

บทคัดย่อ

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ปัจจัยที่มีผลต่อการเสริมสร้างความเข้มแข็งด้านการจัดการธุรกิจองค์กรชุมชน
ในเขตอำเภอคอยสะเกิด จังหวัดเชียงใหม่

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ABSTRACT

Abstract of thesis 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 INFLUENCING REINFORCEMENT OF THE STRENGTH OF
COMMUNITY ORGANIZATIONS IN LOCAL BUSINESS MANAGEMENT
IN DOISAKET DISTRICT, CHIANG MAI PROVINCE**

By

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The objectives of this research were to study 1) the characteristics and the components of the strength of community organizations in Doisaket District, Chiang Mai Province, 2) the factors influencing reinforcement of the strength of community organizations in local business management and 3) the directions in reinforcement of the strength of community organizations in local business management and their networks. The instruments used in collecting data were a set of questionnaires and structured - interview format, which were constructed in accordance with the objectives of the research and pre - tested for validity and reliability. The samplings were community organization members, those were selected by multistage random sampling, consisting of 319 members from 60 groups, 3,413 members in Doisaket District, Chiang Mai Province. The data were analyzed by using frequency, percentage, weight mean score (WMS) and standard deviation, and then were interpreted with the aid of causal explanations of key informants interviews. The results were as follows:

The characteristics of the strength of community organizations were management, committee members' know-how, self-dependency of networks, capability of problem solutions, participation and confidence in community organization's potential. The components of the strength of community organization were leadership, economic-community activity, coordination, learning organization and resource or social capital.

The organization's factors influencing reinforcement of the strength of community organizations were internal organization factors and external organization factors. The internal organization factors were community members' know-how of management, coordination, uniqueness, relationship in organization, communication, information and local wisdom adaptation. The external organization factors were external organizations and networks' support, the government's policy, economic and social crises and the development and extension. The characteristics of the strength in business management were financial management for all members' interests, the cycle in production process and marketing, ability in price setting, and the independence managed from external controlling.

The direction of the reinforcement of the strength of community organizations in local business management were professional training, learning by doing, suitable production for the community, legal right and community products and marketing. The direction for reinforcing the strength of community organization network were organizations network pattern, exchange of knowledge, activity network and officers support.

The problems found were the insufficient capital, discontinuity of interval activity, lack of knowledgeability within the committee, discontinuity of support of government and private sectors, participation of community members, and outdated marketing information and data.

Suggestions were as that the government should provide support of finance, marketing, building network, and increasing committee's efficiency. The community organization could have been more empowered after being reinforced.