

MANAGEMENT OF COMMUNITY ENTERPRISE NETWORKS IN THE UPPER NORTHERN REGION 2

Ratima Khamphoosiri^{*}, Koblap Areesrisom^{}, Krittapol Thongdonpum^{***}**

*Department of Management and Resource Development,
Faculty of Agricultural Production, Mae Jo University*

Introduction

Statement and Significance of the Problem

According to the 13th National Economic and Social Development Plan in the dimension of economic and social opportunity and equality Pin number 7 has defined that Thailand has small and medium-sized enterprises that are strong, have high potential, and can be competitive. Currently, Thailand pays attention to increase the potential of the community and use its strengths. cultural way of life and local wisdom. This is one approach of integrated development that focuses on strengthening communities to be self-reliant and is consistent with changes in economy and society. Along with being able to maintain resources nature and their local environment with the aim of preserving local wisdom and can connect with community organizations into a network of community products. It is one way to create prosperity for the community by producing or managing locally available resources to become a quality product with distinctive features, selling point. And conform to culture local identity to generate income and self-sufficiency of families, communities and between communities which the government has promoted community enterprise for the community to be strengthened the economy is self-reliant. Empowerments compete in a balanced market is an important choice in occupation especially the rural mix production in agriculture commercial sector industry and the service sector. With links between community and local products and apply knowledge to produce and transmit to society as well as to develop sustainability of community enterprise and to create balance in life. The community can manage knowledge within the community, including learning, which is the heart of community enterprise development. Because learning will allow the community to realize their own potential. Discover the capital available in the community. Bring benefits to life well-being of people in the community change paradigms and positive attitudes towards life and society. The government has a policy to operate Promote and support local development processes to build communities. strong, developing knowledge and local wisdom. It is the basis and immunity for economic development. sustainable community by using the community enterprise process from

Basic economic development or stable economic foundation of the country due to the community economy is an important mechanism for development. economy and society of the country. The community enterprise is a form of development. Clear and concrete foundational economy when community organizations develop systematic community enterprise activities will lead to learning. To develop community enterprises of the community by the community for the community solve weaknesses, strengthen strengths for the community to take advantage of resource and social capital efficiently and sustainably. Create a learning process and system Developing for the self-reliance of an inclusive community management in all aspects to have a management system, production, processing ,marketing, environmental conservation welfare communities, etc. Community enterprises developed from the local potential base or "community capital", which includes capital, labor, culture, local wisdom, museum, land, water resources, biodiversity terrain climate Its main goal is to enhance the community economy and improve the quality of life at the individual, family, and community levels. towards economic and social development Restoring and preserving natural resources and the environment

Preserve and value local culture and wisdom or can be said to be an integrated community development.

Encouraging communities to establish community enterprises It is one way to help rural communities to adapt. dependence on factors from outside the community self-reliance within the community by relying on own capital and capital of communities that have Community enterprise development is necessary. There must be good management, there is a development model that Appropriate in accordance with the way of life of the community based on the economy. Sufficient to be managed in the middle way. Keep pace with the world of globalization with moderation. Reasons include the need for good immunity against The effects of changes both externally and internally, requiring knowledge diligence and Extreme caution in bringing used in academic planning and implementing take every step to ensure that develop into strength and self-reliance Sustainable when a strong community enterprise makes the community self-reliant Success and sustainability in modern times require Relying on the network for operations and activities to have continuity and potential in order to build strength and develop into a business unit that can fully benefit the community. It also helps create jobs and income for the local community. The ASEAN Community in 2015 is therefore an opportunity. and important future trade channels of enterprises community in exporting to neighboring countries.

The researcher is therefore interested in studying the development of community enterprise networks. to increase the potential competition and the development of community enterprise networks to have continued strength and sustainability.

Research question

1. What is the context of community enterprises in the upper northern region 2?
2. What should be the form of community enterprise networks in the upper northern region 2?
3. There are guidelines for network development. community enterprises in the upper northern region of Thailand 2

Research Objectives

1. To study the context of community enterprises in the Northern region 2
2. To study the community enterprise network model in the Northern region 2
3. To study network development guidelines community enterprises in the northern region

Research hypothesis

1. Personal factors socioeconomic factors and environmental factors has a relationship with operations of the Northern Chiang Mai Community Enterprise Network under the concept of sustainable development.
2. Management of community enterprise networks and the analysis of problems and obstacles will lead to the performance of the community enterprise network.

