

ABSTRACT

Title of Research Paper : Evaluation of the Performance of the Textile Industry
Development Institute of the Ministry of Industry

Author : Miss. Wanida Pimukorlarn

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The study was conducted for the following purposes : 1) to evaluate the performance of the Textile Industry Development Institute, and 2) to prepare a practical proposal in adjusting its role, mission and operational strategies in the direction that would enable the Thai industry to compete in the world trade arena.

A questionnaire was employed to collect the data from the line and staff personnel of the Textile Industry Development Institute, from entrepreneurs, trainees, related association and the Industrial Council of Thailand. The total samples were 67 people.

The findings were briefly stated below :

1. The performance of the Textile Industry Development Institute was found to be at a rather high level.
2. The institute could achieve, its objectives between 1997 and 2000 at the percentage of 146.54.
3. When the balanced scorecard technique was used, the institute's balance was found to be at a rather high level. The points under consideration were work process, the personnel and the customers. However, it was found necessary to increase the efficiency of administration and management, and improve the operation to fulfil the institute's missions.
4. The overall performance was found to be at a rather high level.

(4)

Recommendations.

1. The Textile Industry Development Institute should be a core coordinator in disseminating information and in creating a good understanding among all groups of textile entrepreneurs so-that they will acknowledge information from the same database.
2. The institute should focus on developing new product designs.
3. The institute should support the textile industry by reducing the production costs, setting textile product and operational standards that are universally accepted.
4. The institute should have available specialists in textile industry and professional marketing managers, and should focus on aggressive marketing.
5. The institute should disseminate international trade information regarding bans and restrictions, demand for goods and the textile laws in each country.
6. The institute should notify entrepreneurs of its services and makes itself well know in both public and private sectors.
7. The institute should increase its administrative and managerial efficiency and upgrade the personnel's knowledge and skills in textile industry.
8. The institute should give enough support to research and textile development to bring about the most benefit of entrepreneurs in the field.