

TITLE	THE IMPLEMENTATION OF POLICY SUPPORTING THAI GEMS AND JEWELRY INDUSTRY
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ABSTRACT

This research has the following objectives to study to synthesize government policies towards the support of Thai gem and jewelry business. To study on the implementation of policies to support Thai gem and jewelry industry, study guideline for management policies supporting Thai gems and jewelry industry, and assess the feasibility and policy implications of adopting industrial business support policies for Thai gems and jewelry to perform. The study population is the Thai Gem and Jewelry Industry by using a mixture model to synthesize government policies by studying the documents of NGOs or related government agencies and study the implementation of the policy. Policy management approach assess the feasibility and feedback Policy by In-Depth Interview from jewelers and gemstones exporters group. Defining and Policy Users (Ministry of Commerce) Gem Industry Export Executives Management Group, Gem and Jewelry Export Company A group of gem exporters a total of 25 questionnaires were used. Three interviews were used as a tool to collect data to study the recognition and implementation of government policies towards the Thai gem and jewelry business by sampling the gems and jewelry industry in Thailand A sample of 250 companies that the sample size was calculated by Thomson (SK 2002) sample size at 90% confidence level. The error (e) was 0.05. The CV coefficient was used to collect data. Five levels of evaluation questionnaire with content validity equal to 1.00.

and the structural reliability of the whole with an alpha coefficient of 0.989. The statistics used in qualitative data analysis are policy synthesis and content analysis statistics used in quantitative data analysis with an arithmetic mean percentage standard deviation one-way analysis of variance. The results are summarized as followings :

The research found that Government policies on supporting gems and jewelry business can be classified into 6 categories as follows: (1) Human Resources Development (2) Market Development (3) Production Development (4) Finance (5) The Rule Adaptation (6) Researching & Development. Industrial business organizations have adopted a policy to support the Thai jewelry and jewelry industry by assessing 1) the performance of the organization, 2) leadership and cooperation, 3) politics and external environment management, and 4) control planning. Enterprise Competency Organization Leadership and cooperation. Politics and external environment management and control planning are at a moderate level. The organization has government policies in support of the Thai gem and jewelry industry. The basic concept of TQM (Total Quality Management) in 6 areas: Quality training Daily Management (Cross Functional Management) Policy Management The organization has small group activities and diagnostics in the medium level. Feasibility Assessment and Policy Recommendations on implementing policies to support the Thai Gem and Jewelry Industry The main implementation of the PDCA is to evaluate government policies to support the Thai gems and jewelry industry in six areas : Human Resources Development, Market Development, Financial Development, Regulation and Researching & Development. Every aspect has a very high level of policy, but most of them are being done in large companies. The study found that the level of perception of entrepreneurs towards the overall governmental policy in support of the gems and jewelry industry in all aspects was moderate in all six aspects: Human Resources Development. Market Development, Financial Development, Regulation and Researching & Development. The mean level of policy was moderate in all aspects. The highest average is Market Development. Secondly, Human Resource Development has the lowest average of finance and education. The level of support for the Thai gem and jewelry industry in the organization is moderate. The highest average is Leadership and cooperation in a very high level. The second is the control plan. On a very level as well. The lowest average was the performance of the organization in moderately.

The results of a comparative study on the level of public policy perception in support of the Thai gem and jewelry industry, according to the company profile, were statistically significant at the 0.05 significant level between the Company's category. Company's age, registered capital,

average monthly income, number of personnel, and most qualifications of personnel and comparative study results. The level of policy implementation to support the gem business industry and Thai jewelry to follow the company profile. It was found that the difference was statistically significant at 0.05 level between the type of company, Company's age, registered capital, average monthly income, number of personnel, and most qualifications of personnel.