

## ABSTRACT

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The purpose of this independent study is to study the expectations of member towards the roles of the Chiangmai Chamber of Commerce. Population of this study is 566 members of the Chiangmai Chamber of Commerce. Using stratified random sampling technique, 236 members were picked as samples. Data collected were analyzed by using frequency, percentage and average.

The results of the study are as follow:

The expectations of members towards the roles of the Chiangmai Chamber of Commerce were broken into four areas: 1) Role of improvement; collecting problems, obstacles in doing business related to the inconvenience in contacting with government and private sector and recommending the solution by the Chiangmai Chamber of Commerce, 2) Role of Promotion; providing information, trade-investment promotion, issuing of documents, certificate of origin, seminar and exhibition. 3) Role of business protection; acting on behalf of members in collecting, introducing or canceling unfair law and regulations in doing business and serve as arbitrator in solving business conflict. 4) Role of development; participating in community economic and human resource development, building relationship with government and networking in developing market opportunities for private sector. In general, members of the Chiangmai

Chamber of Commerce had high expectations in all roles. As members of the Chiangmai Chamber of Commerce, they also had high expectations for receiving advantageous for their business by just being a member of the organization.

Members of the Chiangmai Chamber of Commerce had high satisfaction in the role of improvement and had medium satisfaction in the role of promotion, role of business protection and role of development. Members had medium satisfaction in receiving advantageous from the Chiangmai Chamber of Commerce.

The level of satisfaction of members in three main activities; 1) Activities for members, 2) Activities for economic development and 3) Activities for foreign affairs. The members had high satisfaction in activities for economic development and medium satisfaction in activities for members and activities for foreign affairs.

Problems, obstacles and limitations of members in maintaining their memberships were the inappropriate membership fee and the dual status of members in other clubs and associations of their professions.