

Abstract

The research entitled “The Community Business Management Pattern in Aspect of Cooperation of Cooperative Women Group, Baan Tonpheung, Muang-nga, Muang, Lamphun” has three objectives, including investigating the status and member of cooperative women group in the terms of status of the group and their demand towards the group, problems and opinions of the members towards the group operation, studying the method, pattern, structure and activity suitable for developing the cooperation of a group management in Baan Tonpheung, and examining the conditional factors influencing on the development of pattern, structure, and cooperation of group management activity. The scope of this research is divided into 2 aspects; the area of the study, which is limited only to Baan Tonpheung cooperative women group, Muang-nga, Muang, Lamphun, and the content of the study, which is limited only to three streams; first, the status and member of cooperative women group in the terms of status of the group and their demand towards the group, problems and opinions of the members towards the group operation; second, the method, pattern, structure and activity suitable for developing the cooperation of a group management in Baan Tonpheung; third, the conditional factors influencing on the development of pattern, structure, and cooperation of group management activity.

The data is gathered by means of “Participatory Action Research: PAR”, which emphasizes the important role on the members of the group, researcher, and research process participants. It provides opportunity to members of the group in sharing research problems, planning research, assigning research objectives, collecting data, analyzing data, finding alternatives in a group management and selecting suitable activity for the group.

It is found that the status and members of cooperative women group are different. The majority of the members are older than 50 years old, and a wage earner. The main objective of the cooperative establishment is to cooperate and implement in transfiguring the agricultural products, such as longan, ginger, a species of herb and honorable economized activity through carrying on and sharing benefit together. However, the role of members in group management is rare. As a result, the many kinds of problems are raised, such as the lack of understanding of the members towards group operation, and business operation of the group. The cooperation of members in doing researching has created the suitable pattern, structure, and activity for community business; such as cooperating in group management, practicing leadership, demonstrating products, transferring skills and knowledge. The participation among the group

members affects the development of pattern, structure, and activities concerning the cooperation of a group management.

This research suggests that the community and the cooperative women group have participated in the management of the group by means of learning together in order to gain community strengthening, implement the advantages of the group management and the community business management in the pattern of cooperative women group in the future.