3064543	Factors influencing college choice by students at newly opened private colleges in Thailand.
29	9841598	Global advertising practices: A comparative study.
30	3100444	The impact and implications of information technology for supply chain management systems on c
31	3098081	Impact of corporate orientation on information technology adoption in the United States forest
32	3116037	The impact of logistics strategy and logistics information technology processes on service per
33	3113616	The impact of overlapping product features on a multibrand manufacturer's portfolio profit.
34	3123912	The impact of perceived interactivity and vividness of video games on customer buying behavior
35	3123911	The impact of Web site design on consumer loyalty in business-to-consumer (B2C) Internet comme
36	3021638	The impacts of a bundle of travel determinants on repeat visitation: An exploratory study of t
37	3110851	The influence of the Internet on channel directness of export SMEs.
38	3083926	The internationalization stages of the firms: Export activities for Thai manufacturing firms.
39	3121846	A life of the dead: Privacy, data subjects and labor.
40	3126461	A logic for entrepreneurial discovery.

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Click Previous Page to list previous 20 records

Search Result from Basic Search

	
Current Database : irmain (Total 3850 Bib)	
เปลี่ยนเป็นภาษา  ไทย	
Browse Search	Basic Search
Advanced Search	View MARC
Help	
ISBN	049645694X
Pub. No.	3098081
Author	Poku, Kofi.
Title	Impact of corporate orientation on information technology adoption in the Ur
Physical	124 p.
Note	Source: Dissertation Abstracts International, Volume: 64-07, Section: B, pag Director: Richard P. Vlosky.
Dissertation Note	Thesis (Ph.D.)-Louisiana State University and Agricultural & Mechanical College, 2003.
Summary	<p>This study aims to contribute to addressing the gap that exists in determining the role an organization's internal operations play in information technology (IT) adoption in organizations. In particular, this research stems from investigating the relationship between company success at adopting information technology systems (the Internet) in the United States forest products industry (specifically, the lumber sector) and the extent to which organizational orientation within the industry supports the development.</p> <p>Following an extensive literature review, a conceptual model that represents the synthesis of information technology adoption-marketing orientation influences is developed. (This study does not infer that a company can acquire only one orientation at any one time). The United States forest products industry has traditionally been perceived as being production-oriented by many researchers. Marketing orientation, however, is a relatively new phenomenon that is gradually seeping into the way the industry does business as a result of competition, technology advancement, and the changing needs of consumers.</p> <p>Consequently, a number of propositions are tested and managerial and research recommendations are put forward. Overall, this research finds that email and the World Wide Web are the two most popular internet-based applications used by companies in the lumber industry. A positive relationship exists between factors of Internet adoption (extent of Internet application, user participation, perceived ease of use by user, perceived usefulness by user, and adoption diffusion by company) and "perceived company effectiveness of Internet adoption" under high and low marketing orientation, with a higher rate of increase in high marketing orientation than low marketing orientation.</p>
Subject	Agriculture, Forestry and Wildlife. Same Subject  [14] Information Science. Same Subject  [72] Business Administration, Marketing . Same Subject  [53]
University	Louisiana State University and Agricultural & Mechanical College. Same Author  [7]
Host Item Entry	Dissertation Abstracts International 64-07B.
Advisor	Vlosky, Richard P., advisor
Degree	Ph.D.
Year	2003
URL Object	 Pdf File

Search terms are highlighted in red

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Advanced Search

- ◆ Use Boolean operator to combine search terms.
 - And
 - Or
 - Not
 - Adjacent
 - With

Advanced Search

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Browse Search Basic Search Advanced Search Help

Word / Phrase: From: }
 And Or Not Adjacent With
Word / Phrase: From: }


Enter the search terms into search boxes

Choose the categories which you want to search from

Anywhere
Author
Title
Subject

Advanced Search: Search Result

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Current Database : **irmain (Total 3850 Bib)** เปลี่ยนเป็นภาษา  ไทย

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Occurences list

Row	Keyword	Occurrence				Bibs
		Author	Title	Subject	General	
1	marketing	0	8	53	156	72
2	technology	131	115	406	1552	841
3	marketing & technology	N/A				12
4	marketing + technology	N/A				901
5	marketing - technology	N/A				60

Click at result to get the records

Word/Phrase: **In:** General Keyword

Boolean Combination: AND OR NOT ADJacent WITH





Initiate Search:

Further search

Search result by using “and”

