



**COMMERCIAL APPLICATION OF ASTROLOGY
FOR BUSINESS**

BY

MR. TEERAPIPAT SUTTITHUM

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
(GLOBAL ENTREPRENEURSHIP) INTERNATIONAL MASTER
IN BUSINESS ADMINISTRATION
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
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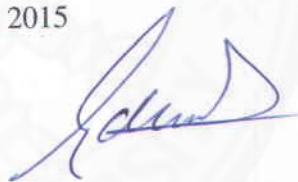
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COMMERCIAL APPLICATION OF ASTROLOGY FOR BUSINESS

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ABSTRACT

This research aims to investigate the market model of astrological service for SME's entrepreneurs. It is found that the horoscope market is approximately 4,000 million baht per year in Thailand that it is likely to continue to grow consistently. A good advantage of this business is that it is not affected by economic fluctuations. The results show that the market can be divided into three segments: Before Start Up, SMEs and CEOs. The target group is SMEs who have concern about six issues which are right decision-making, the preferred business deals, planning and expanding business, the way to deal with problems in business, estimating the financial abilities of target business partners and human resources management. The most preferred payment option is to pay per issue. The best service channel for this service is a place that feels safe and comfort like astrologer office or customer place. This research can be applied to understand risk management in Thailand context.

Keywords: Decision-making, Astrology service, Fortune-telling, Horoscope, Risk management

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Mr. Teerapipat Suttithum



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CHAPTER 1

INTRODUCTION

Every year, fortune-telling business has gained popularity in Thailand. There are increasing numbers of related studies and researches in this field as well as articles and news in mass media. Unlike a traditional perspective of horoscope which tends to deal with personal daily lives, at present, the social trend has changed to be more focused on wealth and avoiding bad luck. An increasing trend of entrepreneurs who want to start their own business is another factor that gives an important role to horoscope for entrepreneurs. The reason is that they have tendency seek advice by any means available, on how to run business smoothly without obstacle.

In general, there are two main different types of fortune-telling. One is fortune-telling which reads and interprets symbols in many forms for the sake of forecasting. Tarot card features some pictures with unique philosophical meaning that can be interpreted differently depending on the position of the cards. Palmistry reads hand shapes, lines, symbols and positions on the palm that correspond to certain planets. In addition, there are more types of fortune-telling that can unfold stories beneath person's life including Face reading, Feng-Shui, Numerology and Satta numbers etc. as the accuracy of fortune-telling depended on knowledge and experience of practitioners.

The other is astrology. It is a different concept of divination which utilizes information and analogy based on astronomical objects. The word astrology comes from two Latin root words: astro (stars) and logia (study). Since the ancient time around 3000 B.C., Tigris – Euphrates Civilization was known to be the beginning era of astrology and astronomy. They recorded movement of celestial event and discovered solar and lunar calendar which helped their people gained knowledge on agricultural seasons and brought abundance to their crop fields by complying with their own prediction. Astrology has been considered to be another tool of dealing with risk and decision making and later developed to be applied in many fields ranging

from daily lives, construction of building to medical field as the human society has been getting more complicated.

The main criteria of selecting forecasting art between fortune-telling and astrology is the source of information. Fortune-telling draws meaningful data from symbols in inconsistent ways across all types of fortune-telling while astrology extracts data from systematic records hence the result is more reliable under the condition that person's birth data is accurate i.e. date, month, year, time and place of birth which affect on computation of planets position in the sky, planetary picture (Geometry shape formed in personal natal chart) and relationship between planets. All of which are based upon the astrology principle that has been passed along generations. In a previous era, astrology has been divided into Eastern and Western astrology, but this division line became blurred in the modern days. Astrologers adopted and applied knowledge from both side to develop innovative astrology techniques aimed to delicately answer more complicate and difficult queries. Queries are often involved with business activity such as company's stock analysis, timing to take an action, criteria for recruiting and managing human resources or even finding good location to start business. Astrology is often chosen as one of the alternative analytical tool to support in decision-making which generally yields satisfactory results and unique perspective given that the input data is accurate enough. The literature reviews suggest that in present, there is an increasing number of studies and researches conducted by astrologers in academic format and primarily focused on indicating key success factor from each person and from organization as a whole. Astrology is adapted by the current trend and used for serving demand of business factor. It is also found that currently in Thailand, there are many firms using astrologers to participate in the decision-making process which is an important factor in terms of risk management.

Risk management in business has been important issue since the global economic downturn. Furthermore business competition is deteriorating day by day more and more causing risks to occur in many forms. Risk management has affect to increase or decrease in value of the organization. So the business should created risk

management process to handle this situation. The risk management is an integral part of good governance which consists of eight components and one of these depends on reliability of the data which is very important. The reliable information, whether it comes from an external or internal source of organization, is actually based on clear communication on the subject by its intention and philosophy. As a result, significant source of data can help business understand the situation and the risks which the organization is facing.

