Independent Study Title Service Quality of Cold Chain Logistics based on Customer Relationship Management: A Case Study of Shun Feng Express Co., Ltd. Researcher Mrs. Liu Xin **Advisors** 1. Dr. Sittichai Farlangthong 2. Dr. Lalita Puangmaha **Examination Committee** (Asst. Prof. Dr. Ampol Navavongsathian) Committee Farlangthong) (Dr. Sittichai Committee (Dr. Lalita Puangmaha) ndependent Study Submitted in Partial Fulfillment of the Requirements for The Degree of Master of Business Administration The committee has approved this independent study

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(Lect. Sirikun Buakeaw)

...... Director of Graduate Study Program