Pub. No.	3094059	
Author	Kamolmasratana, Jirawan.	
Title	An application of marketing in higher education in Thailand	Marketing
Physical	127 p.	
Note	Source: Dissertation Abstracts International, Volume: 64-06, Section: A, page: 1997.	
	Adviser: Martin Burlingame.	
Dissertation Note	Thesis (Ed.D.)--Oklahoma State University, 2002.	
Summary	<p>Scope and method of study. A decrease in budget allocation of government in different countries is due to an economic crisis and an expectation of an improvement in efficiency and flexibility Higher education in each country including Thailand has to be adapted to the vast change. Thailand has faced an economic downturn since 1997. Higher education is also affected by this event resulting in budget constraint. Moreover, the government has initiated education policy and issued the new National Education Act 6 of B.E. 2542. This allows public universities to become autonomous universities so that they are able to compete in the market. Thus, an increase in competitions among higher education institutions is unavoidable. However, private higher education institutions are highly pressured due to tough competition.</p> <p>The fierce competition affects the institution's survival and extinction. In this study, marketing is used to help its survival and then prosperity. The philosophy of marketing is useful when private and public higher education institutions can identify customer needs and a proper design of product, price, place and promotion to satisfy a various kind of customer needs. This helps the universities to guarantee student enrollments.</p> <p>The purpose of the study is to explore an application of a set of marketing mix and to describe the efforts of Thai private universities to guarantee student enrollments.</p> <p>Findings and conclusions. In this research, three questions were proposed. First, the question is about policies at Nong-kham University and Petchkasem University. Nong-Kham University focuses on maintaining education quality with the medium-sized university. Whereas Petchkasem University emphasizes on an integration of information technology and quality of education. The first question provides an answer of a practice of marketing mix by these universities. They apply 4 P's with a various way into their practice on student recruitment. This answers the second question. The last question clarifies that a status of foundation ensures students low tuition fees.</p>	

Search result by using “or”

Dissertation Note	Thesis (Ph.D.)-State University of New York at Buffalo, 2003.
Summary	<p>Although many colleges and universities are engaged in various forms of distance learning, no clear body of evidence illustrates how administrators come to support or discourage distance-education's planned growth. The term "distance learning" itself holds different conceptual meaning for administrators, students and faculty depending on their relationship with delivery technology, academic programs, and program support mechanisms.</p> <p>This study explored the conceptual understanding high-level administrative leaders (president, provost, chief information and financial officers, deans) have regarding distance learning within three SUNY academic sectors (community college, comprehensive college and research university); and the impact this understanding has on program implementation and resource support. Evidence of leadership acumen included: congruence of shared vocabulary, description of academic programs, and technology delivery descriptions. The role of organizational culture influencing relationships between support staff, faculty and administrators was also examined as a possible source of program influence.</p> <p>This study surveyed professional support staff across SUNY to explore how they perceive their leaders' understanding. The data then informed administrative interview questions probing for evidence of their conceptual understanding of distance learning, and the potential influence of market/peer pressure, political influence, opportunity cost; and whether organizational culture had an impact on distance learning adoption.</p> <p>Findings suggest that SUNY is positioned to continue distance learning in low to moderate proportions, with individual campus efforts varying by sector and mission. Leaders using distance learning in their own teaching had the greatest conceptual understanding of both programs and technological details. Leaders indicated that a lack of discretionary resources limited freedom to explore distance learning.</p> <p>The use of proprietary networks was found to be a significant detriment to planned growth for campuses, indicating that better, state-wide strategic planning is desirable to maximize resources through standards-based technology.</p> <p>Findings also suggest that when a campus has good relations between leaders and professional IT support staff, greater productivity results. This includes cohesion among technology units, allowing individuals to capitalize on resources outside of their immediate department to support distance learning.</p>
Subject	<p>Education, Higher. Same Subject  [85]</p> <p>Education, Administration. Same Subject  [72]</p> <p>Education, Technology. Same Subject  [84]</p>
University	State University of New York at Buffalo. Same Author  [29]





**Only the word
“technology”**

Search result by using “not”

	Major Professor: Margaret Morrison.
Dissertation Note	Thesis (Ph.D.)-The University of Tennessee, 2002
Summary	<p>The purpose of this dissertation was to investigate contexts. Three research questions guided the study: (1) what are the contexts of Thai commercials?; if they are expressed in any, exists between message strategies and products?; (2) what are the meanings of the values used in Thai commercials' message strategies and contextual elements reflects both individualistic and collectivistic sides. Additionally, two other values, taking care of family and saving money, which did not appear in Komin's value list were also very present in Thai advertising. In terms of the relationships of product categories to Komin's values, the findings revealed that the ego value was most often used for beauty and personal care while fun and pleasure value was most often used for food and beverage products. Results of this study suggested that applying Komin's value list alone, without concerning other factors such as western values, economic situations, or social phenomenon influencing the Thai society, might not be enough to measure all values that could exist in Thai advertising.</p>
Subject	Mass Communications. Same Subject  [81]
	Journalism. Same Subject  [11]
	Business Administration, Marketing . Same Subject  [53]
University	The University of Tennessee. Same Author  [14]
Host Item Entry	Dissertation Abstracts International 63-05A.
Advisor	Morrison, Margaret, advisor
Degree	Ph.D.
Year	2002





