

ABSTRACT

Title of Research Paper : Evaluation of Implementation of Phra Nakorn Si Ayuddhaya Industrial Office
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The study on Evaluation of Implementation of Phra Nakorn Si Ayuddhaya Industrial Office had objectives to evaluate results of the implementation to provide service of the Phra Nakorn Si Ayuddhaya Industrial Office as well as to study problems and obstacles and gave recommendation to make Phra Nakorn Si Ayuddhaya Industrial Office's service to be more effective.

Sampling population was 15 industrial entrepreneurs in Phra Nakorn Si Ayuddhaya and 30 people in the province. Tools of the study were questionnaire that require interview. The evaluation identified two aspects of indicators; effectiveness in servicing which included satisfaction in servicing, results, impacts and solving of problems in servicing; efficiency in servicing which included worthiness of using the services. Statistics used were Percentage and Mean. Studying about problems and obstacles in services used in-depth interview with presidents of the chambers of industry and commerce in the province.

Results of the study found that

1. Effectiveness in servicing;

1) Level of all points of satisfaction in servicing was high.

2) Results of the servicing; it was found that level of the members in the family could get a job in the factories was medium and those of other points were rather low and low.

3) Impact of the servicing; it was found that level of overall picture of capabilities in prevention and controlling impacts from the factories on the people was rather high. In addition, it was found that not all social problems in the communities were from the industrial factories.

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4) Solving of problems; level of overall picture of capabilities in solving the problems was medium that could be categorized into low level of capabilities in solving the problems for the people ,but rather high level of capabilities in solving the problems for the entrepreneurs.

2. Efficiency of servicing of Phra Nakorn Si Ayudhdhaya Industrial Office was rather high and when compared to the private sector's service which were provincial industrial federation and Thai Industrial Federation, it had lower level of efficiency.

3. Problems and obstacles in servicing of Phra Nakorn Si Ayudhdhaya Industrial office were that there were not enough decentralization to the province in terms of servicing and decision making as well as inadequate equipment. The center did not give thorough assignment to the province and the province did not place importance to the works of the provincial joint committee of government and private sectors. There were lacks of industrial information and news and governmental servicing, etc.

Recommendations were as follows;

1. There should have decentralization to the provincial authorities in terms of administration and management and decision making, so that they could represent the department-level authorities.

2. Importance should be placed for public relations, providing of industrial information, services of governmental authorities and others for the industrial entrepreneurs and private sectors.

3. More attention should be for the implementation of the provincial joint committee of government and private sectors.

4. There should be more emphasizing on problem solving and development of potentiality for the industrial entrepreneurs particularly in terms of marketing, raw material and human resource such as searching for new market and resources of cheap raw material, setting up of centers to demonstrate goods and handicrafts as well as skills development for technological personnel.