

**ABSTRACT**

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

**LABOR NEED OF CERAMIC FACTORIES  
IN LAMPANG PROVINCE**

By

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The objectives of this research were to investigate 1) labor need of ceramic factories in Lampang province and 2) guidelines to labor development of ceramic factories in Lampang province. The data were collected by means of questionnaires from 83 randomly selected ceramic factories entrepreneurs and analyzed by the SPSS/PC<sup>+</sup> computer program.

The findings revealed that most of the respondents were married, male, aged 30-40 years. Most of them completed a primary level of education. The entrepreneurs had an average income of 50,000 baht per month. The average period of product manufacture was 5 years. Most factories were run solely by the entrepreneurs themselves. Nearly all factories distributed their ceramic products to local markets. The entrepreneurs expected that an average income in 2000 would be almost the same as those in 1999. It was found that the factories having foreign markets needed more labors than those having domestic markets. The factories expected an average annual income in 2000 greater than in 1999 felt the need to recruit labors than not to, The

factories expected the same level of income felt no need of recruitment more than need to of income felt no need of recruitment more than need to.

The respondents viewed that one way to solve the problem of labor shortage was to arrange over time job and to find alternative labors. The ceramic labors should have his/her own particular qualifications, for example, intermediate-skills in arts, 1-2 years-experience, sexual appropriateness-female, and neat. The most needed level of education was Mattayomsuksa 3 certificate holders.

The respondents needed a total number of 287 new labors with more positions in larger factories. There were 14 factories that needed those who completed vocational certificate, especially, in the field of ceramic, to work on coloring. The factories which didn't want these labors stated that the high wage and no need of high educational attainment were their reason for refusal.

The causes of increasing need in ceramic labors need were identified as increasing productive power or expansion of business were major aspects. Those needed ceramic labors emphasized their attention on coloring the most, followed by casting.