

บรรณานุกรม

บรรณานุกรม

- กรมการท่องเที่ยว. (2555). *สถิตินักท่องเที่ยว* (ออนไลน์). เข้าถึงได้จาก:
<http://www.tourism.go.th/2010/th/statistic/tourism.php> [2555, 14 สิงหาคม].
- กระทรวงการท่องเที่ยวและกีฬา. (2554). *รายงานประจำปี พ.ศ.2554*. กรุงเทพฯ:
 กระทรวงการท่องเที่ยวและกีฬา.
- _____. (2555). *รายงานสรุปสถิติการเดินทางท่องเที่ยวระหว่างประเทศ 2555* (ออนไลน์).
 เข้าถึงได้จาก: <http://www.tourism.go.th> [2556, 23 มกราคม].
- กระทรวงเทคโนโลยีสารสนเทศและการสื่อสาร. (2554). *เครื่องชี้การพัฒนาเทคโนโลยีสารสนเทศ
 และการสื่อสารของประเทศไทย พ.ศ. 2552*. กรุงเทพฯ: สำนักงานสถิติแห่งชาติ.
- _____. (2554). *รายงานการสำรวจการประกอบกิจการโรงแรมและเกสต์เฮาส์*. กรุงเทพฯ:
 สำนักงานสถิติแห่งชาติ.
- กระทรวงอุตสาหกรรม. (2556). *โครงการอุตสาหกรรมสีเขียว* (ออนไลน์). เข้าถึงได้จาก:
<http://www.greenindustrythailand.com> [2556, 25 กุมภาพันธ์].
- กัลยา วานิชย์บัญชา. (2549ก). *การใช้ SPSS for Windows ในการวิเคราะห์ข้อมูล* (พิมพ์ครั้งที่ 8).
 กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.
- _____. (2549ค). *การวิเคราะห์สถิติสำหรับการบริหารและวิจัย* (พิมพ์ครั้งที่ 8). กรุงเทพฯ:
 โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.
- _____. (2549ข). *สถิติสำหรับงานวิจัย* (พิมพ์ครั้งที่ 2). กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์
 มหาวิทยาลัย.
- จริยา บุญยะประภัศร (2556). *จากกลยุทธ์ CRM ต่อยอดด้วย CSR “การดำเนินธุรกิจอย่างยั่งยืน”*
 (ออนไลน์). เข้าถึงได้จาก: [http://teamgroup.co.th/index.php/th/new-publications/
 articles/72-triple-c-strategy-crm-cem-complemented-by-csr-for-sustainable-business.
 html](http://teamgroup.co.th/index.php/th/new-publications/articles/72-triple-c-strategy-crm-cem-complemented-by-csr-for-sustainable-business.html) [2556, 9 กุมภาพันธ์].
- จิรพล สินธุนาวา (2550). *คู่มือการบริหารโรงแรมที่เป็นมิตรต่อภาวะโลกร้อน* (ออนไลน์).
 เข้าถึงได้จาก: [http://www.greenleafthai.org/upload/downloads/publication/
 book_hotel.pdf](http://www.greenleafthai.org/upload/downloads/publication/book_hotel.pdf) [2556, 1 กุมภาพันธ์].
- โจเอล มาโคเวอร์ (2552). *กลยุทธ์สร้างองค์กรสีเขียว*. แปลจากเรื่อง Strategies for the Green
 Economy (นรินทร์ องค์อินทรี, แปลและเรียบเรียง). กรุงเทพฯ: แมคกรอ-ฮิล.
- นงลักษณ์ วิรัชชัย (2542). *โมเดลอิสระ : สถิติวิเคราะห์สำหรับการวิจัย* (พิมพ์ครั้งที่ 3).
 กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.

