

CONTENTS

FOREWORD

Cultures as Determinants of Innovation - An Evidence from European Context	1
By Prof. Dr. Andre Habisch and Bing Zhu	
Determinants of the Stock Market Index in Pakistan – A Case Study of the Karachi Stock Exchange Index (KSE 100) From 2000 To 2014	12
By Farees Zubair and Dr. Thongdee Kijboonchoo	
Performance Measurement that affects SMEs Business Profits: Case Study of SMEs in Khon Kaen Province	26
By Dr. Panutporn Ruangchoengchum	
Thai Expatriate Managers: Issues Facing Thai Hotels Operating Abroad	43
By Nitchamon Ongkasuwan	
The ‘Muang Jai Dee’ TV Program: The Use of Community-Based Social Marketing to Promote Universal Design Principles	71
By Siripan Krasaesan	
An Analysis of Metaphors in Sri Burapha’s <i>Behind The Painting</i> and Ma Ma Lay’s <i>Not Out Of Hate</i>	83
By Tanapa Buakhao, and Dr. Marilyn F. Deocampo	
Capacity Building of University Faculty Members to Promote the Sustainable Self in Cambodian Higher Education	99
By Socheath Mam, Asst. Prof. Dr. Chuenchanok Kovin, and Asst. Prof. Dr. Chirapol Sinthunawa	
A Study of Key Success Factors of Thai Weightlifters in the World Weightlifting Championships and the Olympic Games	119
By Niwat Limsuknirun, Dr. Supitr Samahito, and Dr. Issadee Kutinara	
Postpartum Depression: A Comparison of Knowledge and Attitude between the Family Members of Postpartum Women	134
By Dr. Patcharee Juntaruksa, Phat Prapawichar, and Dr. Chettha Kaewprom	
Book Review	145
Teaching English as a Second or Foreign Language 4th edition Editors: Marianne Celce-Murcia, Donna M. Brinton, and Marguerite Ann Snow National Geographic Learning, HEINLE, CENGAGE Learning: 2014 By Dr. Absorn Meesing	