



ฐานข้อมูลรวบรวมบรรณานุกรมสิ่งพิมพ์ทางด้านเศรษฐศาสตร์จากทั่วโลก  
ทั้งบทความวารสาร บทความ หนังสือนิตยสาร วิทยานิพนธ์ ฯลฯ ให้ข้อมูล  
บรรณานุกรม สารบัญ ละเอียดฉบับเต็มทั้งในรูปแบบ PDF และ HTML

# การเข้าถึงจากเว็บไซต์สำนักหอสมุด



www.lib.ku.ac.th/web/index.php/all-database/165-a-to-z

Kasetsart University ... Kasetsart University Li... Availability www-support-downlo... Misato Tanaka official ...

 **EBSCO eBooks** on EBSCOhost

- คู่มือการใช้ e-book
- การอ่าน e-book แบบ Off-line
- การสืบค้นจากนอกเครือข่าย มก.
- Adobe Digital Edition

 **EconLit™ with Full Text**  
Available via EBSCOhost

**EconLit™ with Full Text** เป็นฐานข้อมูลอิเล็กทรอนิกส์ของสมาคมเศรษฐศาสตร์อเมริกัน รวบรวมข้อมูลจากวารสารจำนวนมากกว่า 600 ชื่อ นอกจากนี้ยังประกอบไปด้วยข้อมูลฉบับเต็มจากวารสารภาษาต่างประเทศอื่นที่ไม่ใช่ภาษาอังกฤษในสาขาเศรษฐศาสตร์และการเงินอีกจำนวนมาก- (สำนักหอสมุดบอกรับร่วมกับคณะเศรษฐศาสตร์)

=> การสืบค้นจากนอกเครือข่าย

 **Education Research Complete**

**Education Research Complete** เป็นฐานข้อมูลเฉพาะทางด้านการศึกษามีเนื้อหาครอบคลุมการศึกษาทั้งในและต่างประเทศ ให้บริการดัชนีและสาระสังเขปของวารสารกว่า 2,100 รายการ ตลอดจนวารสารฉบับเต็มมากกว่า 1,200 รายการ และรวมไปถึงหนังสือและบทความเฉพาะเรื่องอีกเกือบ 500 รายการ

- (เป็นฐานข้อมูลที่ สกอ.บอกรับ)

**Title list:** <http://www.ebscohost.com/titleLists/ehh-coverage.pdf>

# การเข้าใช้

1. เข้าใช้ในเครือข่ายอินเทอร์เน็ตมหาวิทยาลัยเกษตรศาสตร์

➔ เข้าใช้ได้โดยไม่ต้องมีรหัสผ่าน

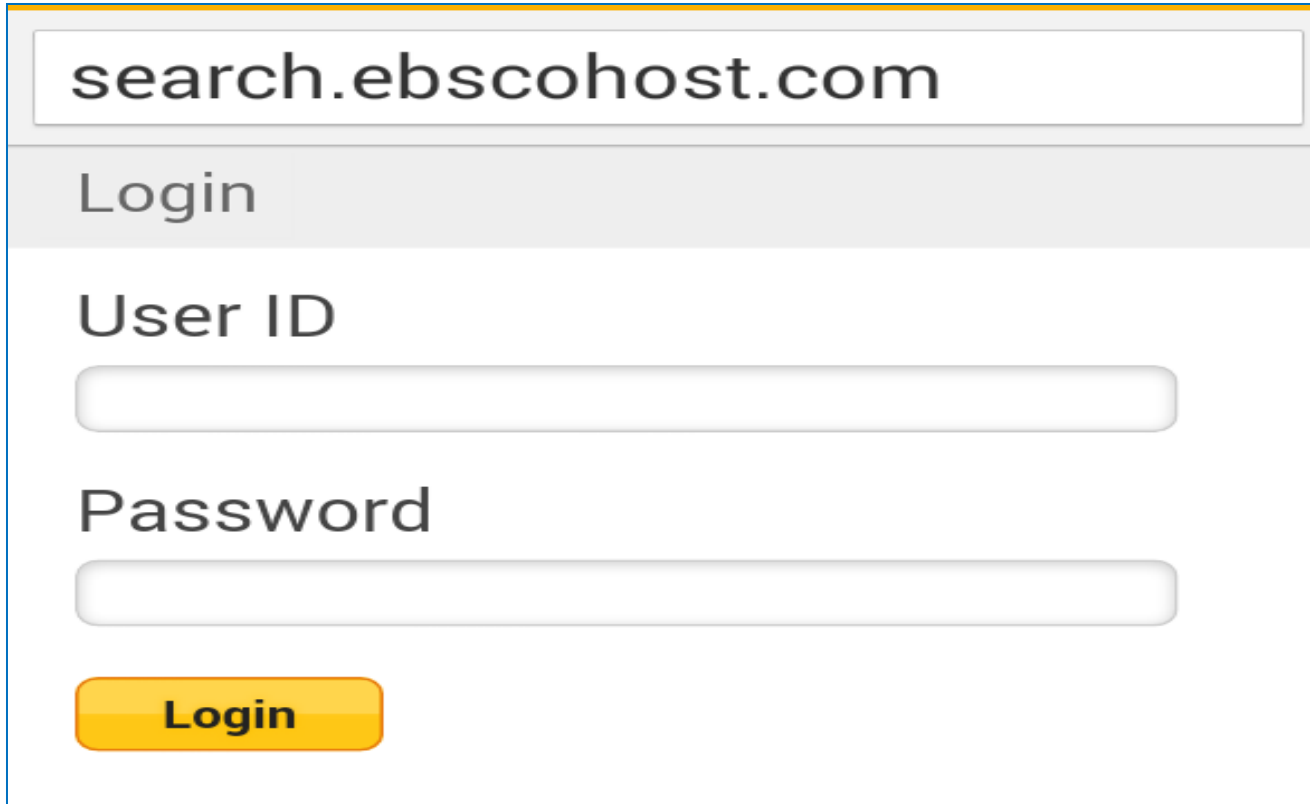
2. เข้าใช้จากนอก มก. โดยเชื่อมต่อผ่านโปรแกรม **VPN**