บรรณานุกรม (ต่อ)

- พวงรัตน์ ทวีรัตน์ (2543). *วิธีการวิจัยทางพฤติกรรมศาสตร์และสังคมศาสตร์*. กรุงเทพฯ: มหาวิทยาลัยศรีนครินทรวิโรฒ.
- ฟิลิป คอตเลอร์, เฮอร์มาน การตะจาฮา และอิวาน เซเตียวาน. (2554). *การตลาด 3.0*. แปลจากเรื่อง Marketing 3.0 (ณงลักษณ์ จารุวัฒน์, แปล) (พิมพ์ครั้งที่ 2). กรุงเทพฯ: เนชั่นบุ๊คส์.
- มูลนิธิใบไม้เขียว. (2556). *โครงการใบไม้เขียว* (ออนไลน์). เข้าถึงได้จาก: [http://www.greenleafthai.org/th/green found .php](http://www.greenleafthai.org/th/green%20found.php) [2556, 1 กุมภาพันธ์].
- โยชิน อยู่จงดี. (2555). สก๊อปโลกร้อน: โรงแรมสีเขียว มาตรฐานไทยหนึ่งในมาตรฐานโลก. *โพสต์ทูเดย์*, 9(3291), หน้า 1-4.
- ลัดดาวัลย์ เพชรโรจน์ และอัจฉรา ชำนิประศาสน์. (2545). *ระเบียบวิธีการวิจัย*. กรุงเทพฯ: พิมพ์ดีการพิมพ์.
- วิทยา คำนธำรงกุล. (2549). *ซีอาร์เอ็ม ซีอีเอ็ม หินหยางการตลาด* (พิมพ์ครั้งที่ 2). กรุงเทพฯ: วงกลม.
- ศิริชัย กาญจนวาสิ. (2545). *สถิติประยุกต์สำหรับการวิจัย* (พิมพ์ครั้งที่ 3). กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.
- สมาคมโรงแรมไทย. (2555). *Thailand Official Hotels Directory 2012*. ม.ป.ท.
- สุกมาส อังสุโชติ, สมถวิล วิจิตรวรรณ และรัชนิกุล ภิญโญภาณุวัฒน์ (2554). *สถิติวิเคราะห์สำหรับการวิจัยทางสังคมศาสตร์และพฤติกรรมศาสตร์ : เทคนิคการใช้โปรแกรม LISREL* (พิมพ์ครั้งที่ 3). กรุงเทพฯ: เจริญดีมั่นคงการพิมพ์.
- สุรินทร์ นิยมางกูร. (2548). *สถิติวิจัย* (พิมพ์ครั้งที่ 2). กรุงเทพฯ: มหาวิทยาลัยเกษตรศาสตร์.

BIBLIOGRAPHY

- Almotairi, M. (2008). CRM success factors taxonomy. *European and Mediterranean Conference on Information Systems*, pp. 1-11.
- _____. (2009). A framework for successful CRM implementation. *European and Mediterranean Conference on Information Systems*, pp. 1-14.
- Al-Mudimigh, A.S. (2009). CRM scorecard-based management system: Performance evaluation of Saudi Arabian bank. *Journal of Digital Asset Management*, 5, pp. 347-351.
- Alonso, M.R.L., Zarco, A.I.J., Ruiz, M.P.M., & Dawson, J. (2009). Designing a predictive performance measurement and control system to maximize customer relationship management success. *Journal of Marketing Channels*, 16, pp. 1-41.
- Amirkhani, A., & Fard, R.S. (2009). The effect of market orientation on business performance of the companies designing and manufacturing clean rooms. *American Journal of Applied Sciences*, 6(8), pp. 1573-1579.
- Amit, R., & Schoemaker, P.J.H. (1993). Strategic assets and organizational rent. *Strategic Management Journal*, 14(1), pp. 33-46.
- Arab, F., Selamat, H., Ibrahim, S., & Zamani, M. (2010). A survey of success factors for CRM. *Proceedings of the World Congress on Engineering and Computer Science*, pp. 1-5.
- Armstrong, S.J., & Overton T.S. (1997). Estimating non-response bias in mail surveys. *Journal of Marketing Research*, 14(3), pp. 396-402.
- Arndt, O.H., & Schoegel, M. (2009). Customer relationship management capability: Antecedents and ITS impact on CRM performance. *American Marketing Association*, pp. 162-163.
- Assimakopoulos, C., Papaioannou, E., & Sarmaniotis, C. (2011). The contribution of CRM marketing variables towards improving company's performance: A case of thessaloniki area Hotels. *Arabian Journal of Business and Management Review*, 1(1), pp. 17-30.
- Attarangsun, N., & Ussahawanitchakit, P. (2008). The antecedents and consequences of CRM effectiveness in health service industry of Thailand. *Review of Business Research*, 8(4), pp. 1-15.
- Banerjee, S.B., Lyer, E.S., & Kashyap, R.K. (2003). Corporate environmentalism: Antecedents and influence of industry type. *Journal of Marketing*, 67, pp. 106-122.

