

## PERFORMANCE APPRAISAL OF CREDIT UNION COOPERATIVES IN PHETCHABURI PROVINCE

### Abstract

The research aims to study 1) general condition of credit union including general administration, operation of credit union perceived by officers and credit member's knowledge and satisfaction 2) performance appraisal of credit union in phetchaburi province. The sample of this study composed of 10 chairmen, 10 vice-chairmen, 10 managers, 20 officers and 50 members. This research used interview schedule for collected data and analyzed by mean of interpretation, comparison, and synthesis.

The findings revealed that

In term of general administration, the committees lacked of knowledge and managerial skills, marketing officer and credit officer were insufficient to work, online-social media-based advertisement was slightly adopted, technology and security systems were out of date, database management packages was in need but it has never been first priority in agenda, and the connection among 10 organizations was no longer to do with the reason of financial data concealment.

Balanced Scorecard, a strategic performance management tool, were adopted with its 4 perspectives of implementation consisting of credit union member, internal business processes, learning and innovation and financial matter. The findings were indicated that 1) such organization was built for credit/ loan services. The officers ignored to paper correction. The executives did not push forward service promotion. The organization did not press to claim for NPL. 2) The officer reported that even database packages were in need the committees ignored to deal with and remuneration rate was lower than other business firms. 3) Job rotation was used as human resource development but marketing and credit skill were seen as something shortage. 4) The whole credit union co-ops lacked of risk management plan, welfare improvement was not found, Some kinds of welfare were like taking a sledgehammer

to crack a walnut (worthless to do), promotion policy for auditor was not found, and financial management was careless to do so.

The finding was suggested that credit union must develop their strategies to compete against the domestic financial institutes and the others in forthcoming AEC arena