

Title	The Approach to Strengthening Business Management to Farmers who Plant Rubber Dansai District, Loei
Author	Miss Piriya Lekploy
Degree of	Master of Business Administration in Business Administration
Advisory Committee Chairperson	Dr. Piyawan Siriprasedsin

ABSTRACT

The objectives of this study were to explore: 1) managerial administration of rubber farmers in Dan Sai district, Loei province; 2) business environmental condition of the farmers; and 3) approaches on business strengthening of the rubber farmers. Data were collected from 70 rubbers in Dan Sai district, Loei province.

Findings showed that the rubber farmers had the ability on their managerial administration at a moderate level in terms of production. The factor having a highest average mean score was the application of modern technology whereas a lowest average mean score was production knowledge. The rubber farmers had the ability on marketing at a moderate level. The factor having a highest average mean score was yield quality whereas a lowest average mean score was reasonable price. The rubber farmers had a low level of financial capability. The factor having a highest average mean score was circulating capital whereas account preparation was found to have a lowest average mean score. The rubber farmers had a moderate level of personnel management. The factor having a highest average mean score was task responsibility whereas operational skill was found to have a lowest average mean score.

As a whole, there was a moderate level of the importance in the business environmental condition. However, it was found that the economic factor was found at a high level. The factor having a highest average mean score was the country's falling economy whereas the economic expansion of Dan Sai district was found to have a lowest average mean score. As a whole, the politic factor was found at a high level. The factor having a highest average mean score was political stability whereas a government agency relationship was found

with an average maximum of Dan Sai district in the electrical and plumbing systems. Factor, with an average minimum of local natural resources.

Suggestions for management. Production should be introduced modern technology. Are trained to educate. To increase occupational skills. Business development and marketing of rubber farmers, government support to increase the perception that access to most farmers. In particular, any movement of rubber prices should be aware of all hours reported by the farmers through various media should promote financial advice, bookkeeping training to farmers. Also be a information to manage the business effectively to rubber. Labor and personnel should receive training. And knowledgeable advice about producing accurate.