BIBLIOGRAPHY (Continue)

- Bang, J. (2005). *Understanding customer relationship management from managers' and customers' perspective: Exploring the implications of CRM fit, market orientation, and market knowledge competence*. A Dissertation Submitted in Partial Fulfillment of The Requirements for The Degree of DOCTOR OF PHILOSOPHY in Business Administration University of Rhode Island.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), pp. 99-120.
- Barney, J.B., Wright, M., & Ketchen Jr., D.J. (2001). The resource-based view of the firm: Ten years after 1991. *Journal of Management*, 27(6), pp. 625-641.
- Battor, M., & Battor, M. (2010). The impact of customer relationship management capability on innovation and performance advantages: Testing a mediated model. *Journal of Marketing Management*, 26(9-10), pp. 842-857.
- Benito, J.G., & Benito, O.G. (2005). Environmental proactivity and business performance: An empirical analysis. *Omega*, 33(1), pp.1-15.
- Berry, L. (2002) Relationship marketing of services perspectives from 1983 and 2000. *Journal of Relationship Marketing*, 1(1) pp. 59-70.
- Bligh, P., & Turk, D. (2004). *CRM unplugged: Releasing CRM's strategic value Hoboken*. New Jersey, USA.
- Bollen, K.A. (1989). *Structural Equations with Latent Variables*. NJ: Wiley.
- Butler, J. (2008). The compelling "Hard Case" for "Green" hotel development. *Cornell Hospitality Quarterly*, 49(3), pp. 234-244.
- Brewer, P.C. & Speh, T.W. (2000). Using the balanced scorecard to measure supply chain performance. *Journal of Business Logistics*, 21(1), pp. 75-93.
- Chang, H.H. (2007). Critical factors and benefits in the implementation of customer relationship management. *Total Quality Management & Business Excellence*, 18(5), pp. 483-508.
- Chang, H.H., & Ku, P.W. (2009). Implementation of relationship quality for CRM performance: Acquisition of BPR and organizational learning. *Total Quality Management*, 20(3), pp. 327-348.

BIBLIOGRAPHY (Continue)

- Chang, N.J., & Fong, C.M. (2010). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African Journal of Business Management*, 4(13), pp. 2836-2844.
- Chatzipanagiotou, K.C., Vassilikopoulou, A., & Siomkos, G.J. (2008). An empirical investigation of the relationship between market orientation and Mrkls effectiveness in upscale hotels in Greece. *Journal of Targeting Measurement and Analysis for Marketing*, 16(4), pp. 285-297.
- Chen, J.S., & Ching, R.K.H. (2002). An empirical study of the impact of IT intensity and organizational absorptive capacity on customer relationship management performance. *The Second International Conference on Electronic Business*, pp. 1-10.
- Chen, Y.S. (2008). The drivers of green innovation and green image green core competence. *Journal of Business Ethics*, 92(3), pp. 531-543.
- _____. (2010). The drivers of green brand equity: Green brand image, green satisfaction and green trust. *Journal of Business Ethics*, 93, pp. 307-319.
- Chen, Y.S., Lai, S.B., & Wen, C.T. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, 67, pp. 331-339.
- Chon, K.S., & Maier, T.A. (2010). *Welcome to Hospitality an Introduction* (3rd ed.). Canada: Nelson Education.
- Coltman, T.R. (2007b). Can superior CRM capabilities improve performance in banking. *Journal of Financial Services Marketing*, 8(2), pp. 121-140.
- _____. (2007a). Why build a customer relationship management capability?. *Journal of Strategic Information Systems*, 16(3), pp. 301-320.
- Coltman, T.R., Devinney, T.M., & Midgley, D.F. (2010). Customer relationship management and firm performance. *INSEAD Working Papers Collection*, pp. 1-42.
- Croteau, A.M., & Li, P. (2003). Critical success factors of CRM technological initiatives Canadian. *Journal of Administrative Sciences*, 20(1), pp. 21-34.
- Danubianu, M., & Hapenciuc, V.C. (2008). *Improving customer relationship management in hotel industry by data mining techniques* (Online). Available: [http:// feaa.ucv.ro/annals/v7_2008/0036v7-015.pdf](http://feaa.ucv.ro/annals/v7_2008/0036v7-015.pdf) [2012, September 11].