The decision-making process is another important factor in terms of risk management as the individuals are confronted by decision of what to do since waking up each day. Even to have or not to have breakfast this morning, as everyone knows that they should have breakfast, but they may decide not to eat instead by their additional condition to avoid the risk of going to work late. On the other hand, the reward of devoting time for breakfast is healthy body. This daily life example implies that decision has an impact on future benefits depending on situations. Hence the importance of the decision reflects the importance of data integrity needed, and decision-making can be divided into three levels which affect each other like a chain reaction.

The objective of this research is to develop concepts and meet the academic challenges of astrology study to be applied and reaped for maximum benefit. At present, the society dynamic has developed in more complicated and harsh way which is caused by the sudden blending of tradition and people across various cultures. The consequences may cause unexpected changes in the future. These are signs that risk management will require more accurate decisions. If this concept is taken to be studied deeply into details and to look for new applicable perspective, it will be very useful in helping to decide all aspects of risk management.

CHAPTER 2

REVIEW OF LITERATURE

The study conducted by Kasikorn Research Center, (2005). Fortune-Telling Business: Generating Bt4 Billion, which surveyed about investment opportunity in fortune-telling business in Thailand. The paper interestingly found that business total market size is about 4,000 million Baht per year for only consulting fee which doesn't include revenue from other related business such as luck improvement rituals, fortune-telling book business etc. And its demand tends to grow every year, as a result of economy downturn. The survey of client's behavior towards fortune-telling service revealed that no matter how the economy develops, fortune-telling business is still popular and continues to grow unaffected by economic fluctuations. Fortune-telling business especially booms and gains popularity consistently during economic downturn, on the other hand, during the economic boom, fortune-telling business still get tremendous widespread cash flows. The main reason this business becomes popular is that fortune-tellers seem to treat client's anxiety very effectively as the fortune-telling service has the 1st rank popularity of the magazine column.

The survey of Kasikorn Research Center, (2006), Fortune Telling Business: Bangkok Residents Spending THB2.4 Billion. This survey indicated that people living in Bangkok and vicinities are the main group who use service. The popular types of fortune-telling are horoscope of birth date, palmistry, life graph and medium. The occupation which use service the most are merchants and business owners. Common queries of the clients involve problem from work, finance problem and relationship problem. Clients mostly come to fortune-tellers only when they had problem. But comparing to previous surveys, it is shown that a number of clients increased as they would return to fortune-telling service when they have a chance. This has clearly confirmed three popular persistent queries of clients which are problem from work, finance problems and family problems. When considering the cost, it seems that regardless of the rising consulting fee, people still use fortune-telling service. The main criteria that clients use to select certain fortune-teller are via

acquaintances and fortune-teller's reputation, etc. Surprisingly, the study found that people in survey's sampling group had little confidence of prediction accuracy as foretold by fortune teller yet continued to rely on fortune telling business anyway. With modern technology, fortune-teller can attract new potential clients as fortunes telling business has spread in almost all kinds of media and now has played the role in shopping malls and hotels to create cash flows quite well because it offers options to client's demand to get to the service conveniently anywhere and anytime.

Apart from fortune-telling business, the survey also found that there are several related businesses which share benefit from fortune-teller's advice such as animal releasing, Buddhist monks offerings, Buddha statue sculpting, multicolored clothes, including electrical appliances which fortune-teller sometime advice clients to donate to Buddhist temple in order to make a merit or avoid bad luck. Besides these luck improvement ritual businesses, there are also other fortune-telling businesses related to education such as textbooks, both from Thailand and imported from abroad, fortune-telling tools and supplies including divination cards, magnifiers, ephemeris, computing software which is often expensive and these sales are linked with popularity in fortune-telling business. Fortune-teller is one of the interesting occupations because it may generate high income if they have established reputation enough to initiate fortune-telling course and receive tuition fees, so it may be perceived as a sustained growing business.

However, the result of the survey of Kasikorn Research Center, (2007), Fortune Telling Business: Bangkok Residents Spending THB2.5 Billion, Up 4.2%, showed that there had been some scammers lurking in the business using credibility of fortune-teller to exploit victims which the cases always appeared in mass media especially when they overcharge clients in luck improvement rituals or charming rituals. This is an issue that fortune-teller needs to be more aware. Kasikorn Research Center also found that there were new businesses related from fortune-teller's advice such as tour agency business to temples in the country and abroad, CD business in divination or prayer's chants. Lastly, it is found that education business in fortune-

telling has become a trend which create revenues around 200 million baht per year, indicating another good business opportunity.

