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AROON DEETONG-ON : FACTORS ATTRIBUTING TO THE SUCCESSFUL PERFORMANCE
OF COMMUNITY DEVELOPMENT WORKERS: A CASE STUDY OF SAMUT SAKHON
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This thesis is to study the working process of Community Development Workers. Its title is "Factors Attributing to the Successful Performances of Community Development Workers: A Case Study of Samut Sakhon Province" which aims to study means and factors determined achievement of Community Development implementation.

The study found that a successful performances of Community Development workers (CD workers) resulted from three factors as hypothesised including legal domination, personnel behaviours and abilities in building relationship with people. CD workers should combine these 3 elements in implementing activities. Legal domination guided people to accept policies while persuasive and participation leaders condition helped CD workers to deal closely with people. In addition, majority of CD workers accepted that their behaviours were important component in working achievement. The study also found the similar step of building relationship between CD workers and community which was to deal with local leader including formal leader and natural leader in the community to seek people participation. The frequency of monitoring activities, visiting, providing information, advising people in law and governmental discipline in the field work were main factors in forming a quick trust and relationship.