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**A Dissertation Submitted in Partial Fulfillment of the**

**Requirements for the Degree of**

**DOCTOR OF PHILOSOPHY / MASTER OF..... (select one)**

**in "[Click here to name of Program]"**

**Graduate School of Business and Advanced Technology Management**

**ASSUMPTION UNIVERSITY OF THAILAND**

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**By:** "[CLICK HERE TO TYPE STUDENT NAME & SURNAME]"

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.....  
**(Assistant Professor Dr. Kitti Phothikitti)**

**Dean of Graduate School of Business and Advanced Technology Management**

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## ABSTRACT

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## LIST OF ABBREVIATIONS

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**CHAPTER ..**  
**INTRODUCTION**

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### **(Example of Tables and Figures)**

#### **3.1 Tables and Figures**

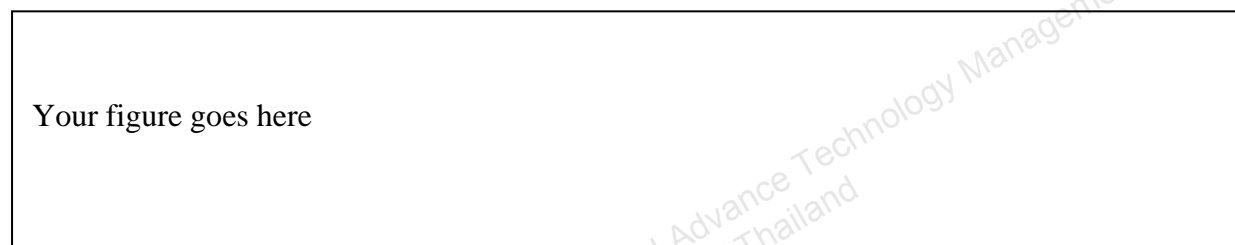
All Tables, Figures (charts, diagrams and line drawings) and Plates (photographic images) should be included as part of the Thesis. Supply clear captions for all tables, figures and plates. Tables/figures should be no more than a single page each. If the data is too large for a single table, please consider another way of presenting your data. The font to be used in a Table/Figure is 12pt Times New Roman (minimum 10 pt). Cells in tables and figures should not be coloured. In case you need to draw attention to a particular datum then use only a shade of grey.

Captions for tables must be placed above the art. Captions are in 12pt Times New Roman. The placement of the caption below the art removes the chance that the figure and the caption become separated across page boundaries (see Table 1).

**Table 3.1:** Example of a Table Caption [← 12 pt, Above the table]

<b>Table</b>	<b>Table Head</b>		
	Table merged row		
	Table cells	Table cells	Table cells

Captions for figures must be placed underneath the art. Captions are in 12pt Times New Roman. The placement of the caption below the art removes the chance that the figure and the caption become separated across page boundaries (see Figure 1).

**Figure 3.1:** Example of a Figure Caption. [← 12 pt, Below the figure]

**Source:** Rattanaburi, K., and Vongurai, R. (2021) “Factors Influencing Actual Usage of Mobile Shopping Applications: Generation Y in Thailand,” The Journal of Asian Finance, Economics, and Business, 8(1), 901–913.  
<https://doi.org/10.13106/JAFEB.2021.VOL8.NO1.901> **(Example)**

### **(Example of Heading, Sub-Heading and Second Sub-Heading)**

#### **4.1 Research Methods and Materials [Heading 12pt, Times New Roman bold]**

##### **4.1.1 Using the Template [Subheading 12pt, Times New Roman bold]**

##### **4.1.1.1 Retaining Specifications [Second Subheading 12pt, Times New Roman bold]**

The template is used to format your Thesis. Please do not alter prescribed margins, column widths, line spaces, and text fonts. Provided specifications anticipate your Thesis as part of the proceedings rather than a stand-alone document. Please do not modify any of the

designations provided. Sub sub-titles should be avoided unless absolutely necessary. If they are to be included, they should be left justified, italic, Times New Roman 12-point font, and only the first letter of the first word should be capitalized.