The article of Apisitniran Lamonphet, (2009), Economic crisis - The Fortuneteller prosperous, Bangkok Biz news, had interesting subject besides Kasikorn Research Center surveyed. Large enterprises namely C.P. Group, the large multinational company investing in many countries, has allocated specific recruiting team that utilize face-reading principle in their recruiting process. They also assigned specialists in each field, one astrologer for personal horoscope, one for feng-shui (locality astrology or astro-mapping) and one for face-reading together to analyze anything to company. A study found that good luck still needs talent to make business run smoothly (as some may call lucky coincidence). Chinese people especially believe in fortune-telling and combine belief with doing business in order to find an auspicious time to take or not to take an action and when to be careful. Another large consumer product business group having many affiliates both in Thailand and abroad run by Chinese descent, Sahapat Group, is also found in the study that top level management executives seemed to believe in art of fortune-telling by the reason that it is considered as valid science involving statistics and psychologically mind affecting. Whenever they make decisions, the executives become more relieved and ready to act when receiving direction and insights from this art, resulting in good performance which may be caused by executives' good encouragement whether before building and expanding factories. They also use art of fortune-telling together with decision-making related to initiating business such as feng-shui or electional astrology, partly according to traditional faith that it will affect business in the future throughout the business operations. Sahapat Group has always adopted this tradition and the business as a result has prospered continuously, enabling business to grow sustainably.

In addition to the study survey of Kasikorn Research Center and article of Krungthep business news, researcher found that the result of the analysis of Econ Thesis of Noilua Nattaya, (2003), Analysis of Demand for Fortune-Telling Service in Bangkok. *Econ – Theses*, Publisher Chulalongkorn University, was also consistent with the survey of Kasikorn Research Center.

Researcher found the interesting survey about people around the globe who are interested in astrology using the software program: google trend tracking the popularity of astrology by Brennan Chris, (2008), Tracking the Popularity of Astrology Around the World, has a surprising result that some high-technology growing countries seemed to take an interest in astrology as India has the highest number followed by USA, Canada, Australia, Singapore, UK and South Africa etc.

As the result of literature review across many survey researches and analysis articles related to fortune-telling business, researcher conclude that fortune-telling business and astrology business have an opportunity to grow further more especially astrology which is one of the fortune-telling arts that uses astronomical data, and interpret data logically to predict events and has been generally recognized by large business. Researcher found that astrology really can be useful as an alternative approach for entrepreneurs to help in decision-making for risk management.

2.1 Research Question

Among the economic situation at present, it still seems to further fluctuate. Risk management is one of tools for handling this situation but it is not enough. Hence, horoscope is one of the options they choose. Aforementioned situation has led to question on how horoscope can meet expectation of entrepreneurs and how to create the practical model for fortune-telling business. So, researcher has a research question that is:

How to make fortune-telling service business to fit in for entrepreneur?

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Methods

This research is conducted by mixed methodologies and divided into two phases. The research begins with studying literature review and articles especially related to the use of alternative information regarding decision making for business risk management, which is horoscope. Past researches suggested that new entrepreneurs have accepted and taken horoscope into account when decision making for business activities is needed. Or even existing entrepreneurs in Thailand has also adopted advice from fortune-telling business in somewhat level. Furthermore, it is also found that large enterprises include astrologers role in business decision making. Hence, the researcher had conducted interviews with two professional astrologers and one astrology consultant in order to create a framework for research. Then the data will be collected through market surveys on a main target, which is an entrepreneur who uses fortune-telling service in order to find the value and the outline of this market pattern.

The second phase is to study the pattern of the market, using the marketing strategy STP principle as an analyzing tool in order to find market segmentation by data already obtained from the previous step and also collected data from fifteen astrology counseling businesses in two fortune-telling events and private counseling contacts. The data is used to analyze behavior of individuals using services in order to segment the market. And the market targeting will then be analyzed by scoping the study to the group in interest in order to understand this group demand. The market positioning will be lastly settled by compiling and sorting quantitative data obtained from online questionnaires by a target of 60 samples (which 57 out of 60 samples have replied back). The questionnaires are designed by applying previous findings in this study including expectations of clients from fortune-telling services:

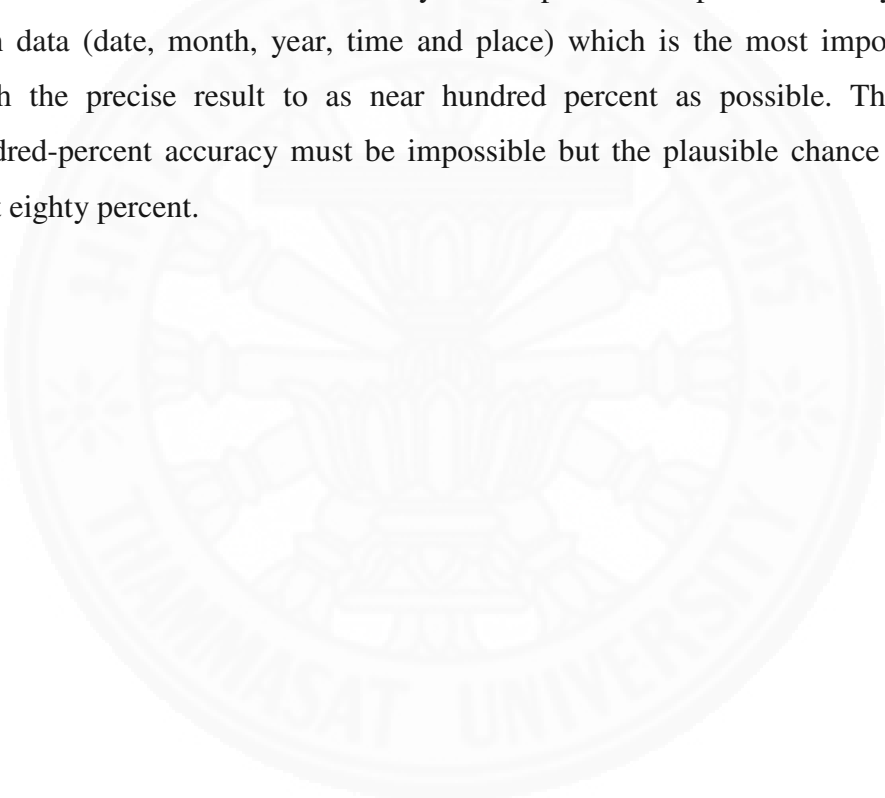
popularly asked topics to astrologers, agreements on service fee transaction and service channels. The lists of questionnaires are shown in table A1 to A3.