➔ เข้าใช้ได้โดยไม่ต้องมีรหัสผ่าน

3. เข้าใช้จากนอก มก. และไม่ได้ใช้โปรแกรม **VPN**

➔ เข้าใช้ได้โดยใช้รหัสผ่าน (ติดต่อฝ่ายบริการ สำนักหอสมุด)

## การเข้าใช้จากนอกเครือข่าย มก.



The image shows a web browser window with the address bar containing "search.ebscohost.com". Below the address bar is a grey header with the word "Login". Underneath, there are two labels: "User ID" and "Password", each followed by a white input field with a light grey border. At the bottom left of the form is a yellow button with the word "Login" in black text.

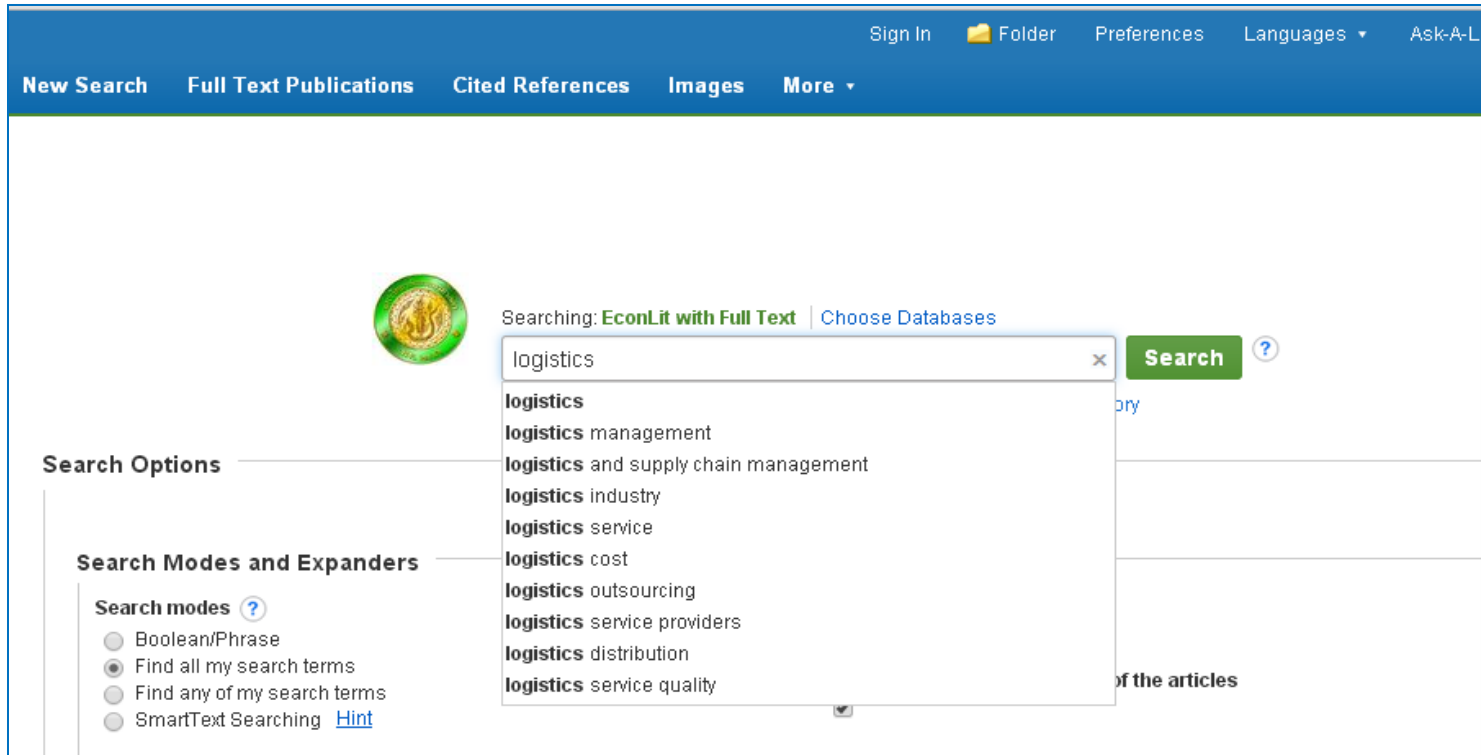
\*\* ติดต่อขอรหัสผ่านได้ที่สำนักหอสมุด โทร. 1477 ต่อ 227 หรือ

