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LADDA PHEWNEN : THE ROLES OF WOMEN ON BUSINESS COMMUNITY DEVELOPMENT : A CASE STUDY HERBAL SHAMPOO GROUP AT BAN-THA-SAY TAMBON BANGLUANG AMPHOESAPPHAYA, CHAINAT PROVINCE. THESIS ADVISOR : YONGYUTH BURASITH, M.A., RUENGDET PANKHUENKHAT, Ph.D., KHANITTHA KANJANARANGSINON , Ed.D., 139 p. ISBN 974-662-274-9

The purpose of research is to study the background , role of administration and management of the herbal at Ban-Tha-Say Tambon Bangluang Amphoe Sapphaya, Chainat province group. The factor which affected work of the group as well as the role of management were also studies so as to solve the problem and develop a potential of the group. Qualitative research is used as the methodology.

The study shows that , the leader of group plays a significant role in all processes i.e. the role of administration and management, because the leader of the group is accepted very well by all members of the group while the other members only have the role of producer.

The herbal shampoo group Ban-Tha-Say is a successful occupation group which has high income. The main factors which make the group successful are good public relation that can systematically go to customer groups, and the leader who has enough financial support enough for the operation.

The operation of group has affected the members and community in terms of economy, society, culture and quality of life.

For economy, The group allows members to have income of ever 50,000 baht per year. Therefore, they members satisfied with their income. Besides, the operation of the group prpvider jobs for people in the community. The villagers are able to grow the raw materials that are needed by the group.

The group of Ban-Tha-Say has a leading role in community, society and culture. i.e. in learning a job group. The development of village is always supported from the group. The leader of group also holds an important social position in the community and province.

For the quality of life , joining the manufacture group is accepted by the public. It also makes a better quality of life because it offersmoe income.