BIBLIOGRAPHY (Continue)

- Day, G.S. (1994). The capabilities of market-driven organization. *Journal of Marketing*, 58(1), pp. 37-52.
- _____. (2000). Managing market relationships. *Journal of Academy of Marketing Science*, 28(1), pp. 24-30.
- _____. (2002). Winning the competition for customer relationships. *The Wharton School University of Pennsylvania*, pp. 1-21.
- _____. (2003). Creating a superior customer-relating capability. *Mit Sloan Management Review*, pp. 77-82.
- Day, G.S., & Van den Bulte, C. (2002). Superiority in customer relationship management: Consequences for competitive advantage and performance. *The Wharton School University of Pennsylvania*, 9, pp. 1-48.
- Desai, D., Sahu, S., & Sinha, P.K. (2007). Role of dynamic capability and information technology in customer relationship management: A study of Indian companies. *Vikalpa*, 32(4), pp. 45-59.
- Deshpande, R., & Webster, F.E. Jr. (1989). Organizational culture and marketing: Defining the research agenda. *Journal of Marketing*, 53, pp. 3-15.
- Dess, G., & Robinson, R. (1984). Measuring organizational performance in the absence of objective measures: The case of the privately-held firm and conglomerate business unit. *Strategic Management Journal*, 5(3), pp. 265-273.
- Diamantopoulos, A., & Siguaaw, A.D. (2000). *Introducing LISREL: A guide for the uninitiated*. Sage Publications, London.
- Dombrowski, M.R., Scandelari, L., & Resende, L.M. (2010). CRM as a tool for customer loyalty in the hotel sector. *XVI International Conference on Industrial Engineering and Operations Management*, pp. 1-11.
- Duncan, N.B. (1995). Capturing flexibility of information technology infrastructure: A study of resource characteristics and their measure. *Journal of Management Information Systems*, 12, pp. 37-57.

BIBLIOGRAPHY (Continue)

- Dutta, S., Narasimhan, O., & Rajiv, S. (2005). Conceptualizing and measuring capabilities: Methodology and empirical application. *Strategic Management Journal*, 26, pp. 277-285.
- Dutu, C., & Halmajan, H. (2011). The effect of organizational readiness on CRM and business performance. *International Journal of Computers*, 1(5), pp. 106-114.
- Eid, R. (2007). Towards a successful CRM implementation in banks: An integrated model. *The Service Industries Journal*, 27(8), pp. 1021-1039.
- Enzand, C.A., & Siguaw, J.A. (1999). Best hotel environmental practices. *Cornell Hotel and Restaurant Administration Quarterly*, pp. 72-77.
- Fahy, J., & Smithee, A. (1999). The strategic marketing and the resource-based view of the firm. *Academy of Marketing Science Review*, 10, pp. 1-20.
- Frejkova, D. (2009). *Analysis of the relationships between market orientation, customer relationship management and customer orientation* (Online). Available: <http://www.google.co.th> [2012, September 11].
- Gartner Group. (2003). *CRM success is in strategy and implementation, not software* (Online). Available: <http://www.gartner.com> [2012, August 3].
- Going green in the contact center. (2008). *Oracle Corporation*, pp. 3-5.
- Goldenberg, B.J. (2002). *CRM Automation*. Upper Saddle River, NJ: Prentice Hall.
- Grant, R.M. (1991). The resource-based theory of competitive advantage: Implications for strategy formulation. *California Management Review*, 33(3), pp. 114-135.
- Green Hotel Association. (n.d.). Retrieved October 30, 2007 from <http://www.greenhotels.com/whatare.htm> [2013, February 5].
- Green leaflet. (2007). *Green Leaf Foundation's Magazine* (Special Issue). February – March – April 2007.
- _____. (2008). *Green Leaf Foundation's Magazine*, 1, pp. 1-6.
- Greenley, G.E. (1995). Market orientation and company performance: Empirical evidence from UK companies. *British Journal of Management*, 6(1), pp. 1-13.