E-mail: [libsps@ku.ac.th](mailto:libsps@ku.ac.th)

# การสืบค้น

- Basic Search
- Advanced Search
- Full-Text Publications
- Cited References
- Images

# Basic Search



The screenshot displays a search interface with a blue header bar containing navigation links: "New Search", "Full Text Publications", "Cited References", "Images", and "More". On the right side of the header, there are links for "Sign In", "Folder", "Preferences", "Languages", and "Ask-A-L".

The main content area features a search bar with the text "logistics" entered. Below the search bar, a dropdown menu lists several search suggestions:

- logistics
- logistics management
- logistics and supply chain management
- logistics industry
- logistics service
- logistics cost
- logistics outsourcing
- logistics service providers
- logistics distribution
- logistics service quality

To the left of the search bar, there are sections for "Search Options" and "Search Modes and Expanders". Under "Search Modes and Expanders", there are four search modes:

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

A green "Search" button is located to the right of the search bar. The interface also includes a logo on the left and a "Choose Databases" link above the search bar.

- สืบค้นจากทุกๆ เขตข้อมูล (Field) เช่น คำสำคัญ ชื่อเรื่อง ชื่อวารสาร สารสังเขป หัวเรื่อง เป็นต้น

# Advanced Search

Searching: **EconLit with Full Text** | [Choose Databases](#)

logistics TX All Text Search Clear ?

AND asean economic community TX All Text

AND Select a Field (optional) + -

[Basic Search](#) [Advanced Search](#) [Search History](#)

- ใช้ในกรณีที่มีคำค้นหลายคำ สามารถเชื่อมการสืบค้นด้วย AND, OR, NOT
- สามารถเลือกสืบค้นเฉพาะเขตข้อมูลที่ต้องการได้ เช่น ชื่อเรื่อง (Title) ชื่อผู้แต่ง (Author) ชื่อวารสาร (Source) เป็นต้น

# Full Text Publications

- สืบค้นตัวสิ่งพิมพ์จากชื่อ หรือ หัวเรื่อง หรือ คำที่อยู่ในชื่อสิ่งพิมพ์นั้นๆ

The screenshot displays the EconLit database interface. At the top, a blue navigation bar contains the following menu items: "New Search", "Full Text Publications" (highlighted with a red circle and a yellow callout bubble containing the number 1), "Cited References", "Images", and "More". Below the navigation bar, there is a search area with a green circular logo on the left. The text "Searching: EconLit with Full Text" is followed by a link "Choose Databases". A search input box contains the word "economic", and a green "Search" button is to its right. Below the search box are links for "Basic Search", "Advanced Search", and "Search History".

