

Abstract

Title: Strategic Management of Credit Union Cooperatives in Phetchaburi toward Asean Economic Community

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The study was conducted in qualitative research method and the objectives were to investigate 1.) environmental analysis of such organizations ranging from small to large size on strengths, weaknesses, opportunities, and threats. 2.) appropriate strategic formulation as guideline to develop 10 billion fund of such co-op network under Philosophy of Sufficiency Economy toward Asean Economic Community (AEC). Data-collecting instruments consisted of In-depth interview, focus group and questionnaire. The samples (key informant) of 135 were drawn from board of director, sub-committee, management, and member from 9 areas with 15 of each area

The finding indicated that The development frameworks of the organization under ad hoc philosophy toward AEC were as follows,

1. Vision: secured financial institution providing fully-ranged services with good governance management for community development under Philosophy of Sufficiency Economy toward internationally-oriented cooperatives

2. Mission

Mission1: To strengthen the organization with good governance management

Mission 2: To provide fully-range services for the future well-being of the members

Mission 3: To create modernized working-oriented corporate and differentiate image of organization

Mission 4: To improve new IT systems of the organization

Mission 5: To promote principles and ideology of cooperatives among the members and adopt the Philosophy of Sufficiency Economy as a guideline to develop the organization.

3. Strategic intents and Strategies

Strategic intent 1: Strengthen the organization management with good governance

Strategy 1: Strengthen the relationship among board of director, auditor, and staff

Strategy 2: Systematically change the way of keeping record to enhance management efficiency

Strategy 3: Create positive working environment and climate

Strategy 4: Provide a transparent performance appraisal system

Strategy 5: Support the organization's financial management reform and the internal audit to such new flexible and effective systems

Strategy 6: Improve work capability of boards of director, auditors, and staff

Strategy 7: Provide a campaign to increase volume of member

Strategy 8: Improve the organization structure for more transparent, agile, and effective management

Strategic intent 2 : Improve service efficacy and provide the member wider ranges of services

Strategy 1: Provide the members' well-being

Strategy 2: Provide the members opportunity to work together

Strategy 3: Increase respond rate to the member demand

Strategic intent 3: Build unique corporate image

Strategy 1: Keep firm relationship among other related organizations

Strategy 2: Serve as academic resource on credit union cooperatives management

Strategic intent 4: Improve IT systems

Strategy 1: Improve IT systems in the organizations

Strategy 2: Improve work capability of IT staff

Strategic intent 5: Encourage the members a way of life guideline under Philosophy of Sufficiency Economy

Strategy 1: a way of life guideline under Philosophy of Sufficiency Economy

Based on the findings above, a 10 billion-funded development of credit union cooperative network under Philosophy of Sufficiency Economy toward AEC composed of 5 missions, 22 objectives, 5 strategic intents, 16 strategies, and 34 programs.