BIBLIOGRAPHY (Continue)

- Gudlaugsson, T., & Schalk, A.P. (2009). *Effects of market orientation on business performance: Empirical evidence from Iceland*. The European Institute of Retailing and Services Studies Recent advances in Retailing and Service Science. pp. 1-18.
- Gustin, M., & Weaver, P. (1996). Are hotel prepared for the environmental consumer?. *Research Journal*, 20(2), pp. 1-14.
- Hair, J.F., Anderson, R.E., Tatham, R.L., & Black, W.C. (1998). *Multivariate Data Analysis* (5th ed). Upper Saddle River, NJ: Prentice Hall.
- Haugland, S.A., Myrtveit, I., & Nygaard, A. (2007). Market orientation and performance in the service industry: A data envelopment analysis. *Journal of Business Research*. 60(11), pp. 1191-1197.
- Henderson, J.C. & Venkatraman, N. (1994). *Strategic alignment: A model for organizational transformation via information technology*. In Allen, T.J., & Morton, M.S.S. (Eds.), Information technology and the corporation of the 1990's. Oxford, UK: Oxford University Press. pp. 202-220.
- Hu, & Bentler. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), pp. 1-55.
- Hu, W., & Wall, G. (2005). Environmental management, environmental image and the competitive tourist attraction. *Journal of Sustainable Tourism*, 13(6), pp. 617-635.
- Hunt, S.D., & Morgan, R.M. (1995). The comparative advantage theory of competition. *Journal of Marketing*, 59, pp. 1-15.
- Islam, M., & Yang, Y.F. (2009). Service satisfaction, information trust and e-CRM performance in BSC model in the empirics of financial institutions. *Journal of Business and Policy Research*, 4(1), pp. 50-65.
- Jain, R., Jain, S., & Dhar, U. (2003). Measuring customer relationship management. *Journal of Service Research*, 2(2), pp. 97-109.
- _____. (2007). CUREL : A scale for measuring customer relationship management effectiveness in service sector. *Journal of Services Research*, 7(1), pp. 37-58.

BIBLIOGRAPHY (Continue)

- Jaworski, B.J., & Kohli, A.K. (1993). Market orientation: Antecedents and consequences. *Journal of Marketing*, 57(3), pp. 53-70.
- Jayachandran, S., Sharma, S., Kaufman, P., & Raman, P. (2005). The role of relational information processes and technology use in customer relationship management. *Journal of Marketing*, 69, pp. 177-192.
- Kanitwaranun, C. (2009). *The influence of customer relationship management on health product business: A case of small & medium enterprise in Thailand* (Online). Available: http://pharm.kku.ac.th/isan-journal/journal/volume6-no3/06_80-90. [2012, September 11].
- Kanitwaranun, C., Chantaraskul, C., Waiyakorn, S., & Keokitichai, S. (2010). *The empirical implementation of customer relationship management on customer satisfaction in health product business: A case of small & medium enterprise in Thailand*. A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree DOCTOR OF PHILOSOPHY Program of Social and Administrative Pharmacy Graduate School Silpakorn University.
- Kaplan, A. (2008). Greening in the United States hotel sector: An exploratory examination. *UNLV Theses/Dissertations/Professional Papers/Capstones*, pp. 1-27.
- Kaplan, D. (2000). *Structural Equation model: Foundation and extensions*. Sage publications, Thousand Oake.
- Kaplan, R., & Norton, D. (1992). The balanced scorecard - measures that drive performance. *Harvard Business Review*, 70, pp.71-79.
- Kaplan, R.S., & Norton, D.P. (1996). Linking the balanced scorecard to strategy. *California Management Review*, 39(1), pp. 53-79.
- _____. (2001). The strategy-focused organization, how balanced scorecard companies thrive in the new business environment. *Harvard Business School Press*.
- _____. (2004b). Measuring the strategic readiness of intangible assets. *Harvard Business Review*, 82(2), pp. 52-63.
- _____. (2004a). Plotting success with strategy map. *Business Management* (January), pp. 61-65.

