

<b>THESIS TITLE</b>	THE NEW PARADIGM MANAGEMENT MODEL OF THE AGRICULTURAL PRODUCTS OF PUBLIC WAREHOUSE ORGANIZATION (PWO)
<b>KEYWORDS</b>	NEW PARADIGM MANAGEMENT/AGRICULTURAL PRODUCTS/PUBLIC WAREHOUSE ORGANIZATION
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### **ABSTRACT**

The objective of the research is to create a Model of New Paradigm Comprehensive Management of Agricultural Products of Public Warehouse Organization (PWO). Research methodology are quantitative research and qualitative research consisting of documentary research; in-depth interviews; and hearing. The model's management of agricultural products of the Socialist Republic of Vietnam; India; and Thai private sectors to be a guideline of analysis.

The research found out that there are 3 compositions of New Paradigm Management, a comprehensive management of Agricultural Products which are Part 1 Research and Development; Production and Increasing Productivity; Development Quality of Product; Analysis of Cost and Production Process; Analysis of Production on Season. Part 2 Storage; Product Processing and Value-added of Agricultural Products; Transportation of Agricultural Products. Part 3 Development of Agricultural Product Market System and Development Production; Market Distribution to Domestic and International. The Public Warehouse Organization must adopt this Comprehensive Management of Agricultural Products for implementation.

Research recommended to amend the Royal Decree establishing the Public Warehouse Organization for the implementation of the New Paradigm Comprehensive Management of Agricultural Products Model. Further research recommended to be "Law on the Designation of Agricultural Zoning".