3.2 Materials

Materials used in this research are consisted of astrological principles and software. The astrology principle that the researcher used in this research is an innovative way of mixing three techniques together which are as follows: classic astrology, Uranian astrology and degree meaning of Sabian series. In general, each technique is unique and appropriate in different applications, however, the researcher believes that each techniques can be used together and cover each other limitations. The researcher named this method as “Plus Three Innovative Astrology Concept”. This concept is used for in depth detailed analysis and is a key to understand human behavior. The time is forecasted in order to prepare and plan ahead for dealing situation coming at the right moment. The most important factor to optimize these tool is that birth data, including date, time and place of birth must be accurate, so that accurate data leads to accurate forecasting results.

The tools used for supporting horoscope data are laptops, smartphones, and computer softwares, Astrology softwares (Astrolog_5.4, Orblink Me, Free Orblink, Astro Gold and Solar Fire Gold)), including related astrology principles. Astrolog_5.4 Software is considered as one of the best freeware providing useful calculation and functions for forecasting such as Progression, Composite Midpoint, Dual Wheel, Tri Wheel etc. While OrbLink Me is an astrology application for smart phone and Free Orblink is astrology software for computer, both programs have a common advantage in terms of dial calculation especially for Uranian astrology. Solar Fire Gold for smart phone and Solar Fire software for computer both have various applicable functions for classic and Uranian astrology such as Midpoint listing, Dial in any degree in term of result of calculations and etc.

The horoscope models were created from personal advice based on client's personality which is specific and individual. This concept is reinforced by an analysis of astrology logically derived from planets position and planetary picture in the sky through astronomy computation for interpretation by decoding the meaning of stars and planets which this knowledge was handed over since many thousand years ago. The ethics, initiated by Greek and Roman philosophers, is also included to apply in horoscope for clients. In general, the clients only receive predictions but do not know how the interpretation was made. This interpretation process was a surprise to the researcher. However the accuracy of interpretation depends on many factors e.g. birth data (date, month, year, time and place) which is the most important data to reach the precise result to as near hundred percent as possible. The chance of hundred-percent accuracy must be impossible but the plausible chance would be at least eighty percent.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Astrologer market: new choice for entrepreneurs for the highest success.

Research has found that Thai business entrepreneurs have placed values on horoscope as a source of advices and cautions to do business when facing hard decisions or needing answers from their business partners. Market value of astrologer for entrepreneurs tends to grow steadily. And it confirms evidence that astrology is an alternative way that holds a bright future. In this highly competitive business world, everyone seems to look for new assistance as a weapon and a compass guiding their decision. Though fortune telling with luck improvement ritual is still popular, there are a good number of astrologers focusing on academic and scientific research. Researcher also found that not only people in Thailand but all over world that believe in fate and destiny which are widely accepted. Researcher still confirms usefulness and possibility of applying astrology in profound ways as it will be a key helping in making business decision. Research found that the market segmentation of astrology service for entrepreneur can divided to three segments which are CEO, SME and Before Start up. It can distinguish the characteristics of each group as follows.

The first group, CEO (Chief Executive Officer), generally has American system of business thinking: quick and decisive decision. Business is full of competition, seizing opportunities either optimizing production, market share or even utilizing employee to their full potential and highest efficiency. Accordingly who is responsible for management has an important role to secure company profit to the level of sustainable growth. The CEO must be a person with knowledge and talents. The research found that in large organizations, such as CP, Sahapat and other companies has brought astrologers to participate in management area like recruiting employee, forecasting global economy direction, planning advertisement, selecting business location, placement of equipment in operation, designing product logo or even business deal appointment etc.

