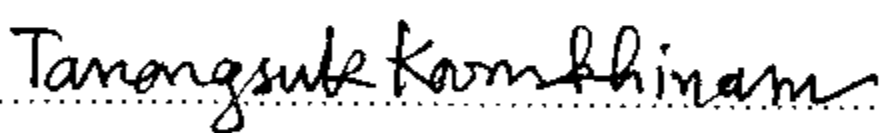
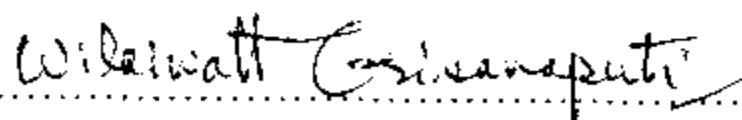


THESIS TITLE : THE ROLE OF COMMUNITY LEADERS IN COMMUNITY  
ECONOMIC DEVELOPMENT.

AUTHOR: MISS SHOMANARD KAEWNIMITR

THESIS ADVISORY COMMITTEE :

..... CHAIRMAN  
(Assistant Professor Dr. Tanongsuk Koomkhinam)

..... MEMBER  
(Associate Professor Wilaiwatt Grisnaputi)

#### ABSTRACT

The purposes of this study were to 1) study the performance of community leaders in the area of community economic development 2) propose an appropriate method to increase the effectiveness of community leaders in community economic development

The population included community leaders and villagers in 15 villages of Tambol Ban Hun, NonSila District, Khon Kaen Province. Questionnaires were used for collecting data from three groups. The first group consisted of 300 villagers who were asked about their role in community economic development. The first group was surveyed prior to training, field study, and task allocation development activities. The second group consisted of 90 community leaders who were surveyed both before and after the training, field study, and task allocation development activities. The third group consisted

of 300 villagers who were questioned about their satisfaction following the training, field study, and task allocation development activities.

The research results were as follows:

1. The performance of community leaders in the aspect of community economic development before training, field study, and task allocation development activities was at a low level. However, the overall performance in all aspects of their job of community leaders, as well as their ability to encourage members of the community to promote community economic development, were at the medium level.

2. The training, field study, and task allocation development activities resulted in: 1) the increased perceived knowledge of community leaders about community economic development; 2) improved performance of community leaders in the area of community economic development; 3) an improved overall performance of community leaders; 4) better ability to encourage members of the community to promote community economic development. The results were significantly different at the level of 0.05. The final two effects of the training, field study, and task allocation development activities were; 5) increasing the economic productivity of the community; 6) increased feeling of public satisfaction with the administration of community economic development.

3. The author proposes the systematic use of training, field study, and task allocation development activities to increase the effectiveness of the administration of community economic development programs.