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Research

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**Research Objective (s) (bold, 11 pt.)**

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Yamane, T. (1967). *Statistics: An introductory analysis* (2nd ed.). New York: Harper and Row.

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**Example:**

Wattanakamolkul, P. (2018). Discussion on the Situation and Reflection of Chinese Vocabulary Teaching In Thai Universities. *Chinese Journal of Social Science and Management, 2*(2), 80-91.

Rabbani, M., Aghabegloo, M. & Farrokhi-Asl, H. (2016). Solving a bi-objective mathematical programming model for bloodmobiles location routing problem. *International Journal of Industrial Engineering Computations, 8*(1), 19-32.

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Department of Land Transport. (2013). *Transport statistics report in 2013*. Retrieved May 20, 2015, from <http://apps.dlt.go.th/statistics_web/brochure/statreport113.pdf>

Shannon, C. E. & Weaver, W. (2010). *Communication Theory: Model of Communication*. Retrieved December 2, 2016, from <http://communicationtheory.org/shannon-and-weaver-model-of-communication/>

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Nasution, H. N. & Mavondo, F. T. (2005). The impact of service quality on customer value in the hotel industry. *ANZMAC Conference 2005*, 5-7 December 2005. Fremantle, Western Australia: ANZMAC.

**Newspaper Article**

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Di Rado, A. (1995, March 15). Trekking through college: Classes explore modern society using the world of Star Trek. *Los Angeles Time*, p. A3.

Sriwattanachai, R. (2014, October 24). The Prefabricated Generation of Seasoning Sauce Market. *Post Today Newspaper*, p. 3-4.

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