Under the "Publications" section, there is a "Browsing: Econlit with Full Text --Full Text Publications" area. A red rounded rectangle highlights this section, with a yellow callout bubble containing the number 2 pointing to the search input box. The input box contains "economic" and a "Browse" button is to its right. A red dashed arrow points from the "Browse" button to a yellow callout bubble containing the number 3. Below the input box are three radio button options: "Alphabetical", "By Subject & Description" (which is selected), and "Match Any Words".



# Full Text Publications







- ให้ข้อมูลชื่อวารสารและช่วงปีที่มีเอกสารฉบับเต็มให้บริการ

Refine Search  
Publications

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◀ 1-20 of 376 ▶

Mark Items for Search

-  [American Economic Journal: Economic Policy](#)  
Full Text: 02/01/2009 To Present  
 PDF Full Text
-  [Economic Trends & Economic Policy](#)  
Bibliographic Records: 08/01/2006 To Present  
Full Text: 08/01/2006 To Present  
 PDF Full Text
-  [B.E. Journal Of Economic Analysis & Policy: Topics In Economic Analysis & Policy](#)  
Bibliographic Records: 01/01/2001 To 11/02/2011  
Full Text: 01/01/2001 To 11/02/2011  
 PDF Full Text

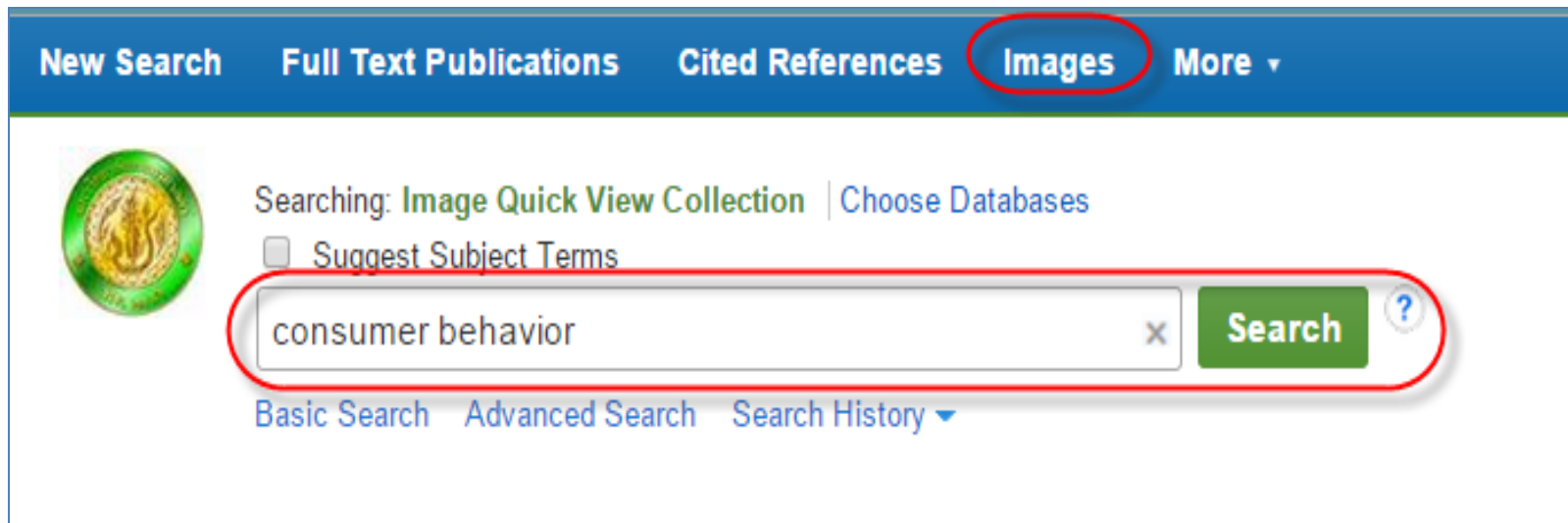
# Cited References

- สืบค้นรายการผู้แต่ง, ชื่อเรื่อง หรือชื่อสิ่งพิมพ์ ที่ปรากฏอยู่ในรายการอ้างอิง

The screenshot shows the EBSCO Cited References search interface. At the top, there are navigation links: Sign In, Folder, Preferences, Languages, Ask-A-Librarian, and Help. Below this is a blue header with tabs for New Search, Full Text Publications, Cited References, Images, and More. The main search area includes a search icon, a search bar with the text 'EconLit with Full Text', and a 'Choose Databases' link. The search criteria are: Cited Author: tongpan,s, Cited Title: (empty), Cited Source: (empty), and Cited Year: (empty). A green 'Search' button is visible. Below the search area are links for Basic Search, Advanced Search, and Search History. The search results section shows 'Cited References Citing Articles' and 'Search Results: 1 - 5 of 5'. The searched references are for 'WA tongpan,s'. There are two results listed, each with a checkbox and a folder icon. The first result is 'Community forestry in Thailand: A case study from the north; Faichampa, K. Deforestation and poverty: Can commercial and social forestry break the vicious cycle?; 1990, Bangkok: Thailand Development Research Institute, 39p. Edited by: Tongpan, S.; Panayotou, T.; Jetanavanich, S.; Faichampa, K.; Mehl, C.. Document Type: book; (AN GAAFFEE) [Citation Record], Database: EBSCO Publishing Citations'. The second result is 'Deforestation and Poverty: can commercial and social forestry break the vicious circle?; Tongpan, S.; Panayotou, T.; 1990, Bangkok: Thailand Research Development Institute. Document Type: book; (AN DDJCDHH) [Citation Record], Database: EBSCO Publishing Citations'. Below the second result, it says 'Times Cited in this Database: (1)'. There are also 'Page Options' and 'Add (1-5)' links.

