

งานค้นคว้า/วิจัยธุรกิจชุมชนที่เป็นการศึกษาสถานภาพ/ศักยภาพของธุรกิจชุมชน เป็นการศึกษาค้นคว้าที่ครอบคลุมทั้งการผลิตว่าผลิตอะไร ผลิตอย่างไร และใครคือลูกค้า จะขายใคร อย่างไร อีกทั้งยังเป็นการอนุรักษ์มรดกทางวัฒนธรรมที่กำลังจะสูญหายให้คงอยู่สืบไปอีกด้วย พื้นที่ศึกษาค้นคว้าครอบคลุมถึง 50 อำเภอ ใน 18 จังหวัดในภาคตะวันออกเฉียงเหนือ กล่าวคือยังไม่มีการศึกษาในพื้นที่จังหวัดขอนแก่นเท่านั้น

ABSTRACT

Paper reviews and literacy investigations of "community based business" research issues that had completely done by the Khon Kaen University (KKU) academia over a decade during 1993 -2004 found 15 items. The study is aiming to point out how much efforts of the KKU that emphasizing in this area of intelligence which is important to support the community development by its expertise. Moreover, geographical mapping has been drawn as a synthesizing output of the review and also concluded some recommendations of the reviewer for a further on supports on community based business R&D. This could be categorized into 4 different kinds of the studies of the review items. There are 7 items about cooperatives' business, 4 items in database and information, one item on community based entrepreneurialships empowerment by action research, and the rest of 4 items are about the status studies.

The research about cooperatives' business concerns about business profile analysis to recommend on how to improve the business competition efficiently and enabling the more understanding of the managerial sectors on their cooperatives members' complaints. This category covers the areas of studies around 23 districts in 12 provinces of the Northeast Thailand region. The following category in data base can be found both electronic and hard copy information. Most of the information are concerning on type of the micro-entrepreneurialships, address, products and other specific information. This kind of the study is quite sophisticated and covers all 19 provinces in this region. Foremost out standing study is community based entrepreneurialships empowerment. The academics had been implicated running the action research together with the government agency's scheme to uplift the capability of community based group to be sound micro-entrepreneurs in 18 districts of 11 provinces in the Northeast region. Finally, the status studies cover 50 districts in 18 provinces except Khon Kaen province. The studies focus on products, production process, marketing, and partly related to local wisdom and cultural conservation.