

3937271 ENAT/M: MAJOR : APPROPRIATE TECHNOLOGY FOR RESOURCE DEVELOPMENT ;
M.Sc. (APPROPRIATE TECHNOLOGY FOR RESOURCE DEVELOPMENT)

KEY WORD : READINESS / AGRICULTURAL COOPERATIVE MANAGER /
FUTURE MARKET

JIRAWAT RODCHAM : THE READINESS OF AGRICULTURAL COOPERATIVE
MANAGER TO ENTER THE FUTURE MARKET SYSTEM : A CASE STUDY OF
EXPORT EXTENSION ZONE. THESIS ADVISORS : PISIT SUKREEYAPONGSE,
M.Sc., PRAKAIKAT SUKHUMALCHART, B.A.,M.S., JEERAKIAT APIBUNYOPAS, Ph.D.,
235 PAGES. ISBN 974-663-708-8

The objectives of this study was to study the readiness and factors affecting the
readiness of agricultural cooperative managers in entering the future market system by distributing
questionnaires to 209 agricultural cooperative managers in 27 provinces together with in-depth
interviewing with 12 samples .

The result of this study indicated that most subject groups of agricultural
cooperative managers had low readiness about knowledge related to the future market.
However, their readiness about opinion related to the future market was at high level.
Also, their readiness to the need of knowledge related to the future market was at high
level. Moreover, the number of agricultural cooperative member effected the readiness of
knowledge about future market significantly. Factors affected the opinion about future
market were the duration of time and acquisition of information. And, factors affected the
need of knowledge about future market were factor in acquisition of information and factor
about the number of agricultural cooperative member.

Therefore, to assist agricultural cooperative managers to be ready to enter the
future market, the relating organization should quickly spread out knowledge about future
market to those agricultural cooperative managers, as well as the agricultural cooperative
operational committee. Futhermore, there should be the supplement and development of
equipments or technology related to information system of future market in order to have
faster, more correct and more thoroughly spread out of information. The supplements are
setting computer network in cooperative, spreading out information about future market
through the internet ect.