

ABSTRACT

Title of Research Paper : Implementation Evaluation of The Gem and Jewelry Institute of Thailand.
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The purpose of this research is to evaluate the implementation of The Gem and Jewelry Institute of Thailand(GJIT).

Derivatives of information for this paper include 4 management executives of the national research institution and development of gems and jewelry, 15 staff of the institute, 12 gems and jewelry industry provider, 13 trained staff, and 2 staffs from the related association.

Result of the study were as follow:-

1. The efficiency of The Gem and Jewelry Institute of Thailand can be rated high through consideration the management executives and staffs from 1) input 2) process.
2. Effectiveness of The Gem and Jewelry Institute of Thailand can be rated high through consideration 1) implementation result of the management executives 2) implementation result of staffs 3) satisfaction of gems and jewelry industry providers 4) satisfaction of trained staff and 5) satisfaction of related association.
3. The balanced scorecard can be rated high through consideration of 4 elements:-
 - 1) Finance 2) Personnel 3) Operation 4) Customer

Recommendations:

1. Financial support

The Gem and Jewelry Institute of Thailand should receive financial support for a period of time of at least 5 years after establishment, and be responsible for own expenses in the future.

(4)

2. Restructuring

- GJIT should emphasize on research and development (R&D) of gems and jewelry in order to increase global competitive advantage, which is a unique activity different from other agencies.
- Network expansion to develop and train human resources for the industries by allowing education institution to use the lab, and lab equipment in order to increase knowledge for those who studies gemology course both bachelor and course fees may be collected.

3. Management process/ Implementation

- Assign appropriate work task to match the skills of each employee.
- Deploy competitive marketing strategy since gems testing lab is distant from target market.
- Distribute and increase human resource in the testing and training division, including increasing marketing staffs
- Prepare for human resource development plan, especially gemologists for basic professional skill since gems analysis require specialists.

4. Institution image

- Increase promotion of the institute's achievements in order to gain recognition from the gems and jewelry trading industry, both domestic and overseas.
- Build credibility system, and acceptance of the institute, and publicize of the institute's achievement
- Develop information distribution through the institute's website to increase information service, provide public relations, and increase network of clients.