

Thesis Title Learning in Self-Employment in Chiang Mai City
Author Mrs.Sarin Sophawan
Degree Master of Education (Nonformal Education)
Thesis Advisor Assoc.Prof.Dr.Chukiat Leesuwana

ABSTRACT

The objectives of this research, namely, Learning in Self-employment in Chiang Mai City, were to study the learning contents of the self-employment individuals in Chiang Mai city; and the mechanics, conditions and factors relating to their self-employment learning. The researcher collected data from 10 self-employment individuals, by using observations and interviews. The collected data were, then, checked for their completion, analyzed and presented descriptively in line with the conceptual framework of the research.

The findings of this research were as follows:

The learning contents of the individuals' self-employment consisted of the merchandise selection for selling, selling the selected goods in the markets, contacting the goods selling sources, selection of goods selling locations, and money allocation for their self-employment.

The related mechanics relating to the self-employment learning consisted of the individuals' families, cousins, neighbors, friends at the same work places, career peers, and employees.

The conditions and factors relating to the self-employment of the selected individuals as the cases of this research were the recognitions of their strengths and weaknesses in the decision for career selection mostly appropriately through their rational thinking and problem solving processes. They might have some people to guide or facilitate them to learn about the self-employment with psychological supports, advices, learning source guidance, creative thinking and self-awareness including social awareness at large.

Moreover, other conditions and factors were concerned with the identification of income generating channels and profit making based on some investment capitals that could help the individuals to earn their own businesses.