

Pakpoom Mavilai 2007: Development Guideline for Cooperative Business Linkage in Changwat Chachoengsao. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperatives. Thesis Advisor: Mr. Rangsak Pitipunya, Ph.D. 153 pages.

This study aimed to understand the model, problems and constraints of the cooperative business linkage and identify the needs and conditions which affect the linkage in order to develop guidelines for business linkage between cooperatives in Changwat Chachoengsao. Twenty cooperatives in Muang district were selected as samples in this study. Interviews were used as the tool for collecting data. Descriptive analysis was used in this study.

The study showed that the majority of the linkage was informal and bilateral between the same types of cooperatives. The most important reason for the linkage was the economic benefit followed by cooperative spirit. For the future linkage, most of cooperatives need academic and information linkage followed by marketing, finance and social welfare linkage, respectively. To manage the future linkage, these cooperatives pointed out that the control organizations should be established. They also recommended that the linkage should be broader than the boundary of one province. Moreover, they suggested that the government ought to do more to support this issue, especially in terms of linkage knowledge.

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