BIBLIOGRAPHY (Continue)

- Kasim, A. (2004). Socio-environmentally responsible hotel business: Do tourists to penang island, Malaysia care?. *Journal of Hospitality & Leisure Marketing*, 11(4), pp. 5-28.
- Kasim, A.A., & Minai, B. (2009). Linking CRM strategy, customer performance measures and performance in the hotel industry. *International Journal of Economics and Management*, 3(2), pp. 297-316.
- Khan, A. (2008). *Market orientation, customer selectivity and firm performance*. School of Management Ph.D Thesis Cranfield University.
- Kim, H.S., & Kim, Y.G. (2007). A study on developing CRM scorecard. *Proceedings of the 40th Hawaii International Conference on System Sciences*.
- _____. (2008). A CRM performance measurement framework: Its development process and application. *Industrial Marketing Management*, pp. 1-13.
- Kim, J., Suh, E., & Hwang, H. (2003). A model for evaluating the effectiveness of CRM using the balanced scorecard. *Journal of Interactive Marketing*, 17(2), pp. 5-19.
- Kim, J.W., Choi, J., Qualls, W., & Park, J. (2004). The impact of CRM on firm-and relationship level performance in distribution networks. *Communications of the Association for Information Systems*, 14, pp. 632-652.
- Kohli, A.K., & Jaworski, B.J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54, pp. 1-18.
- Kohli, A.K., Jaworski, B.J., & Kumar, A. (1993). MARKOR: A measure of market orientation. *Journal of Marketing Research*, pp. 467-477.
- Kumar, V., & Reinartz, W.J. (2006). *Customer Relationship Management A Databased Approach*. Hoboken, NJ: John Wiley & Sons, Inc.
- Kumar, V., Jones, E., Venkatesan, R., & Leone, R. (2011). Is market orientation a source of sustainable competitive advantage or simply the cost of competing?. *Journal of Marketing*, 75, pp. 16-30.
- Lee, C.H., Huang, S.Y., Barnes, F.B., & Kao, L. (2010). Business performance and customer relationship management: The effect of IT, organizational contingency and business process on Taiwanese manufacturers. *Total Quality Management*, 21(1), pp. 43-65.

BIBLIOGRAPHY (Continue)

- Limsarun, T., & Anurit, P. (2010). The different perspective of managerial and operational level toward customer relationship management (CRM) practice in Thailand. *Asian Journal of Management Research*, pp. 121-129.
- Ling, R., & Yen, D. C. (2001). Customer relationship management: An analysis framework and implementation strategies. *Journal of Computer Information System*, 41(3), pp. 82-97.
- Liyun, Q., Keyi, W., Xiaoshu, W., & Fangfang, Z. (2008). Research on the relationship among market orientation, customer relationship management, customer knowledge management and business performance. *Management Science and Engineering*, 2(1), pp. 31-37.
- Lockett, A., Thompson, S., & Morgenstern, U. (2009). The development of the resource-based view of the firm: A critical appraisal. *International Journal of Management Reviews*, 11(1), pp. 9-28.
- Lorente, J.C., Jimenez, J.B., & Gil, M.A. (2003). Stakeholders' environmental influence: An empirical analysis in the Spanish hotel industry. *Scandinavian Journal of Management*, 19(3), pp. 333-358.
- Mahmoud, M.A. (2011). Market orientation and business performance among SMEs in Ghana. *International Business Research*, 4(1), pp. 241-251.
- Millar, M. (2010). Travelers' most preferred green attributes for a hotel room. *Hospitality Management*, pp. 1-37.
- Millar, M., & Baloglu, S. (2008). Hotel guests' preferences for green hotel attributes. *Hospitality Management*, pp. 1-11.
- Morgan, N.A., Vorhies, D.W., & Mason, C.H. (2009). Market orientation, marketing capabilities, and firm performance. *Strategic Management Journal*, 30, pp. 909-920.
- Nargesi, S.S., Keramati, A., Haleh, H., & Ansarinejad, A. (2011). Assessing organizational readiness to implement customer relationship management using fuzzy analytical network process: A case study. *International Journal of Academic Research*, 3(3), pp. 409-418.