Scope of the study

population scope

This research is a qualitative research collecting data from key informants. in-depth interview group chat research tools The tools used for data collection were in-depth interviews. and focus group discussion issues, data collection The scope of the study is 7 community enterprises in the upper northern region 2 that received the Outstanding Enterprise Award 2022, namely:

Community Enterprise of Kam Fai Silk Weaving Group, Muang Phrae District, Phrae Province

Ban Mae Lan Nuea Products and Handicrafts Community Enterprise, Long District, Phrae Province

Community Enterprise Food Preservation Group, Wang Chin District, Phrae Province

Community Enterprise of Nan Rice and Fruit Processing Group, Na Muen District, Nan Province

Ban Kluang Tai Weaving Group Community Enterprise, Chiang Khong District, Chiang Rai Province

Community enterprise of buffalo raising group, Muang Kham Subdistrict, Phan District, Chiang Rai Province

Ban Khun Lao Organic Coffee Group Community Enterprise Wiang Pa Pao District, Chiang Rai Province

1. Key informants Conduct an in-depth interview (In-depth- interview) is an interview. Structured and unstructured include Director General Department of Agricultural Extension Governors of Chiang Rai, Phrae and Nan Provinces, or representatives, representatives of community enterprise presidents, totaling 5 people

2. Conduct a group discussion (Focus Group), the chairman of the community enterprise and the board of directors, 3 people per enterprise, and members who represent members who are ready to provide information on each enterprise, 5 people, and 3 agricultural extension officers, totaling 59 people.

Content Scope The research has defined the content scope of the successful management of community enterprise networks in the northern region. considering the socio-economic factors contains variables Types of community enterprises Average annual income Sources of funds Product distribution channels Characteristics of the community enterprise network establishment, period of joining as a member of the community enterprise network Channels for obtaining information about community enterprise networks and the number of times to contact officials about community enterprise networks and environmental factors contains variables the number of times receiving assistance from agricultural extension workers; the closeness of community enterprise network members; and participation in the operation of community enterprise networks The three groups of independent variables mentioned above. This affects the operation of the sustainable community enterprise network in 3 aspects: social, economic and

Term Scope Implementation period between March 2023-March 2024

Significance of the study

1. An information system has been established to manage local career development in a thorough, balanced manner. Equilibrium according to potential (wisdom, local raw materials)

2. A self-reliant marketing system management model was formed.

3. The production process standard management model (GHP/GMP) and development Product quality standards

4. Lessons learned from the study of community enterprises in the northern region on the issue of origin Organization, Group Management, Product Standard Development, Packaging and Marketing

5. Formation of organization, management, capacity enhancement, cooperation for Developing a comprehensive community enterprise group

Definition of term

Community enterprise network means community enterprises that come together with the objective of doing business. one of the activities for the benefit of the operation of a community enterprise

Personal factors, socio-economic factors and environmental factors refer to basic information of members. community enterprise network by dividing the issues related to the community enterprises of the members of the network in all 3 aspects by individual parts, such as gender, age, etc., and socio-economic parts, such as types of community enterprises, characteristics establishment of a network of community enterprises, etc. The environment, such as the number of times received assistance from researchers promote agriculture the closeness of community enterprise network members, etc.

Management of community enterprise networks means management according to the goals. and the purpose of establishing a community enterprise network by the network management committee organization of issues in terms of structure Planning Participation knowledge exchange communication, marketing and benefits Sustainable development means development that meets the needs of people today. without reducing or limiting the opportunity or ability to meet the needs of the next generation by Divided into 5 aspects: Environmental Sustainability (Environmental Sustainability), Sustainable Economy (Economic Sustainability), Sustainable Culture (Cultural Sustainability), Sustainable Society (Social Sustainability) and Sustainable Politics (Political Sustainability) as a guideline and operating model of community enterprise network Therefore, there must be A study of the operation model of community enterprise networks Chiang Mai Province for the management of community enterprise networks means management in terms of structure. planning, having Participate in the exchange of knowledge communication, marketing, and benefits by under the framework of the concept of sustainable development in all 3 areas: sustainable environment sustainable economy society.

Theoretical concepts used in research.