Search pattern marketing not technology. Result display only the record which have the word marketing

Search result by using “adjacent”

ISBN	0496703030
Pub. No.	3122989
Author	Gould, Emille W.
Title	Applying cultural dimensions to website design: A case study from Mala
Physical	163 p.
Note	Source: Dissertation Abstracts International, Volume: 65-02, Section: A, page: 0430.
	Adviser: Robert Krull.
Dissertation Note	Thesis (Ph.D.)-Rensselaer Polytechnic Institute, 2004.
Summary	<p>A guideline developed in a year 2000 study of Malaysian and United States websites was tested with evaluators from Malaysia and the United States. The test looked for significant relationships between attitude to site and cultural values (power distance and independent and interdependent self construals), national origin, and language. Results for the design hypotheses were barely significant. However, they pointed out larger issues of trust and credibility development related to e-commerce experience.</p> <p>Malaysian students attending university in the United States participated in a series of focus groups that identified barriers to e-commerce in Malaysia. These barriers included widespread fear of fraud, concerns about the insubstantiality of the web, lack of credit cards, lack of access to computers, and slow networks. The three infrastructure issues are currently being addressed by Malaysian government initiatives. However, lack of trust remains.</p> <p>However, such problems are not insurmountable. After arriving in the United States, the Malaysian students became interested in e-commerce. They described a process of credibility development that follows B. J. Fogg's (2003) typology of web credibility. Students saw everyone using the Internet which raised its presumed credibility; resident Malaysian students assured them of its trustworthiness which added reputed credibility; they began to inspect sites for themselves in an effort to ascertain surface credibility; and they made strategic purchases that increased earned credibility. One of the largest determinants of trust was "fame."</p> <p>Attitude to the Internet turned out to be a precursor to attitude to sites. This suggests that attitude to the medium needs to be included in audience analyses. In addition, marketing and promotion strategies must also be recognized as supporting (or constraining) cross-cultural human factors.</p>
Subject	Language, Rhetoric and Composition. Same Subject  12
	Mass Communications. Same Subject  81
Added Entry	Rensselaer Polytechnic Institute. Same Author  23
Host Item Entry	Dissertation Abstracts International 65-02A.
Degree	Ph.D.
Year	2004
URL Object	 Pdf File

If you requires the words appear next to each other, use **adjacent** operator to combine the search terms.

Search result by using “with”

ISBN	049645694X
Pub. No.	3098081
Author	Poku, Kofi.
Title	Impact of corporate orientation on information technology adoption in the United States forest products industry.
Physical	124 p.
Note	Source: Dissertation Abstracts International, Volume: 64-07, Section: B, page: 3015.
	Director: Richard P. Vlosky.
Dissertation Note	Thesis (Ph.D.)-Louisiana State University and Agricultural & Mechanical College, 2003.
Summary	<p>This study aims to contribute to addressing the gap that exists in determining the role an organization's internal operations play in information technology (IT) adoption in organizations. In particular, this research stems from investigating the relationship between company success at adopting information technology systems (the Internet) in the United States forest products industry (specifically, the lumber sector) and the extent to which organizational orientation within the industry supports the development.</p> <p>Following an extensive literature review, a conceptual model that represents the synthesis of information technology adoption-marketing orientation influences is developed. (This study does not infer that a company can acquire only one orientation at any one time). The United States forest products industry has traditionally been perceived as being production-oriented by many researchers. Marketing orientation, however, is a relatively new phenomenon that is gradually seeping into the way the industry does business as a result of competition, technology advancement, and the changing needs of consumers.</p> <p>Consequently, a number of propositions are tested and managerial and research recommendations are put forward. Overall, this research finds that email and the World Wide Web are the two most popular internet-based applications used by companies in the lumber industry. A positive relationship exists between factors of Internet adoption (extent of Internet application, user participation, perceived ease of use by user, perceived usefulness by user, and adoption diffusion by company) and "perceived company effectiveness of Internet adoption" under high and low marketing orientation, with a higher rate of adoption under high marketing orientation.</p>
Subject	<p>Agriculture, Forestry and Wildlife. Same Subject  [14]</p> <p>Information Science. Same Subject  [72]</p> <p>Business Administration, Marketing. Same Subject  [53]</p>
Added Entry	Louisiana State University and Agricultural & Mechanical College. \$
Host Item Entry	Dissertation Abstracts International 64-07B.
Degree	Ph.D.
Year	2003
URL Object	 Pdf File

