Independent Study Title Optimizing Medical Service Quality in General Hospital:

A Perspective from Patient Complaints and Customer

Relationship Management

Researcher Miss Zheng Hao

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## **Examination Committee**

Chairman
(Dr. Sookyuen Tepthong)
(Asst. Prof. Dr. Jirapong Ruanggoon)
dependent Study Submitted in Partial Fulfillment of the Requirements for
The Degree of Master of Business Administration
The committee has approved this independent study
Director of Graduate Study Program
(Lect. Sirikun Buakeaw)

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