1. Concept of community enterprise
2. network concepts _
3. Management theory
4. The concept of sustainable development

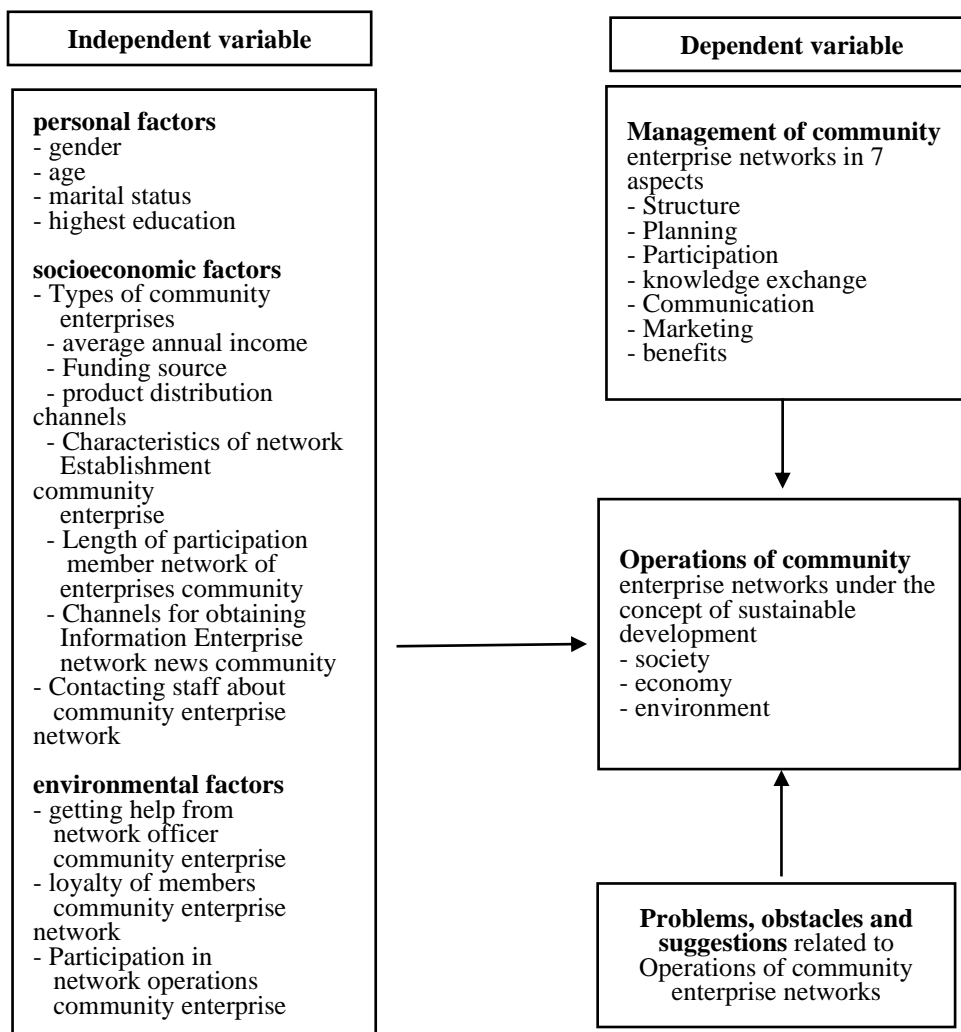
this research the main objective was to study the operational model of the community enterprise network in the northern region. Three groups of independent variables were studied: 1) personal factors; It included gender, age, marital status, and education. highest 2) socio-economic factors consist of variable Types of community enterprises average annual income Sources of funds Product distribution channels Characteristics of community enterprise network establishment Time period Joining as a member of the community enterprise network Channels for obtaining news and information from enterprise networks community and the number of times to contact officials about community enterprise networks; and 3) environmental factors. contains variables Number of times receiving assistance from agricultural extension workers of community enterprise network members and participation in the operation of community enterprise networks The three groups of independent variables mentioned above. The researcher expects that this may affect the Implementation of sustainable community enterprise networks in 3 aspects: social, economic, and environment and management issues community enterprise network Enterprise network management in 7 areas: planning structure Participation knowledge exchange Communication Marketing and benefits by gathering ideas Past experience and performance from the pre-establishment stage to the network expansion stage The researcher wants to study the problem. Obstacles arising from the operation of community enterprise networks and leading to brainstorming to guide

suggestions for the development of community enterprise networks. under the concept of sustainable development in summary, the research conceptual framework is shown in the picture.

Theoretical concepts used in research

1. The concept of community economy theory
2. The concept of community enterprise theory
3. Theoretical concepts of community enterprise network management
4. Theoretical concepts about competitiveness
5. Theoretical concepts of social networks
6. Theoretical concepts of development management
7. Participatory theoretical concepts
8. The concept of community marketing theory
9. The concept of perception theory
10. The concept of demographics
11. The 13th Economic and Social Development Plan (2023-2027)
12. Related Research
13. Conceptual Framework

Conceptual Framework



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