#### **4.1.1.2 Model Specifications before Styling**

Write and save your paper keeping text and graphic files separate until after the text is formatted. Do not use hard tabs, limit use of hard returns to only one at the end of each paragraph and do not add pagination anywhere in the paper. Proceed to formatting once you are done with completing the content and organizational editing. This should include the various sections and subsections of the paper. Figures and Tables should be included as part of the Thesis and not at the end.

For example, quantile regression essentially transforms a conditional distribution function into a conditional quantile function by splitting it into segments. In OLS, modelling a conditional distribution function of a random sample  $(y_1, \dots, y_n)$  with a parametric function  $m(x_i, \beta)$  where  $x_i$  represents the independent variables,  $\beta$  the corresponding estimates and  $m$  the conditional mean, can cause the following minimization problem:

$$\min_{\beta \in R} \sum_{i=1}^n (y_i - \mu(x_i, \beta))^2 \quad (1)$$

#### **4.1.2 Using the Template [Subheading 12pt, Times New Roman bold]**

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## (Example of How to Cite in Text)

### 4.2 In-text Citation [Subheading 12pt, Times New Roman bold]

In-text citation is commonly presented with the author's name and year of publication. Information used in research, whether quoted or revised into your own words, must be all cited and include in the list of references, and vice versa, all references must be cited in the text. There are two types of in-text citation, narrative citation and parenthetical citation. Narrative citation is the inclusion of author(s) surname in the sentence. For instance, Vongurai (2021) described that consumers who have lack of product or service information would perceive recommendation or opinions of others as crucial. Parenthetical citation is citing author(s) surname in parentheses at the end of the sentence. For instance, consumers who have lack of product or service information would perceive recommendation or opinions of others as crucial (Vongurai, 2021).

In case the citation consist of multiple works in the parentheses, the citations must be the order according to the list of reference i.e. alphabetical order and oldest to newest year of publication The citation can include a particular chapter or page of the document in the parentheses. Otherwise, if the document does not have page number, paragraph number or section heading with paragraph number can be included in the citation. For instance, (Vongurai, 2021, p. 5; Vongurai, 2021, para. 13; Vongurai, 2021, Literature Review section, para. 9).

**Table 4.1:** Example of a In-text Citation

Author type	Narrative citation	Parenthetical citation
One author	Vongurai (2021)	(Vongurai, 2021)
Two authors	Jaruwanakul and Vongurai (2021)	(Jaruwanakul & Vongurai, 2021)
Three or more authors	Long et al. (2021)	(Long et al., 2021).

Multiple works by the same author, published in different year	Astin (1975; 1993)	(Astin, 1975; 1993)
Multiple works by the same author, published in the same year	Vongurai (2021a; 2021b)	(Vongurai, 2019a; 2019b)
Multiple works by different author with same surname and published year	K. Smith (2014) and N. Smith (2014)	(K. Smith, 2014; N. Smith, 2014)
Citing secondary source	Hennig-Thurau et al. (2001) as cited in Kunanusorn and Puttawong (2015)	(Hennig-Thurau et al., 2001, as cited in Kunanusorn & Puttawong, 2015)
Group author or organization with abbreviation		
Fist citation	World Health Organization (WHO) (2021)	(World Health Organization [WHO], 2021)
Second citation	WHO (2021)	(WHO, 2021)
Group author or organization without abbreviation	National Institutes of Mental Health (2015)	(National Institutes of Mental Health, 2015)
No author		(“It’s subpoena time,” 2007)
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## **APPENDICES**

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APPENDIX [XX]

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**NAME & SURNAME:** "[Click here to type Student's Name Surname]"

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**POSITION:** "[Click here to type Position]"

**EDUCATION:**

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**WORK EXPERIENCE:**

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