The words **technology and **marketing** appear in the same field, e.g. in *Summary* field.**





Help Menu

- ◆ Explain how to use the search type
- ◆ Thai and English language
- ◆ Content lists

Help for English language screen

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Browse Search BasicSearch Advanced Search Help

iR-Web HELP - Microsoft Internet Explorer

Field Search

[Content](#)

Field Search allows the user to search IR-Web from a number of fields such as Title, Author, Subject and Call Number.

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Field Search Text Search Extended Search Help

Search for:

From:

Search Mode: Browse Keyword

Records per page:

You are visitor number **599** since 07 March 2000

Provided By: Book Promotion and Service Co.,Ltd
Last updated: September 13, 2002

- ▶ **Search for** : Enter in the terms that you want to search for here
- ▶ **From** : Select the field that you want to search the terms from
- ▶ **Search Mode** : This allows you to either choose to use the Browse or Keyword mode
- ▶ **Records per page** : This allows you to select the number of records to display in each page. You can select 4 - 256 records to be displayed per page.

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Current Database : **irmain (Total 1539 Bib)** เปลี่ยนเป็นภาษา ไทย

Field Search Text Search Extended Search Help

Help for Thai language screen



ฐานข้อมูลปัจจุบัน : irmain (Total 3850 Bib)


Change to English

กั้นโดยระบบเขตข้อมูล กั้นจากคำสำคัญ กั้นแบบบูลีน ช่วยเหลือ

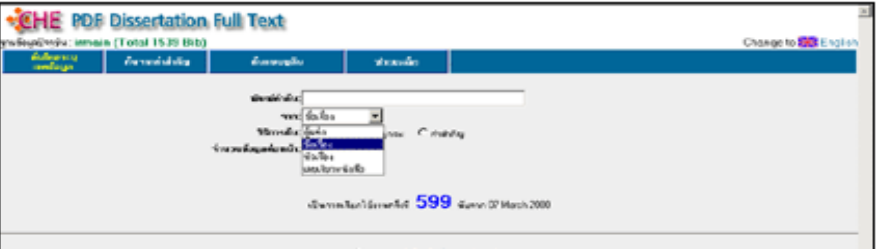
iR-Web HELP - Microsoft Internet Explorer

การสืบค้นโดยระบบเขตข้อมูล
[Content](#)

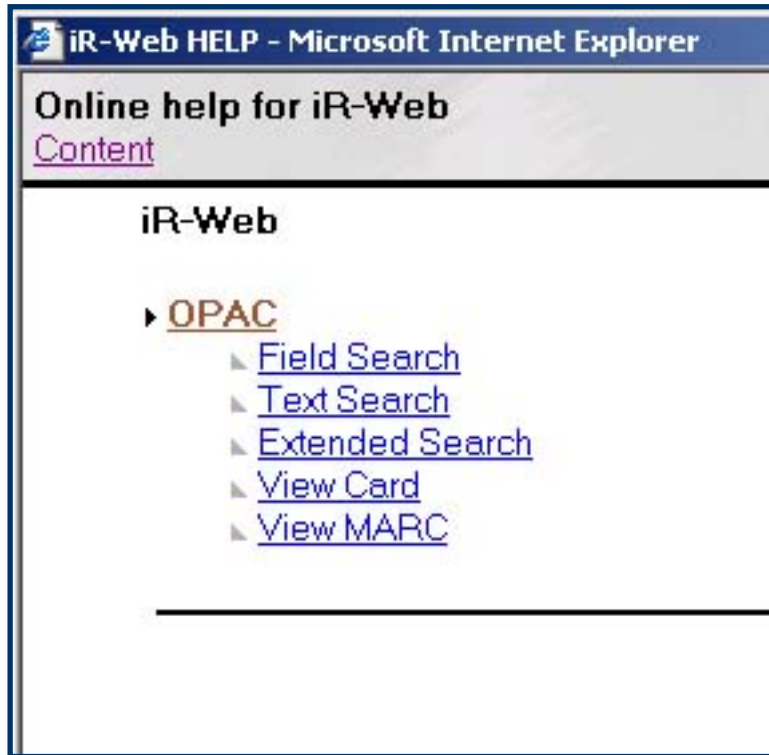
ผู้ใช้สามารถค้นหาข้อมูลโดยเลือกจาก ชื่อเรื่อง, ผู้แต่ง, หัวเรื่อง และเลขเรียกเอกสาร



