

Title : Factors Affecting the Success of Community Business Operation
in Maha Sarakham Province

Author : Saowalak Kosonkittiumporn

Faculty : Management of Science

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Abstract

The objectives of the research were analyze factors affecting the success of community business operation in Maha Sarakham Province. The sample subjects were 132 members of community business groups from 13 districts in Maha Sarakham province. The data were collected by using a questionnaire, and were analyzed by the computer program. The research statistics used were structural equation model then analyzed by LISREL programs and Pearson correlation.

The research results showed the causal factors ranking from high to low path coefficient were as follows : leadership (.434), marketing management (.308), financial and capital management (.197) significantly affected the community business operation at the .05 level accordance with LISREL analysis and Pearson correlation.