The second group, SME (Small and Medium Enterprises), is a group that is vital to the country's economy. This group causes the distribution of income in local community and become a source of initiating new products resulting from congregation of people and sharing. Thus SME's entrepreneurs do not need to rush. The business competition is not complicated, usually carried on from generation to generation and that new products needed to be developed are the main reason why entrepreneurs lacks confidence whether to invest or to carry on business from previous generation. Research indicates that the SME segment is a big group using astrology service. Most SME often ask astrologer for suggestions in marketing, increasing investment, expanding business, building location and joining partnerships which impact in the future is unknown. In addition, a person who is taking business over from previous generation often worries about their own talents and potential to succeed in the future, including managing employee in general which the SME segment is the first step of becoming large business in the future as well.

The last group: Before Start Up, research found that this specific group would like to be entrepreneurs but they don't know how to start, which business is suitable for them, will they succeed or not, should they have partnerships or not, should they start whether small, large or franchise business. These are the factors, making the business newcomers coming to use advising service or someone looking for right path of career or education in order to be successful and first steps to be entrepreneurs.

Researchers see that there were many more people who want to get into the business world to find what is suitable for them but still rely on gods, making merit and luck improvement rituals depending on their beliefs. Research found that on the other hand, horoscope was developed to be more provable by using logical advanced techniques supplying more accurate decision-making which is featured in astrology or astrologer but not fortune-telling, according to misconception in the past.

4.2 The market of astrology service for entrepreneurs

Researcher has chosen the second group, SMEs, to be the target group in designing market of horoscope for entrepreneur. The results of chosen service issues are as follows

Table 4.2.1

The result of service issue shown as number of interested people to use service from samplings (sorted by requirements from the most to the least)

Rank	Service Issue	Number of people chosen
1	Right decision-making	49
2	The way to create business strength	48
3	The way to deal with small cracks in your business	47
4	Timing of launching products, Sign of receiving money, The way to utilize full potential of employee, The way to work with partnership successfully, Help assessing situation for marketing planning, Sign of surviving from bad luck crisis	46
5	Sign of bad luck	45
6	Will customer pays their debt	39
7	Timing to be careful in document error	36
8	Timing to collect debt	32

The result found that most clients focus on right decision-making which is the most popular and important to do business as well. In business, the decision is heart of the operation and administration because the decision is available in every work process. Making fewer mistakes in decision, one important factor is information received. Top rank of results showed that if anything can provide information to decision-making in business, then it is most valuable.

In the survey, the second most popular issue is the way to enforce business strength. Researcher found that astrologers can suggest strength points which entrepreneur should do in business to improve efficiency. Beside right decision-making, it can be recommended the way to cover weak points which yield satisfactory result as well.

The third most popular issue is the way to deal with small crack in the business which could damage the business later on. Seeing the root causes of the problems helps preventing unpleasant situation occurred in the future and running business smoothly. The study found that clients want to know what might cause business obstruction in the future, what to be careful and when the event occurs including timing to act such as Is this the good time to start? or Is this the time to receive money? Most of clients feel worried that they might not be able to handle the situation when that time comes. Astrologer can suggest, point out the cause of the problem and good timing to do any activities to the specific period of time as when to act, when to wait and prepare or what is to be done as soon as possible. The result found that clients feel good and more ready to confront unexpected situations with no fear.

Besides astrology can help in decision-making, create strength and cover weakness. The fourth most popular issue is the way utilize employee to their full potential and highest efficiency, by indicating good timing of begin activities in order to increase company efficiency. Research found that astrologers have been working with the board of director, top management or human resource department in order to recruit talented employees so that they can enhance potential of the company. This astrology service is often used in large organization to select high level manager who can boost business growth hence requiring high talented individuals. Astrology for recruiting needs more complicated and delicate analysis than traditional one. And the service has satisfied clients as well.

Apart from top four popular issues that clients feel satisfied to use the service, the fifth issue is about indicating a sign of bad luck, the issue that researcher

have never heard before. The research found that the point which astrologers called a sign of bad luck is applied from new astrology study in order to satisfy people's need which even well-known entrepreneurs of the world pay an attention. This point involves astrology formula, calculation and understanding in ethics in order to suggest clients to avoid bad luck. Astrologers believe that this point is the root of unsuccessful actions. The survey indicates that discovery of these new advices has brought high satisfaction to clients.

For the remaining issues (from sixth to eighth issue), the research found that most clients don't perceive them much importantly due to their belief that they have control over these problem resulting in unpopular and unfrequent issues.

The result of the survey on service demand showed that astrologer is a good choice of career which has good compensation like others. Some of them are salary-paid staffs in the organization. Some of them work as freelance consultants which earn depending on difficulties of issues. Some of them are entrepreneurs founding their own office and run in big business.

Table 4.2.2

The result of the satisfactory payment options shown by number of interested people to use service from samplings (sort requirements from the most to the least)

Rank	Type of payment options	Number of people chosen
1	Pay per Issue	43
2	Membership	9
3	Monthly	4
4	Yearly	2

The results clearly show that most clients are willing to pay only interested issues. It is implied that the service provider must offer interesting topics to attract for clients. The rest should be designed in a membership manner which is appropriate for regular customers as represented in percentage of people who would like to be a member as high as twenty five percent.

