

Jaimanus Ploydee : Factors effecting the success and failure of community business in comparison of macro and micro levels (Khamkheankaew district, Yasothorn and Lanska district, Nakhorn Si Thammarat)

To study factors that effect to the success or failure from community business in comparative macro and micro cases. The case study is composed of questionnaire 63 households divided into Khumkeankaew district, Yasothorn 20 households and Lanska district, Nakornsritammarat 43 households. And interview community's leaders. The important factors that effect the success or failure from community business are leadership factor, membership factor, external interaction factor and financial factor. The essential of community business are self-dependent and participation of. With regard to failure case the author has found that Financial factor is the most important factor that caused to the community business meets the problems. While successfulness case can assemble capital by rural people and the trend of participation by rural people is increasing