

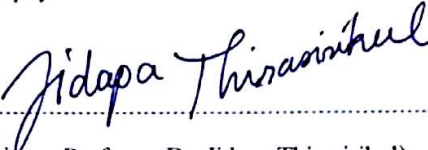
Abstract


Title : Effective Management of Social Enterprises in Organic Food Industry in Thailand

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Major : Management

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The objectives of this qualitative research were to 1) understand the current factors that enabled social enterprises (SE) in organic food to effectively manage their business 2) identify common characteristics that which enables organic food social enterprises to successfully manage their business 3) provide recommendation for policy setting and management of SE organic food promotion in Thailand. Six example cases of organic food social enterprises in Thailand were selected. These SEs were certified by an accredited governing body. The studied SEs were 1) Suan Nguen Mee Ma Ltd. 2) Khaokho Talaypu Ltd. 3) Green Net Cooperative 4) Chao Phraya Abhaibhubate Hospital 5) Farmer School of Khao-Khwan Foundation 6) Baannavilit. In-depth interviews were conducted during this research along with focus groups studies and personal observation. Key informants comprised of 4 main groups which were SE operators, academic experts, related government administrations, and stakeholders. Five dimensions of effective management of SE Organic foods were 1) Effectiveness 2) Leadership skills 3) Corporate culture 4) Stakeholders management 5) Governmental Policy

Findings from the study of common characteristics concluded that 1) management effectiveness comprised of SE's ability to manage social and environmental issues, ability to influence social change, enabling producers and farmers to be self sufficient, and the ability to