Table 4.2.3

The result of Service Channel model shown as number of interested people to use service from samplings (sorted by requirements from the most to the least)

Rank	Service channels	Number of people chosen
1	Astrologer's Office	40
2	Client's Place	39
3	Line chat application	35
4	Telephone	32
5	Face book	31
6	Astrologer's House	29
7	E-Mail	27
8	Department Store	26
9	Private Room	25
10	Commercial Building	24
11	Other Chat program	17
12	Twitter	12
	Sacred Places	12

The result of service channel showed that clients would like to use the place that they feel secure and confident for service indicated in the first and second results. Both astrologer's office and client's place are the most convenient place for

clients to talk, ask questions in full detail and also feel comfortable during service the most. Researcher believes that clients like to keep personal secret which explain why these two service channels have the highest score. Next, both Line chat application and telephone channels indicate that customers like easy service. They are considered the fastest service which clients can contact astrologers immediately whenever clients have urgent problems or would like to use service as they are the convenient channels. An e-mail channel is also more popular than service provided in the malls. Other unmentioned channels seem that they are not comfortable and private and do not get chosen much as a result.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research presents the market strategy of horoscope service for SME entrepreneurs with the use of astrology value to market on entrepreneurs which indicate their important focus in business management. These can be applied commercially in various businesses. The result from empirical study found that the consumers response have more growth opportunities in business, increasing satisfaction in decision-making process in risks management and can be applied in various ways which correspond to high-level consumers needs.

This research has further developed from past reviewed studies which are not deep enough. The fortune-telling business can be studied and further developed into art of fortune-telling which called high level of fortune-teller or astrologer. The research had revealed unexplored area that has never been found in past studies which drill down into part of service that cannot be found in regular market. Such service has used advanced astrology principle to answer the complicated questions, which if studied more deeply enough, astrologer will understand and be able to discern correct ways appropriately. This method applies concept to explain factors of horoscope which have effect to change of consumer's attitude and behavior in decision-making.

Entrepreneurs can use these results as a criteria for selecting fortune-teller or astrologer in order to meet service requirements, reduce selection process and increase satisfaction of decision processes in high levels.

Recommendation

Researchers would like to summarize key points to guide researchers and academics to study this concept with the following three issues.

First, researcher would suggest that researchers and academics should study the concept of astrology applications deeply and practical guideline by truly paying attention to the principles of astrology before designing further studies which is important despite that most people does not seem to pay attention.

Second, understanding how to use astrology or fortune-telling helps researcher interpret the results of empirical studies more appropriately and matching the purposes of the study concepts.

Lastly, this concept would be very useful if applied in right context of business as it is the filter indicator to help in tracking the business environment in order to prepare and adjust their strategies suitable for uncertainty environment which is the key point of good risk management decision-making in business.

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The image features a large, faint, circular watermark of the Thammasat University seal in the background. The seal contains the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom, surrounding a central emblem.

APPENDICES

APPENDIX A

EXAMPLE OF QUESTIONNAIRS SURVEY

Table A1

Questions of service issues: Which issues of astrology service you would like to use?

Service Issues	Most Preferred	Preferred	Least Preferred	Not Preferred
1. The way to create business strength				
2. Sign of receiving money				
3. Sign of Right decision making				
4. Help assessing situation for marketing planning				
5. Timing of launching products				
6. Will customer pays their debt				
7. Timing to collect debt				
8. The way to work with partnership successfully				
9. The way to utilize full potential of employee				
10. The way to deal with small cracks in your business				
11. Timing to be careful in document error				
12. Sign of surviving from bad luck crisis				

Table A2

Questions of payment options: Which options you would like to pay the most?

Payment Options	Number of People Chosen
1.Pay per Issue	
2.Pay Monthly	
3.Pay Yearly	
4.Be Membership	

Table A3

Questions of service channel model: Which Service Chanel you would like to use?

Service Channels	Most Preferred	Preferred	Least Preferred	Not Preferred
1.Department Store				
2.Commercial Building				
3.Private room				
4.Customer' Place				
5.Astrologer' House				
6.Asstrologer' Office				
7.Sacred Places				
8.Telephone Call				
9.E-mail				
10.Line chat Program				
11.Face book				
12.Twitter				
13.Other chat program				

APPENDIX B

EXAMPLE OF USING ASTROLOGY SERVICE FOR ENTREPRENEUR

Case Study 1 Stock Investor

Reference Date: July 18, 2014, 6:48 p.m., Bangkok, Thailand.

Entrepreneur: Do you have a time?

Can you horoscope for me?

Astrologer: Yes.

Entrepreneur: When the investors tend to pay cheque?

They told me that today they will transfer but nothing.

