

A Study in Key Success Factors on How to Operate and Manage Credit Department of Farmers' Associations in Taiwan by

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ABSTRACT

The key success factors are derived from journal papers and professional opinions. I cite the key successful factors which are about how to run a Credit Department of Farmers' Associations, and try to evaluate the importance of those factors by interviewing with professionals. There are seven key hierarchy layers, and 30 factors in my study. By using FAHP method, I design polls according to hierarchy layers model and send those polls to interviewer. Among country-wide Credit Department of Farmers' Associations, I choose the good performance associations to find out the most important key success factors. There are seven key hierarchy layers in my study. The most important is "operation management layer", which weight 0.170. The next in orders are "service quality management layer" 0.159, "Information management layer" 0.151, "finance management layer" 0.144, "risk management layer" 0.136, "human resource management layer" 0.124, and "administration management layer" 0.116. Besides, in my study, I establish a decision-making model on running and operating those associations for the reference to manage associations, improve the financial statement, and for government to manage and policy-making. Key Words : Key Success Factors, Credit Department of Farmers' Associations, Analytical Hierarchical Process, Fuzzy Analytical Hierarchical Process

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