

Independent study title	CEO FROM THAMMASAT OR CHULALONGKORN UNIVERSITY: WHICH ONE DO YOU PREFER?
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### **ABSTRACT**

This research is studied whether the firm performance of CEO that is graduated from Chulalongkorn (CU) and Thammasat universities (TU) which one is better. The study is divided into 2 parts; CEO's data and firm's performance. For the first part, CEO's data was used to analyze and summarize as the present CEO characteristics that CEOs are male more than female, receive bachelor degree from CU and master degree from abroad. CEOs who receive master degree from CU will study abroad in bachelor degree while CEOs who receive master degree from TU will study from other universities in Thailand in bachelor degree. CEOs who receive bachelor degree from CU equally study both in CU and TU in master degree while hardly seen CEOs from TU to continue study in CU. Finally, CEOs are mostly received bachelor degree from Engineering, master degree from Sasin Graduate Institute, and both bachelor and master degree from Commerce and Accountancy. For the firm's performance, 2 portfolios; CU and TU portfolio; are constructed according to the university that CEOs graduated from and compared the return of each other. The result of CU portfolio is higher but the different is not significant enough to reject the null hypothesis.

Keywords: Chulalongkorn university, Thammasat university, CEO, Firm performance