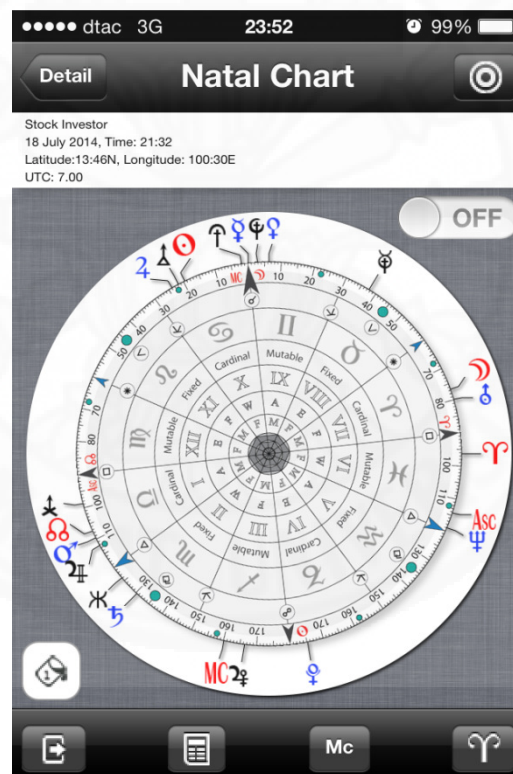


Figure B1 Horary of Stock Investor Case

Astrologer: Waiting for 10 days, they will pay.

Reference Date: July 25, 2014, 00:32 a.m., Bangkok, Thailand.

Entrepreneur: They paid me already. You are very precise.

Astrologer: Glad to you.

Case Study 2 Property Purchaser

Reference Date: August 6, 2014, 07:40 a.m., Bangkok, Thailand.

Entrepreneur: For the first place, is this land a good investment for my factory?

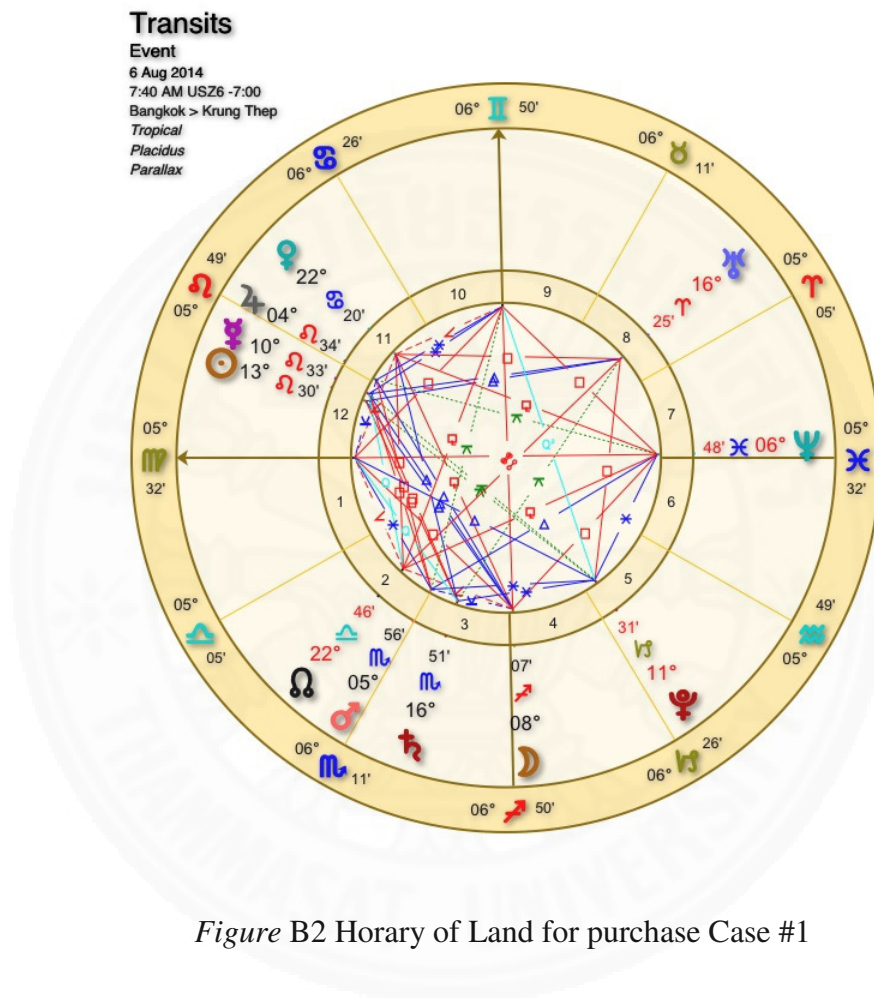


Figure B2 Horary of Land for purchase Case #1

Reference Date: August 10, 2014, 05:39 pm., Bangkok, Thailand.

Entrepreneur: For the second place, is this land a good investment for my factory?
Can you compared with the first one?

