

Neungruethai Intiraworanon 2011: The Anticipation of Cooperatives toward the Role of the Cooperative Promotion Officer for Promoting Cooperative Case Study: General Inspection Area 4.th Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperative.
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This study has the objective to assess the anticipation of cooperatives toward the role of the cooperative promotion officer and to analyze the suitable role of cooperative promotion officers as to affair consistency with the anticipation of cooperatives. The present study aimed to assess the functions and performance of the General Inspection Area 4th in Cooperative Promotion Department of Kanchanaburi Nakhon Pathom Ratchaburi and Suphanburi which include the cooperatives area.

The research applied the questionnaires and in-depth interviews to investigate the perceptions of the samples. The sample size was 90 individuals to whom questionnaires were given to survey to expectations toward the role of cooperatives promotion officer. Interviews with 16 cooperative promotion officers to survey the roles of cooperative promotion officers in the work operation on cooperative promotion were performed.

The results of the research revealed that the type and size of cooperative influence the diverse anticipations of the cooperatives. The anticipation of cooperatives was compared with the work operation of the cooperative promotion officers and divided into three types as follows: The first type is the anticipation of cooperatives and the operations of the cooperative promotion officer in regard the publication, establishment of cooperative, business operation, business inspection and the role in the provision of the consultation and coordination with the various work units. The second type includes operations performed by the cooperative promotion officer but which are not anticipated by the cooperatives. These included functions in regard the business operation, business inspection, consultation and coordination with the various work units. The third type includes functions anticipated by the cooperative but not rendered by the cooperative promotion officer. These functions under which are not in the power of the cooperative promotion officer to perform such as the representation of cooperatives in legal issues, the application of studies cooperative as compulsory a course in the educational institutions, the promotion for cooperative to maintain freedom from the government system and the training on rules and regulation to cooperative officer and new members in during cooperative operations. The results can be used to define government policy to develop functions of the cooperative promotion officer to be consistent with the suitability as to attain a sufficient level of quality of the work of the cooperative promotion officer.

Student's signature

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