## REFERENCES

- American Business Information Center, 1997. "Time series data of import values of orchid flowers of the United States of America in 1993-1997". American Embassy, Vitayu Rd., Bangkok, Thailand.
- Amy and J. Ede, 1985. "Dendrobiums". In Norma O. Miraflor, *Living with Orchids*. Singapore National Printers Pte Ltd., Edes, clo, MPH Magazines(S) Pte. Ltd.
- Booranachonabote, Ban. 1991. "Cattleya, and Genus of Ascocendra".

  Thankasetakam. Bangkok, Thailand.
- Burgess, Giles H. Jr., 1989. "Market Structure". In *Industrial Organization*. Prentice Hall Inc., Englewood Cliff, New Jersey.
- CBI, COLEACP and Protrade. 1996. "Exporting Cut Flowers and Foliage (A Survey and Marketing Guide on the Major Markets in the European Union)".

  Research Reports. Competence in International Trade, Rotterdam,

  The Netherlands, September.
- Choy, Hoy Wan. 1996. Managing Director. Interview. Thaising Tropical Plants Nursery CO., LTD.. September.
- Clarkson, Kenneth W. and R. L. Miller. 1962. "The Measurement of Market Structure". In *Industrial Organization*. McGraw-Hill, Inc., Printed in the United States of America.
- Coppock, Joseph D.. 1962. International Economic Instability. McGraw-Hill Book Company Inc., New York, San Francisco, Toronto, London.

- Coppock, Joseph D. 1971. "Foreign Trade of Asia and the Far East: Instability and Growth after World War II". Research Report. Faculty of Economics, Thammasat University. Bangkok, Thailand, April.
- Department of Agricultural Extension. 1993. "Orchids". In Guide to Thai Horticultural Products (Second edition). Ministry of Agriculture and Cooperative.
- Department of Business Economics. 1997. "GATS, EU and NAFTA". In World Trade Organization and International Economic Groups. The former Ministry of Commerce. Bangkok, Thailand.
- Department of Foreign Trade. 1997. "Generalized System of Preferences GSP".

  In Generalized System of Preference of European Union, the United States of America and Japan. The former Ministry of Commerce. Bangkok, Thailand.
- Department of the Treasury. 1997. "U.S. Import Requirements, Marking of Country of Origin on U.S. Imports and GSP". U.S. Customs Service. Washington, DC 20229.
- European Business Information Center. 1998. "Time Series Data of Import Values of Orchid Flowers of Italy in 1993-1997". Vanissa Building, 8 floor, 29 Soi Chidlom, Ploenchit Rd., Bangkok, Thailand.
- Ferguson, Paul R. and G. J. Ferguson. 1988; 1994. "The Structure-Conduct-Performance Paradigm, and Market Concentration". In *Industrial Economics*. Mackays of Chatham PLC, Chatham, Kent.
- Gavinlertvatana, Paibul and C. Konjing. 1982. "The trend of Thai orchid exports in the European market". Research reports. Seminar at Imperial hotel.

  Bangkok, Thailand, 28-29 June.

- Gavinlertvatana, Paibul. 1983. "Production Comparison between Thai Orchid Exports in Industrial System with Singapore and Malaysia in European Market". Research reports. Seminar at Imperial hotel. Bangkok, Thailand, 28-29 June.
- Headquarter of Work Plan. 1989-1997. "Planted Areas of Orchids in Thailand". In Department of Agricultural Extension. Reports of Thai Grower Groups of Cut Flower for Exports. Bangkok, Thailand.
- Hinkelman, Edward G. 1995. "Chapter 6: Live Plants". In Exporting to the USA:

  The Single Source Reference Encyclopedia for exporting to the United States.

  Edward G. Hinkelman. The United States of America.
- Hantaepinth, Supapun. 1977. "Reports of orchid researches". Subdivision of Agricultural good research, Division of marketing and commodity research, Department of Business Economics. Bangkok, Thailand.
- Information Statistics Center. 1970-1997. "Export Data of Natural Cut-Orchid".

  In Department of Customs. Foreign Trade Statistics of Thailand. Bangkok,
  Thailand.
- International Floriculture Trade Statistics. 1995. "World Floriculture Exports ranked by Source Country". In *International Floriculture Trade Statistics 1995*.

  Pathfast Publishing, Essex, UK.
- Kaeosai, Supaporn. 1996. Accountant. Interview. Success Flower CO., LTD. September.
- Kinnear, Thomas C, K. L. Bernhardt, and K. H. Krentler. 1995. "Global Marketing". In *Principles of Marketing*. HarperCollins Publishers.
- Larwan, Chaiya. 1991. "Vanda". Tharn Kasetakum. Bangkok, Thailand.