# Images

- ค้นหาภาพประกอบ ตาราง ที่อยู่ในฐานข้อมูล EconLit



The screenshot displays the EconLit search interface. At the top, a blue navigation bar contains the following options: [New Search](#), [Full Text Publications](#), [Cited References](#), [Images](#) (highlighted with a red circle), and [More ▾](#). Below the navigation bar, on the left, is a circular logo featuring a golden figure on a green background. To the right of the logo, the text reads "Searching: [Image Quick View Collection](#) | [Choose Databases](#)". Below this, there is a checkbox labeled "Suggest Subject Terms" which is currently unchecked. A search input field contains the text "consumer behavior" and is also highlighted with a red circle. To the right of the input field is a green "Search" button and a small blue question mark icon. At the bottom of the search area, there are three links: [Basic Search](#), [Advanced Search](#), and [Search History ▾](#).

# Images

### Refine Results

**Current Search**

**Find all my search terms:**

consumer behavior

**Expanders**

Apply related words

**Limiters**

Image Type: Chart, Diagram, Graph, Illustration


**Limit To**

**Image Type**

- Black and White Photograph
- Chart
- Color Photograph
- Diagram
- Graph
- Illustration
- Map

**Search Results: 1 - 20 of 8,896** Relevance ▾ Page Options ▾


Image found in article:  
**Customers' values, beliefs on sustainable corporate performance, and buying behavior.**



By: Collins, Christy M.; Steg, Linda; Koning, Martine A. S.. Psychology & Marketing, Jun2007, Vol. 24 Issue 6, p555-577, 23p, 3 Charts, Database: Image Quick View Collection  
Image Type: Chart; found on p567

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Image found in article:  
**A conceptual framework for studying customer satisfaction in residential construction.**



By: Forsythe, Perry John. Construction Management & Economics, Feb2007, Vol. 25 Issue 2, p171-182, 12p, 4 Diagrams, 1 Chart, DOI: 10.1080/01446190600771439, Database: Image Quick View Collection  
Image Type: Diagram; found on p173

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
Image found in article:  
**The New Indian Consumer.**



By: Ahok Gopal; Rajesh Srinivasan. Harvard Business Review, Oct2006, Vol. 84 Issue 10, p22-23, 2p, 2 Graphs, Database: Image Quick View Collection  
Image Type: Graph; found on p23

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Image found in article:  
**By The Numbers.**



Wireless Week, 6/15/2007, Vol. 13 Issue 11, p34-34, 1p, 2 Color Photographs, 1 Diagram, 2 Graphs, Database: Image Quick View Collection  
Image Type: Graph; found on p34

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Image found in article:

# Search Results

The screenshot shows a search engine interface with the following elements:

- Search Bar:** Contains the text "logistics" and a "Search" button. Above it, it says "Searching: EconLit with Full Text" and "Choose Databases".
- Navigation:** Links for "Basic Search", "Advanced Search", and "Search History".
- Search History/Alerts:** A section with "Retrieve Searches" and "Retrieve Alerts" links.
- Table Header:** A table with columns: "Search ID#", "Search Terms", "Search Options", and "Actions".
- Refine Results (Left Panel):** A sidebar with a "Current Search" section showing "logistics" and a count of "2". It includes "Expanders" (Apply related words, Also search within the full text of the articles) and "Limit To" (Full Text, References Available, Scholarly (Peer Reviewed) Journals) with a "Publication Date" filter set to 1928-2015.
- Search Results (Main Area):** Displays "Search Results: 21 - 40 of 20,989". The first result is highlighted with a red box and a yellow callout "1":
  - Title:** A Multi-objective Robust Stochastic Programming Model for Disaster Relief Logistics under Uncertainty
  - Author:** Bozorgi-Amiri, Ali; Jabalameli, M. S.; Mirzapour Al-e-Hashem, S. M. J.; OR Spectrum, November 2013, v. 35, iss. 4, pp. 905-33
  - Subjects:** Optimization Techniques; Programming Models; Dynamic Analysis ; Disaster Aid ; Transactional Relationships; Contracts and Reputation; Networks ; Economic Development: Agriculture; Natural Resources; Energy; Environment; Other Primary Products ; Climate; Natural Disasters; Global Warming
  - Cited References:** (54)
  - PDF Full Text** link
- The second result is "Workers in Food Distribution: Global Commodity Chains and Lean Logistics" by Mulholland, Kate; Stewart, Paul; New Political Economy, August 2014, v. 19, iss. 4, pp. 534-58.
- The third result is "The Importance of the Logistics Performance Index in International Trade" by Marti, Luisa; Puertas, Rosa; Garcia, Leandro; Applied Economics, August 2014, v. 46, iss. 22-24, pp. 2982-92.

1) รายการบรรณานุกรมและเอกสารฉบับเต็ม

2) การจำกัดผลการสืบค้น เช่น ต้องการเฉพาะรายการที่มีเอกสารฉบับเต็ม หรือ ระบุปีพิมพ์ เป็นต้น

# Refine Results

<< **Refine Results**

**Current Search** ▾

**Find all my search terms:**  
[logistics](#)

**Expanders**

Apply related words

Also search within the full text of the articles

---

**Limit To** ▾

Full Text

References Available

Scholarly (Peer Reviewed) Journals

1928 Publication Date 2015

**Source Types** ▾

All Results

Academic Journals (18,955)

Collective Volume Articles (455)

Working Papers (409)

Books (199)

Dissertations (33)

[Show More](#)

**Subject** ▾

railroads and other surface transportation (1,318)

transactional relationships; contracts and reputation; networks (1,310)

transportation: demand, supply, and congestion; safety and accidents; transportation noise (1,234)

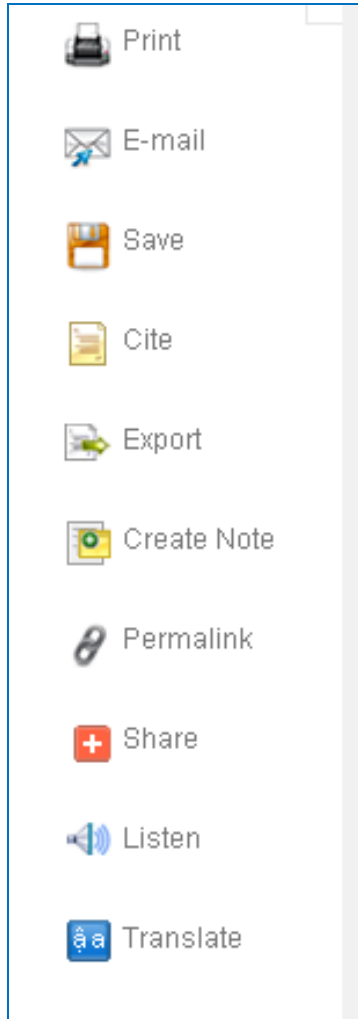
production management (1,121)

firm performance: size, diversification, and scope (913)

economic development: human resources; human development; income distribution; migration (835)

[Show More](#)

# Search Results



- Print <sup>1</sup>สั่งพิมพ์
- E-mail
- Save
- Cite
- Export
- Create Note
- Permalink
- Share
- Listen
- Translate

• การจัดการผลการสืบค้น สามารถดำเนินการได้หลากหลายเช่น สั่งพิมพ์ ส่งอีเมล แชร์ไปยังสื่อสังคมออนไลน์ ฟังเสียงอ่าน (กรณีเอกสารฉบับเต็มแบบ HTML) เป็นต้น

