

**KNOWLEDGE MANAGEMENT AND THE DEVELOPMENT OF  
INTELLECTUAL CAPITAL THROUGH THAINESS  
SERVICE COMMUNICATION MIND MAPS**

**YINGRUDEE BHUMISIRIRATANAVADI**

**DOCTOR OF PHILOSOPHY**

**IN KNOWLEDGE MANAGEMENT**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

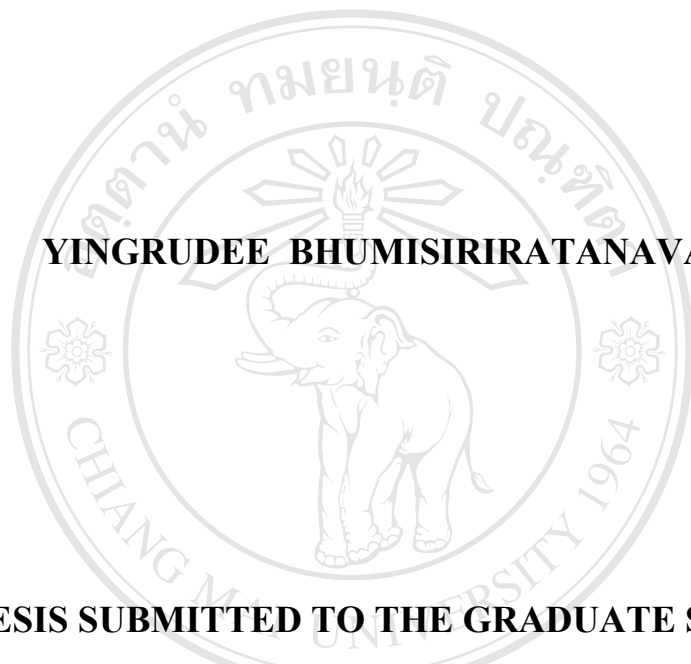
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**THE GRADUATE SCHOOL  
CHIANG MAI UNIVERSITY**

**SEPTEMBER 2011**

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**A THESIS SUBMITTED TO THE GRADUATE SCHOOL IN  
PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY  
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THIS THESIS HAS BEEN APPROVED  
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30 September 2011

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## ACKNOWLEDGEMENT

This has been long mental journey of searching the ways of intellectual capital in humankind. It has taken a great deal of efforts, dedications, and soul-searching for over 10 years. As I am Chinese-Thai by blood, I am so proud to be born in this region and our nation, Thailand, the land of freedom, with the precious value of Thainess, its Asian heritage with its balance and harmony in people's hearts and souls. All the virtues of this research are dedicated to my Lord Buddha who has provided me the Buddhism Dhamma as my spiritual pathway. This lifts the veils of my collective ignorance that leads to the end of suffering and gives me the chance to share the discovered intellectual capital to all human beings. This study's inspiration are enlighten by His Majesty King Bhumibol Adulyadej's wisdom and dedication contributing to Thai intellectual capital development. I am very grateful to my mother and father who give me life and soul with love, kindness, compassion, and altruistic mind. Thank you Nithan- my beloved son, who held my hands when it was cold, and lifted up my soul to carry on our dream for helping Thailand.

Former Prime Minister General Chawlit Yongchaiyudh is highly appreciated for lighting up my life and soul with positive inspiration and loving kindness for Thailand as well as the sharing of his intellectual knowledge and wisdom for our nation building. Former Minister Chaowarat Charnweerakul is acknowledged for teaching me Han Yang wisdom, patience and tolerance in life. The notions of human resources development as the key asset in Thailand's creative economy is inspired me by Professor Dr. Chira Hongladarom whose contribution shares the initiation for human capital development. I thank Professor Dr. Tasman Smith for his wisdom and knowledge sharing in impression management and cross-cultural protocol analysis guidance. I thank Tony Buzan, my mental literacy guru, who shows me the way to unleash the mind power using mind-mapping realizes the Thainess intellectual capital. I thank Dr. Richard Bandler for his kind teaching me Neuro Linguistic Programming. The 62-year experience of Mrs. Ankana Kalantananda at Mandarin Oriental Bangkok

Hotel justifies the value of Thainess intellectual capital. This work cannot be accomplished without the following kind contributions the Mandarin Oriental Bangkok Hotel, Jim Thompson Thai Silk Company, Chiva-Som, Blue-Elephant Restaurant, and Thai Airways. I thank all my friends who give me so much of their time, energy and patience. Most importantly, I am highly grateful to Dr. Nopasit Chakpitak and Dr. Tirapot Chandarasupsang my research supervisors who equips me all of the fundamental and practical knowledge until the completion of this work. Thank you to all friends and support teams who have given me so much of their time, energy and patience. Last but not least, thank to my body, mind and soul, with noble grounded gracing virtues for the development of Thainess intellectual capital until reaching the finishing point.

Yingrudee Bhumisiriratanavadi



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