- Office of Agricultural Economics. 1994. "The development Plan of Ornamental Plants and Flowers". *The Article of Agricultural Economics*. Number of 64 / 1994, Volume 8, July.
- Office of Agricultural Economics. 1998. "The Study on Agricultural goods for Oversea Markets and the Development of Agricultural goods for Exports (Case Study of Japanese Market)". Research Reports. Seminar at Siam City Hotel, Bangkok, Thailand, 31 July.
- Orchid Garden CO., LTD.: 1996. Interview. June.
- Phaewphraikul, Vannee. 1980. "The Marketing Problems for Export of Orchids of Thailand". Master thesis. Faculty of Economics, Chulalongkorn University. Bangkok, Thailand.
- Pituck, Olan and P. Usawapitak. 1994. "A Study of a Trend in the Use of Orchid Cultivars". Research Report. Sub-division of Flower and Ornamental Plants, Division of Horticulture, Department of Agricultural Extension. Bangkok, Thailand, October.
- Pitisirikul, Somsak. 1996. Manager. Interview. Chai Charoenpol Orchid CO., LTD. July.
- Promrose, Protchana. 1996. Sales Manager. Interview. Bangkok Flowers Centre CO., LTD.. August.
- Promruksa, Maliwan. 1996. Orchids. Universal graphic, Bangkok, Thailand.
- Pusanong, Narong. 1958. "The Survey of Orchid Growing in Thailand". Master thesis. Faculty of Agriculture, Kasetsart University. Bangkok, Thailand.

- Purgsiganont, Suporn. 1989. "An Analysis of Structural Change in the Export Markets of Thai Rice". Master thesis. Faculty of Economics, Chiang Mai University. Chiang Mai, Thailand.
- Rentoul, J. N. 1987. "Cymbidium". In *Growing Orchids: The Specialist Orchid Grower*. Solo Typesetting, South Australia, Printed in Singapore.
- Sahavacharin, Oradee. 1997. "Cut Flower Production in Thailand". In Regional Export Consultation on Cut Flower Production Development in Asia. FAO, Bangkok, Thailand, 24-26 June.
- Sagarik, Rapee. 1973. "Genus of Dendrobium, Cattleya, Vanda, Phalaenopsis, Rhyncostylis, Arachnis and Cymbidium". In *Orchid Growing in the Environment of Thailand*. Bangkok, Thailand.
- Shughart, William F., II, 1990. "The Structure of American Industry". In *The Organization of Industry*. Richard D. Irwin, INC., USA..
- Somsap, Chintana. 1971. "Instability of Export Receipts of Thailand: Measurement,
  Analysis, Policies 1950-1967". Master thesis. Faculty of Economics,
  Thammasat University. Bangkok, Thailand.
- Soponthamkun, Wuthichai. 1998. Senior Representative INT L Marketing Department. Interview. Excel Orchid CO., LTD.. August.
- Subdivision of Agricultural Business Research. 1998. The Study on the Strategy of Ornamental Plants and Flowers. Research Reports. Faculty of Economics, Kasetsart University, Bangkok, Thailand, March.
- Sub-division of Data Analysis of Agricultural Promotion. 1994. "The Reports of Cut-Flower of Thailand for Exports". Division of Planning,
  Department of Agricultural Extension. Bangkok, Thailand, June.

- Subdivision of Flowers and Ornamental Plants. 1998. "The Production and Marketing of Thai Orchids Plan in 1998-2002". In Department of Agricultural Extension. Ministry of Agriculture and Cooperatives. Bangkok, Thailand.
- Subdivision of General Goods. 1997. "Thai Orchid Flowers Trade in European Union Markets". Research Reports. Analysis Work Group 3, In Department of Foreign Trade. Bangkok, Thailand, November.
- Subdivision of Horticultural Extension. 1996. "Flowering Trade of Thailand". In Department of Agricultural Extension. Flower production in industrial systems. Ministry of Agriculture and Cooperatives. Bangkok, Thailand.
- Subdivision of Plant Quarantine, Information Service for Exports. 1992-1996.

  "Orchid Plants". Office of Plant Quarantine and Agricultural Materials. In

  Department of Agricultural Education Technique. Plants and Agricultural

  Products Export Statistics with Phytosanitary Certificate. Bangkok, Thailand.
- Sukonetapatipark, Nisanart. 1975. "Export promotion and income instability of industrial export goods of Thailand". Master thesis. Faculty of Economics, Thammasat University. Bangkok, Thailand.
- Supsomboon, Watchara. 1998. Assistant Sales Manager. Interview. Bangkok Flowers Centre CO., LTD.. Bangkok, Thailand.
- Suvatanapongchate, Surachai. 1996. Managing Director. Interview. Thai Inter Flora CO., LTD.. August.
- Trade information division., 1995. "Basic Information of Export Business".

  In Department of Export Promotion. Bangkok, Thailand.

- Trade Statistics Information Center. 1998. "The Methods for Exports, Lists of Orchid Export Companies in 1992-1997, and Import data of Orchid Flowers of Japan in 1993-1997". In Department of Business Economics, Ministry of Commerce. Bangkok, Thailand.
- Watchararat, Saksit. 1988. "Factors affecting Thai-orchid export demand". Master thesis. Faculty of Economics, Kasetsart University. Bangkok, Thailand.
- Watcharotayan, Sorasith. 1983. "The ideas of the exports in orchid-growing for export". Research reports. Seminar at Imperial hotel. Bangkok, Thailand, 28-29 June.
- Worawan, Worawalope. 1959. "Orchid-Growing Survey in Thailand". Master thesis. Faculty of Agriculture, Kasersart University. Bangkok, Thailand.
- Yamthai, Sa-ngat. 1999. "Flowers in Pictures". Thai Orchids Magazine. Number of 34 / 1999: Volume 5 (special edition), January.
- Yookpan, Vitaya. 1996. Managing Director. Interview. Siam Flowers CO., LTD. September.