BIBLIOGRAPHY (Continue)

- Narver, J.C., & Slater, S.F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, pp. 20-35.
- Oktem, S.V. (2000). *Market orientation and business performance in hotel industry* (Online). Available: <http://www.opf.slu.cz/vvr/akce/turecko/pdf/Oktem.pdf> [2012, September 11].
- Ottum, B.D., & Moore, W.L. (1997). The role of market information in new product success/failure. *Journal of Product Innovation Management*, 14(4), pp. 258-273.
- Pantelidis, L.S., Geerts, W., & Acheampong, S. (2010). Green generals, jade warriors: The many shades of green in hotel management. *London Journal of Tourism, Sport and Creative Industries*, 3(4), pp. 8-20.
- Parvatiyar, A., & Sheth, J.N. (2001). Customer relationship management: Emerging practice, process, and discipline. *Journal of Economic and Social Research*, 3(2), pp. 1-34.
- Payne, A., & Frow, P. (2006). Customer relationship management: From strategy to implementation. *Journal of Marketing Management*, 22, pp. 135-168.
- Peelen, E. (2005). *Customer Relationship Management*. Benelux BV, Amsterdam: Prentice Hall.
- Penrose, E.T. (1959). *The theory of the growth of the firm*. Basil Blackwell, Oxford.
- Plakoyiannaki, E., & Tzokas, N. (2002). Customer relationship management: A capabilities portfolio perspective. *Journal of Database Marketing*, 9(3), pp. 228-237.
- Porter, M.E., & Linde, C. (1995). Green and competitive: Ending the stalemate. *Harvard Business Review*, pp. 120-134.
- Rahman, I., Reynolds, D., & Svaren, S. (2011). How 'Green' are North American hotel?. An exploration of low-cost adoption practices. *International Journal of Hospitality*, pp. 1-14.
- Raju, P.S., Lonial, S.C., Gupta, Y.P., & Ziegler, C. (2000). The relationship between market orientation and performance in the hospital industry: A structural equations modeling approach. *Health Care Management Science*, 3, pp. 237-247.
- Razalli, M.R., Abdullah, S., & Yusoff, R.Z. (2012). Is halal certification process "Green"?. *The Asian Journal of Technology Management*, 5(1), pp. 33-41.

BIBLIOGRAPHY (Continue)

- Reichheld, F.F., & Sasser, W., Jr. (1990). Zero defections: Quality comes to service. *Harvard Business Review*, 5(6), pp. 105-111.
- Reimann, M., Schilke, O., & Thomas, J.S. (2010). Customer relationship management and firm performance: The mediating role of business strategy. *Journal of the Academy of Marketing Science*, 38, pp. 326-346.
- Reinartz, W., Krafft, M., & Hoyer, W.D. (2004). The customer relationship management process: Its measurement and impact on performance. *Journal of Marketing Research*, 8, pp. 293-305.
- Richard, J.E. (2008). *The impact of customer relationship management (CRM) technology on business-to-business customer relationships*. A Thesis Submitted to Victoria University of Wellington in fulfillment of the requirements for the degree of DOCTOR OF PHILOSOPHY in Marketing.
- Richard, J.E., & Thirkell, P.C. (2007). The strategic value of CRM: A technology adoption perspective. *Journal of Strategic Marketing*, 15, pp. 421-439.
- Robert, M.R., Liu, R.R., & Hazard, K. (2005). Strategy, technology and organisational alignment: Key components of CRM success. *Database Marketing & Customer Strategy Management*, 12(4), pp. 315-326.
- Rodriguez, F.G., & Cruz, Y.A. (2007). Relation between social-environmental responsibility and performance in hotel firms. *Hospitality Management*, 26, pp. 824-839.
- Sangkaworn, C., & Mujtaba, B.G. (2012). Marketing practices of hotels and resorts in Chiang Mai: A study of products, pricing, and promotional practices. *Journal of Management and Marketing Research*, pp. 1-17.
- Sansook, J. (2010). *Strategic customer relationship management capabilities and market performance: An empirical study of private hospitals in Thailand*. A Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of DOCTOR OF PHILOSOPHY in Management at Mahasarakham University May 2010 All rights Reserved by Mahasarakham University.
- Schumacker, R.E. & Lomax, R.G. (1996). *A beginner's guide to structural equation Modeling*. Mahwah, NJ: Lawrence Earlbaum.

