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## Abstract

**Title** : An Efficiency Management Prototype of Independent Organizations for  
the Consumer Protection in Thailand

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The aim of this research on “An Efficiency Management Prototype of Independent Organizations for the Consumer Protection in Thailand” was based on the study of the factors affecting the establishment of independent organizations for the consumer protection in Thailand. There were nine factors and comprised of organizational structure, acquisition of committee, leadership, staffs, authority, management, budget, acknowledge and consumer participation. The factors were specified to be prototype, guideline, duty, machinery and method for organizational management.

Research methodology was based on qualitative research. The methodology focused on interviewing and focus group. The 28 samples of interviewing were composed of consumers, business owners, governmental officers, academic and university teachers. The focus group contained 11 people. As a result, the data toward management factor was finally evaluated. The

interviewing data concerning theories and academic experts, consumer protecting experts were selected and yet analyzed under effective management factors of independent organizations for the consumer protection.

Finally, the research was found that the samples agreed to establish independent organizations for the consumer protection by all factors in the research. The most essential factor regarding management was due to organizational structure, acquisition of committee, and authority respectively. The external factors were the knowledge of consumer protection right, followed by consumer participation.

The result of this research indicated that the prototype of management of independent organizations for the consumer protection must concern with all factors in order to assist to effective management, supporting and development of consumer protection in Thailand. The independent organizations for the consumer protection must also truly protect interest and right of consumers.