

Spring 2009 MBA Presentation Record

1). Tuesday, 4/28/2009, 11:45 am

University Boardroom (Room 206)

Topic

"Isuzu Supornphan Co., Ltd. :

A Strategy for a Small Isuzu Dealership to Compete

in the Situation of Financial Crisis"

(BA 399 - MBA Research Project)

Presenter: Mr. Sittipong Keeratiyakul

Advisor: Dr. Dorothy Sanford

2). Thursday, 4/30/2009, 11:00 am

University Boardroom (Room 206)

Topic

"Competition in the Cellular Telephone Industry:

Samsung's "INSTINCT" versus Apple's "IPHONE",

including Cost of Marketing and Return"

(BA 399 - MBA Research Project)

Presenter: Ms. Sirikanya Pakawongse

Advisor: Dr. Eugene Robillard

3). Thursday, 4/30/2009, 11:45 am

University Boardroom (Room 206)

Topic

"A Problem of Opening Bangkok Premium Ice Cream Store,

with Cost and Profit Analysis"

(BA 399 - MBA Research Project)

Presenter: Ms. Atitaya Amornpan

Advisor: Dr. Eugene Robillard

4). Tuesday, 5/5/2009, 11:00 am

University Boardroom (Room 206)

Topic

"The Tourism Industry in China since 1997:

A Before and After Study"

(BA 399 - MBA Research Project)

Presenter: Mr. Zhiwei Huang

Advisor: Dr. Eugene Robillard

5). Thursday, 5/7/2009, 11:45 am

University Boardroom (Room 206)

Topic

"Marketing Strategies in Banking:

Thailand vis-à-vis the United States,

How to Optimize Import/Export Transactions"

(BA 399 - MBA Research Project)

Presenter: Ms. Yaowapa Lertpipometha

Advisor: Dr. Eugene Robillard