

สำหรับในด้านปัญหาและอุปสรรคที่สำคัญที่ทำให้การดำเนินงานของกลุ่มไม่
เจริญก้าวหน้าเท่าที่ควรคือ ขาดการดูแลจากเจ้าหน้าที่ที่เกี่ยวข้องอย่างต่อเนื่องตลอดจนกรณีปัญหา
ในเรื่องของการขาดตลาดเพื่อรองรับสินค้าและบริการของกลุ่ม



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Independent Study Title Managerial Potential of Community Enterprises as Customers of the Bank for Agriculture and Agricultural Co-operatives, Mae Chaem Branch, Chiang Mai Province

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Degree Master of Public Administration

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ABSTRACT

The objectives of the study on “Managerial Potential of Community Enterprises as Customers of the Bank of Agriculture and Agricultural Co-operatives, Mae Chaem Branch, Chiang Mai Province” were to: 1) study the effectiveness of the managerial system of community enterprises in Mae Chaem District, Chiang Mai Province; 2) study the relationship between the process and effectiveness of community enterprises within Mae Chaem District, Chiang Mai Province as well as the managerial problems of the community enterprises. The data were collected through questionnaires answered by 200 Community Enterprise committee and enterprise members that were customers of the Bank of Agriculture and Agricultural Co-operatives, Mae Chaem Branch.

The study showed that the committee and members of the Community Enterprises who were members of the Bank for Agriculture and Agricultural Co-operatives, Mae Chaem Distric,

Chiang Mai Province had the potential to pay off their debts to the bank. The overview of the management efficiency and managerial process of community enterprises was at a comparatively high level.

The relation between the efficiency of the management and operation of the Community Enterprises relatively went in the same direction with a statistical significance, meaning that the level of managerial potential of the enterprise resulted in the same level of the operation effectiveness and accordingly proceeded in the same direction.

The problems and obstacles that had somewhat hindered the operation of the group were the lack of continual cooperation from officers in charge and finding new markets for the enterprises' products and services.