

Thammasat University
Faculty of Commerce and Accountancy

A Doctoral Dissertation

By
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Titled

“The Impact of IT Utilization on Strategic Selling Capabilities and Performance”

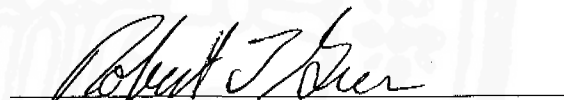
has been approved as partial fulfillment of the requirement for the degree of
Doctor of Business Administration (D.B.A.) in Marketing
Joint Doctoral Program in Business Administration (JDBA)

On Monday 30th May 2005 by


Chairperson of the Committee and
Main Advisor:


(Assoc. Prof. Dr. Somdee Hongphisarnvivat)

Committee Member:


(Professor Dr. Robert T. Green)

Committee Member:


(Assoc. Prof. Dr. Orose Leelakulthanit)

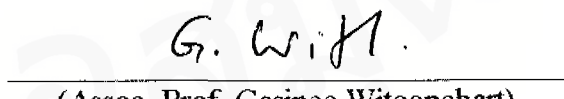
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