

ABSTRACT

Thesis Title : The Effectiveness of the Coordinating Center for the
Suppression of Intellectual Property Rights Violation
Student' s Name : Chief Pitty Officer Second Class Jumras Yippikul
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Advisory committee :

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|------------------------------------|-------------|
| 1. Dr. Arasdharma Promma | Chairperson |
| 2. Assoc. Prof. Chalida Sornmani | |
| 3. Assoc. Prof. Sathian Homkachorn | |

The objectives of this research are twofold:

1. To evaluate the effectiveness of Coordinating Center for the Suppression of Intellectual Property Rights Violation on coordination, suppression, marketting survey, public education on intellectual properties and establishment of media for trade disciplines.
2. To study factors affecting the effectiveness of Coordinating Center for the Suppression of Intellectual Property Rights Violation : the clarity of policy, the adequacy of administrative resources, the efficiency of communication, human relations in the organization, and foreign pressure.

The research findings are as follows:

1. The coordination, the public education on intellectual properties, and the establishment of media for trade disciplines were effective during the budget year 1995-1998. The suppression was effective in the budget year 1996 and 1997 and the marketing survey was effective in the budget year 1996, 1997 and 1998.

2. Human relations in the organization and foreign pressure were related to the effectiveness of Coordinating Center for the Suppression of Intellectual Property Rights Violation.

3. The most important problem recommended by the officers is the consumers' favorite to the intellectual property violation goods. The second problem is the unrestrictiveness of the officers on the suppression, and the third problem is the procedural change on intellectual property violation which is more difficult to suppress.