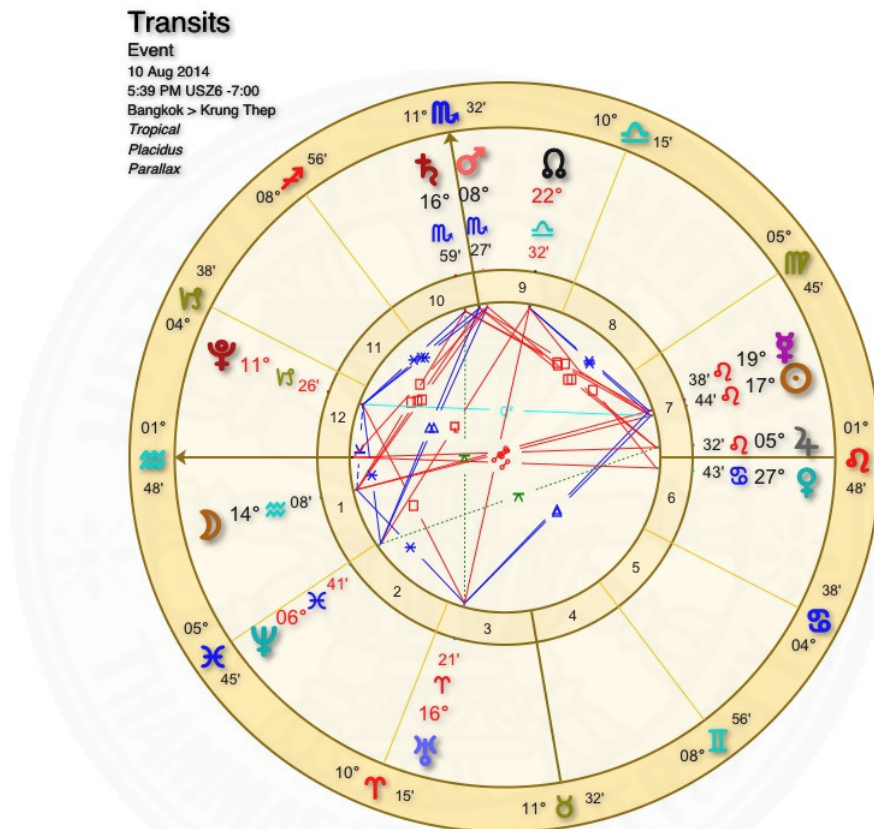


Figure B3 Horary of Land for purchase Case #2

Case Study 3 Rubber Tree Seller

Reference Date: November 11, 2014, 09:54 a.m., Bangkok, Thailand.

Entrepreneur: If I want to sell rubber tree with price 5 million baht. How do I do?

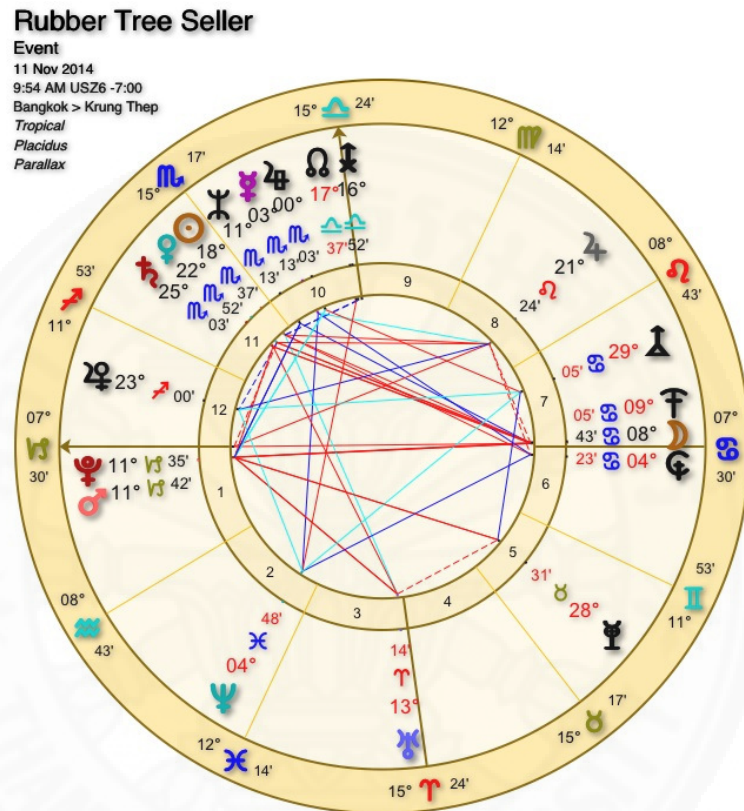


Figure B4 Horary of Rubber Tree Seller Case

Astrologer: Do not worry. You must sell it to business woman.
 You must search around. Clean rubber trees and make it look good.
 Time period is around two weeks to two months.

Entrepreneur: Thank you.

BIOGRAPHY

Name	Mr. Teerapipat Suttithum
Date of Birth	May 8,1979
Educational Attainment	2000: Bachelor of Engineering (B.Eng.), Mechanical Engineering
Work Position	Senior Estimate Engineer
Work Experiences	2008 to present Senior Estimate Engineer Prosper Engineering Co., Ltd.

