Independent Study Title The Marketing Strategy of Financial Holding Company in the Digital Era on Customer's Satisfied: A Case Study of China a Financial Holding Company Researcher Mr. Su Yukai **Advisors** 1. Asst. Prof. Dr. Tachkorn Wongkumchai 2. Asst. Prof. Dr. Ntapat Worapongpat **Examination Committee** (Dr. Jirapipat Thanyaphongphat) Committee (Asst. Prof. Dr. Tachkorn Wongkumchai) Committee sst. Prof. Dr. Ntapat Worapongpat) 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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