

ABSTRACT

RESEARCH PAPER : The Working Role of District Cooperatives Official
according to Cooperatives Members' Opinion :
A Case Study of Saimun District , Yasothon
Province

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The three main objectives of the study were :

1. To compare the actual role of the District Cooperatives Official and that expected by the cooperatives members :
2. To identify some factors contributing to their actual role and that expected by the cooperatives members :
3. To use the research results to improve the performance of the District Cooperatives Official.

The 148 cooperatives members at the Saimun Agricultural Cooperatives, Saimun District, Yasothon Province comprised the sample group of this study.

The following were found :

1. The cooperatives members' opinion about the working role of the District Cooperatives Official was found to be at a low level.
2. Their opinion about the expected working role of the District Cooperatives Official was found to be at a high level.

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3. The cooperatives members' opinion about the actual role was lower than that about the expected role in cooperatives public relations publication and education, cooperatives administration, cooperatives business performance.

4. The cooperatives members' opinion about the expected role was significantly higher than that about the actual role at the .05 level.

The factors found to influence their opinion toward the actual role of the District Cooperatives Official were their income and contacted the District Cooperatives Official (.05 level). However, no factors were found to influence their opinion about the expected role of the District Cooperatives Official.