# Full-Text: PDF

« Result List Refine Search Download PDF Sign In Folder Help

EBSCOhost

Detailed Record

PDF Full Text

Source: Cross-Cultural Management Journal  
Date: January 1, 2013

Inside this work

Full Text Contents

1 - 5 | 6 - 10 | 11 - 15 | >>

|                                |           |
|--------------------------------|-----------|
| Factors Affecting th...        | 7         |
| Stereotypical Factor...        | 7         |
| <b>The Role of Budgetin...</b> | <b>16</b> |
| Central Banks and Fi...        | 16        |
| The Concept of Perfo...        | 26        |

<< All Records from this Title

Illustrations

Choose Another Issue

The Role of Budgeting in the Management Process: Planning and Control

Faculty of Economics and Business Administration,  
West University of Timisoara

## THE ROLE OF BUDGETING IN THE MANAGEMENT PROCESS: PLANNING AND CONTROL

**Keywords**  
*Budgeting*  
*Planning*  
*Budget controlling*  
*Flexible budgets*

**JEL classification**  
*M41, M49, M11*

**Abstract**

*This paper is a literature review on management accounting and it examines the necessity and the role of budgeting and budget controlling in the management process.*

*Budgets are necessary to highlight the financial implications of plans, to define the resources required to achieve these plans and to provide a controlling the obtained results, in comparison with the p...*

*those familiar with accounting, criticize budgets saying that this implies additional consumption of effort and waste of time, claiming that there are too many estimates in the*

Navigation icons: Home, Previous, Next, Search, Print, Download



# Full-Text : HTML

◀ Result List | Refine Search | 25 of 622 ▶

Choose Language ▼ Translate **บริการแปล**

**Title:** Performance Measure Congruity and the Balanced Scorecard By: Budde, Jorg, Journal of Accounting Research, 00218456, 20070601, Vol. 45, Issue 3

**Database:** EconLit with Full Text

## Performance Measure Congruity and the **Balanced Scorecard**

**ฟังเสียงอ่าน**

Listen ▶ American Accent ⚙️ ⬇️ ⬅️

**Contents**

- 1. Introduction
- 2. One-Period Framework
- 3. Properties of the Balanced Scorecard
- 4. The Use of Subjective Rewards under a Balanced Scorecard
  - 4.1 VERIFIABILITY OF PERFORMANCE MEASURES IN EXPLICIT CONTRACTS
  - 4.2 SUBJECTIVE PERFORMANCE EVALUATION IN A MULTIPERIOD AGENCY
  - 4.3 THE USE OF SUBJECTIVE REWARDS UNDER PRECISE

This paper studies the incentive effects of a **balanced scorecard** within a multitask agency framework under both formal and relational contracts. First, the main characteristics of the **balanced scorecard** are analyzed with respect to performance measure congruity. It is shown that under complete verifiability, a properly designed **balanced scorecard** is capable of perfectly aligning the interests of owners and employees by means of an explicit contract. I then investigate whether subjective performance evaluation is beneficial when not all the **scorecard** measures are contractible. It emerges that congruity of the contractible **scorecard** measures constrains a purely implicit incentive contract, but the first-best solution may still be obtained through a combination of formal and relational contracts. Furthermore, a purely explicit contract in most cases can be improved by incorporating subjective rewards.

### I. Introduction

The last decade has witnessed the rise of nonfinancial performance measures. Since in a dynamic environment financial measures may not properly represent a firm's prospects, several methods have been proposed to capture the long-term effects of managerial activities. The **balanced scorecard**, which is the most prominent of these new concepts, provides a framework in which both financial and nonfinancial success measures are linked by the the firm's strategy.