▶ **พิมพ์คำค้น** : พิมพ์ข้อมูลที่ต้องการค้นหาลงในช่องนี้
▶ **จาก** : เลือกเขตข้อมูลที่ต้องการ
▶ **วิธีการค้น** : ผู้ใช้สามารถเลือกวิธีการค้นได้ 2 แบบ คือ เรียงแบบพจนานุกรม และ คำสำคัญ
▶ **จำนวนข้อมูลต่อหน้า** : ผู้ใช้สามารถเลือกจำนวนบรรทัดของผลการสืบค้นต่อ 1 หน้าจอได้



Help content lists



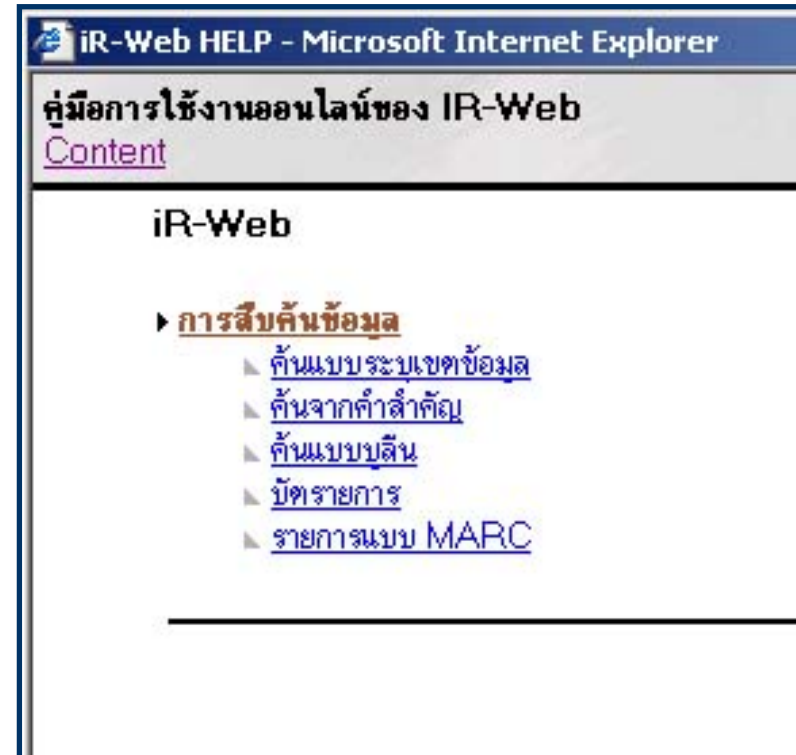
iR-Web HELP - Microsoft Internet Explorer

Online help for iR-Web
[Content](#)

iR-Web

- ▶ **OPAC**
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English screen



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[Content](#)

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- ▶ **การสืบค้นข้อมูล**
 - ▶ [ค้นแบบระบบเขตข้อมูล](#)
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Summary	<p>This study aims to contribute to addressing the gap that exists in determining the role an organization's internal operations play in information technology (IT) adoption in organizations. In particular, this research stems from investigating the relationship between company success at adopting information technology systems (the Internet) in the United States forest products industry (specifically, the lumber sector) and the extent to which organizational orientation within the industry supports the development.</p> <p>Following an extensive literature review, a conceptual model that represents the synthesis of information technology adoption-marketing orientation influences is developed. (This study does not infer that a company can acquire only one orientation at any one time). The United States forest products industry has traditionally been perceived as being production-oriented by many researchers. Marketing orientation, however, is a relatively new phenomenon that is gradually seeping into the way the industry does business as a result of competition, technology advancement, and the changing needs of consumers.</p> <p>Consequently, a number of propositions are tested and managerial and research recommendations are put forward. Overall, this research finds that email and the World Wide Web are the two most popular internet-based applications used by companies in the lumber industry. A positive relationship exists between factors of Internet adoption (extent of Internet application, user participation, perceived ease of use by user, perceived usefulness by user, and adoption diffusion by company) and "perceived company effectiveness of Internet adoption" under high and low marketing orientation, with a higher rate of increase in high marketing orientation than low marketing orientation.</p>
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by

Wichai Aekplakorn

A dissertation submitted to the faculty of the University of North Carolina at Chapel Hill in partial fulfillment of the requirements for the degree of Doctor of Philosophy in the Department of Epidemiology, School of Public Health

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