BIBLIOGRAPHY (Continue)

- Shergill, G.S., & Nargrudkar, R. (2005). Market orientation, marketing innovation as performance drivers: Extending the paradigm. *Journal of Global Marketing*, 19(1), pp. 27-44.
- Shevchenko, A. (2012). *How to build sympathy and combat cynicism towards green marketing Approach for the hotel industry* (online). Available: http://media.wix.com/ugd/e93877_506c9c466e09bd6219791b9814e1d442.pdf [2013, February 5].
- Shrivastava, P. (1995). Environmental technologies and competitive advantage. *Strategic Management Journal*, 16, pp. 183-200.
- Sigala, M. (2003). *Implementing customer relationship management in the hotel sector: Does "IT" always matter?*. 11th European Conference on Information Systems.
- Sin, Leo Y.M., Tse, Alan C.B., Heung, Vincent C.S., & Yim, Frederick H.K. (2005). An analysis of the relationship between market orientation and business performance in the hotel industry. *Hospitality Management*, 24, pp. 555–577.
- Sintunawa, C. (2013). *Green Leaf Environmental Standard for Thai Hotel Operation* (online). Available: <http://www.greenleafthai.org/upload/Country%20Report.pdf> [2013, February 5].
- Slater, S.F., & Naver, J.C. (1994). Does competitive environment moderate the market orientation performance relationship?. *Journal of Marketing*, 58, pp. 46-55.
- _____. (1998). Customer-led and market-oriented: let's not confuse the two. *Strategic Management Journal*, 19(10), pp. 1001-1006.
- Slotegraaf, R.J., & Dickson, P.R. (2004). The paradox of a marketing planning capability. *Journal of the Academy of Marketing Science*, 32(4), pp. 371-385.
- Sodhi, M. (2002). CRM: Picking up the crumbs. *OR/MS Today*, 29 (April), 12.
- Soliman, H.S. (2011). Customer relationship management and its relationship to the marketing performance. *International Journal of Business and Social Science*, 2(10), pp. 166-182.
- Spanos, Y.E., & Lioukas, S. (2001). An examination into the causal logic of rent generation: Contrasting porter's competitive strategy framework and the resource-based perspective. *Strategic Management Journal*, 22, pp. 907-934.

BIBLIOGRAPHY (Continue)

- Stam, W., & Elfring, T. (2008). Entrepreneurial orientation and new venture performance: The moderating role of intra and extra industry social capital. *Academy of Management Journal*, 51(1), pp. 97-111.
- Stutts, A.T., & Wortman, J.F. (2006). *Hotel and Lodging Management an Introduction* (2nd ed). Hoboken, NJ: John Wiley & Sons, Inc.
- Tippins, M.J., & Sohi, R.S. (2003). IT competency and firm performance: Is organizational learning a missing link?. *Strategic Management Journal*, 24, pp. 745-761.
- Walker, J.R. (2010). *Introduction to Hospitality Management* (3rd ed). Upper saddle River, NJ: Prentice Hall.
- Watkins, E. (1994). Do guests want green hotels?. *Lodging Hospitality*, pp. 70-72.
- Wernerfelt, B. (1984). A Resource-based View of the firm. *Strategic Management Journal*, 5(2), pp. 171-180.
- Wu, S., & Hung, M. (2008). A performance evaluation model of CRM on non-profit organizations. *Total Quality Management*, 19(4), pp. 321-342.
- Wu, W. (2003). *Customer relationship management (CRM) technology, market orientation, and organizational performance*. Presented in Partial Fulfillment of the Requirements for the Degree of MASTER OF SCIENCE in Administration at Concordia University Montreal, Quebec, Canada.
- Yamane, T. (1973). *Statistics: An Introductory Analysis* (3rd ed). USA: Harper & Row.
- Yang, C.C., Cheng, L.Y., & Yang, C.W. (2005). A study of implementing balanced scorecard (BSC) in non-profit organizations: A case study of private hospital. *Human Systems Management*, 24, pp. 285-300.
- Yim, F.H., Anderson, R.E., & Swaminathan, S. (2004). Customer relationship management: ITS dimensions and effect on customer outcomes. *Journal of Personal Selling & Sales Management*, (4), pp. 265-280.
- Zablah, A.R., Bellenger, D.N., & Johnston, W.J. (2004). Customer relationship management implementation gaps. *Journal of personal Selling & Sales Management*, 24(4), pp. 279-295.

BIBLIOGRAPHY (Continue)

Zheng-Zhou, K., Brown, J.R., & Dev, C.S. (2009). Market orientation, competitive advantage, and performance: A demand-based perspective. *Journal of Business Research*, 62, pp. 1063-1070.