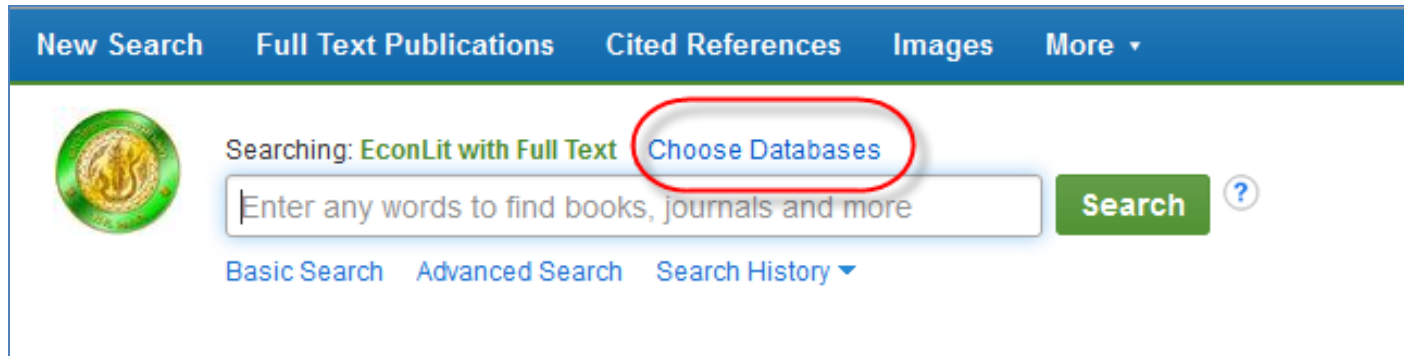
**Tools**

- Add to folder
- Print
- E-mail
- Save
- Cite
- Export
- Create Note
- Permalink
- Share

**Find Similar Results**  
using SmartText Searching.

Cited References (31)  
Times Cited in this Database (3)

# Choose Databases



The screenshot shows the top navigation bar of the Ebsco search interface with the following items: [New Search](#), [Full Text Publications](#), [Cited References](#), [Images](#), and [More ▾](#). Below the navigation bar is a search area containing a circular logo on the left, the text "Searching: EconLit with Full Text", and a link "Choose Databases" which is circled in red. Below this is a search input field with the placeholder text "Enter any words to find books, journals and more", a green "Search" button, and a help icon (?). At the bottom of the search area are links for [Basic Search](#), [Advanced Search](#), and [Search History ▾](#).

เมื่อต้องการสืบค้นฐานข้อมูลอื่นๆของบริษัท Ebsco ที่สำนักหอสมุดบอกรับ เช่น Academic Search Complete, Business Source Complete, Ebsco e-Books เป็นต้น

# Choose Databases

**Choose Databases** ? X

Detailed View (Title lists included) [Select another EBSCO service](#)

Select / deselect all

**OK** Cancel

|   |   |
|---|---|
| <input type="checkbox"/> Academic Search Complete                             | <input type="checkbox"/> Education Full Text (H.W. Wilson)                                |
| <input type="checkbox"/> Applied Science & Technology Full Text (H.W. Wilson) | <input type="checkbox"/> Education Research Complete                                      |
| <input type="checkbox"/> Art Full Text (H.W. Wilson)                          | <input type="checkbox"/> Education Source   |
| <input type="checkbox"/> Audiobook Collection (EBSCOhost)                     | <input type="checkbox"/> Environment Complete   |
| <input type="checkbox"/> Biological & Agricultural Index Plus (H.W. Wilson)   | <input type="checkbox"/> General Science Full Text (H.W. Wilson)                          |
| <input type="checkbox"/> Business Abstracts with Full Text (H.W. Wilson)      | <input type="checkbox"/> Humanities Full Text (H.W. Wilson)                               |
| <input type="checkbox"/> Business Source Complete                             | <input type="checkbox"/> Index to Legal Periodicals & Books Full Text (H.W. Wilson)       |
| <input type="checkbox"/> Communication & Mass Media Complete                  | <input type="checkbox"/> Library Literature & Information Science Full Text (H.W. Wilson) |
| <input type="checkbox"/> Computers & Applied Sciences Complete                | <input type="checkbox"/> OmniFile Full Text Mega (H.W. Wilson)                            |
| <input checked="" type="checkbox"/> eBook Academic Collection (EBSCOhost)     | <input type="checkbox"/> Readers' Guide Full Text Mega (H.W. Wilson)                      |
| <input checked="" type="checkbox"/> eBook Collection (EBSCOhost)              | <input type="checkbox"/> Regional Business News   |
| <input type="checkbox"/> EconLit with Full Text                               | <input type="checkbox"/> Social Sciences Full Text (H.W. Wilson)                          |

- เลือกฐานข้อมูลที่ต้องการ  
สืบค้นแล้วคลิก **OK**

Thank You!

ฝ่ายบริการ

สำนักหอสมุด มหาวิทยาลัยเกษตรศาสตร์

โทร. 0 2942 8616 ต่อ 227

E-mail: [libsps@ku.ac.th](mailto:libsps@ku.ac.th)