

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Cooperative Economics

**THE EVALUATION OF THE OPERATION OF MAEJO UNIVERSITY
SAVINGS COOPERATIVE, LTD.,
FISCAL YEARS 1991-1997**

**By
TAWEE SUWAN
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Chairman : Assistant Professor Buncha Triwittayakun
Department/Faculty : Department of Agricultural Economics and Cooperatives,
Faculty of Agricultural Business

The objectives of this research were to investigate the operation and operational efficiency of Maejo University Savings Cooperative, Ltd., during the fiscal years 1991-1997, the members' attitudes towards its operation, and problems and limitations of financial management.

The study of economic factors revealed that the number of members of Maejo University Savings Cooperative, Ltd., increased from 137 in 1991 to 399 in 1997. The asset tended to increase every year. The cooperative's liability also tended to increase every year. The working capital of 1.27 million baht in the year 1991 was increased to 47.26 million baht in 1997. In terms of operational efficiency, the cooperative was found to be able to provide greater amounts of loans to members, from 0.021 million baht in 1991 to 0.128 million baht in 1997. Its deposit-promoting ability also increased from 0.008 million baht in 1991 to 0.015 million baht in 1997. The ratio of its liability to repayment ability was 1.62 : 1; liability to asset, 0.69:1; and liability to capital, 2.29:1. Its average profitability was 35.80 percent; average returns per asset, 3.42 percent; and average returns per capital, 10.84 percent.

The study of social factors revealed that more members of the cooperative were female, had an average age of 40 years and 40 percent had completed a bachelor level of education. Their membership period was 4-6 years and they possessed 2,501-5,000 shares. Their primary objective of membership was monthly savings (88.00 percent), followed by obtaining loans (47.50 percent); 78.50 percent of the members obtained ordinary loans. More of the members (29.50 percent) had special savings accounts than ordinary savings accounts while 52.00 percent had no account at all. The members' attitudes towards the cooperative's operation was 3.61.

The problems and limitations of the cooperative's operation were shortages of working capital, loan management, circulating capital management, and public relations.

To improve the cooperative's operation, the following recommendations were made by the researcher: the cooperative should increase its capital by encouraging the members to buy more shares ; deposit services should be better provided; the cooperative's expenditures should be decreased; and public relations work should be conducted continuously.