

*ABAC*  
***JOURNAL***  
*Assumption University*



**ASSUMPTION UNIVERSITY**  
ABAC, Hua Mak, Bangkok 10240, Thailand  
Tel. +66 (0) 2300-4543-62, Fax. +66 (0) 2300-4563  
abac@au.edu, www.au.edu

ISSN 0858-0855  
Vol.34 No.2 May-August, 2014

# A HEDONIC PRICING ANALYSIS OF HOTEL ROOM RATES IN BANGKOK

Charoenchai Agmapisarn

## Contents

<b>Foreword</b>	<b>i</b>
<b>A Hedonic Pricing Analysis of Hotel Room Rates in Bangkok</b> By Dr. Charoenchai Agmapisarn	<b>1</b>
<b>Relationship between Cultural Values and Professional Commitment and Ethical Ideologies in the Accounting System of Iran</b> By Dr. Mahdi Salehi, Dr. Saeid Jabbarzadeh Kangarluei, and Saeid Khodayaryeganeh	<b>18</b>
<b>How To Cultivate Individual Wisdom For Learning</b> By Muenjit Jitsoonthornchaikul	<b>34</b>
<b>The Dynamicity and flexibility of EFL Teachers' Role Identities in Language Institutes</b> By Dr. Ali Rahimi and Rouhollah Askari Bigdeli	<b>46</b>
<b>Making Full Use of Graded Readers to Facilitate EFL Creative Writing Teaching and Learning</b> By Dr. Meng Tian	<b>56</b>
<b>EFL Students' English Language Proficiency and Their Academic Achievement</b> By Md. Kamrul Hasan and Mohd. Moniruzzaman Akhand	<b>64</b>
<b>Article Review</b> <b>Ten Characteristics of a Good Teacher</b> (Author- Patricia Miller) By San Shwe Baw	<b>71</b>

## Call for Paper

Dr. Charoenchai Agmapisarn holds a Ph.D. in Environmental Economics from the National Institute of Development Administration (NIDA), Thailand. He obtained his M.S. in Applied Economics and a B.A. in Economics from the University of Minnesota at Twin Cities, as well as a B.A. in Tourism with second-class honors from Kasetsart University. Presently he is working as a lecturer at the Graduate School of Tourism Management, NIDA, Thailand. He received a certificate in International Hotel Operations with distinction from Les Roches International School of Hotel Management, Switzerland, under a National Institute of Development Administration (NIDA) scholarship.