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ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

**FACTORS CAUSING DECISION IN FURTHERING THE STUDY IN THE HIGHER
VOCATIONAL OF THE LOWER PRIVATE VOCATIONAL STUDENTS
MAJORING IN BUSINESS ADMINISTRATION
IN AMPHUR MUANG, CHIANGMAI**

By

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The objectives of this research were to study (1) factors causing decision in furthering the study in the higher vocational and (2) getting ready to further the study. The research sample was 300 students out of 1,271 lower private vocational students majoring in business administration in Amphur Muaig, Chiangmai.

The data were collected by close ended questionnair, open ended questionnair and analysed with the Statistical Package for the Social Sciences (SPSS) programme.

The result showed that a majority of the students were female, their study programme was accounting with the GPA of 2.81 - 3.20, their transportation was motorcycle. A majority of their family income was lower than 10,001 baht per month and they stayed with their parents. Their cousin was their model to study.

Factors causing decision in furthering the study in higher vocational of the students showed that they wanted to take business administration knowledge for their profession

in high level, to get profession of business administration when they graduated, profession of business could make high income than others in high level. Factors causing decision in furthering the study in the higher vocational was themselves in highest level. Major subject in business administration that most of the students want to study in the higher vocational is computer and they want to study in government educational institute in highest level.

Getting ready to furthering the study in the higher vocational of the lower private vocational students, majoring in business administration showed that a majority of the students discussed with their parents and their view showed that getting ready to furthering the study could help to study in high level.

Educational Institute for furthering the study in the higher vocational of the lower private vocational students, majoring in business administration showed that some wanted to study at the former school because they were accustomed to studying there, others wanted to study in the new school for experience. Some wanted to study in government educational institute because of low expenditure, others wanted to study in private educational institute because of a good taking care in teaching and learning.