

Abstract

The objectives of this research were 1) to analyze the composition of the community business management and a self-sufficiency economy, and 2) to analyze composition of the sufficiency economy philosophy affected the community business management, and 3) To study the characteristics of professional groups, including the average monthly income, duration of the business career groups, and trained community members in business management, affected the community business management. The main focus of this study was the career groups in 4 provinces in northeastern Thailand: Khon Kaen, Surin, Udonthani, and Chaiyaphum. Stratify random sampling and simple sampling technique were used to arrive at 230 samples, and a questionnaire was administered to collect data, which were analyzed by quantitative analysis methods. The descriptive statistics used in data analysis was based on the commutative frequency for percentage, mean, standard deviation, factor analysis, and multiple regression analysis.

The result showed that production management, human resource management, marketing management, and financial management and accounting were an important component of business management community. The criterion of moderation, reasonableness, immunity, knowledge, and morality were an important component of the sufficiency economy philosophy. Goodness of fit measures were KMO, Bartlett's Test of Sphericity, Chi-Square. Total Initial Eigenvalues was more than one, and could explain the variability of the data as much as possible to 75%. It was also found that all elements of the factor loading approaching one. In aspects application the philosophy of sufficiency economy in the criterion of immunity and reasonableness, had a direct impact on the community business management in the production of most the coefficient was 0.490 and 0.315 respectively. It also found that the business career groups use the knowledge as a major consideration in the community business management for production management rather than morality, the coefficient was 0.518 and 0.289 respectively. Besides, the career groups with an average income per month was a very high level, operated for a long period, and

have been trained members of each groups about the community business management, would be increased successful better in the groups.