

ANALYSIS OF THE FACTORS OF FARMERS' PARTICIPATION IN THE MANAGEMENT OF COOPERATIVES IN FINLAND

by

Liu Yu Xiang

**Department of Travel and Exhibition Management, Henan University of Finance
and Economics, Zhengzhou city, Henan province, China**

and

John Sumelius

Department of Economics and Management, University of Helsinki, Finland

Journal of Rural Cooperation, 38(2), 2010:134-155

Abstract

Management of farmer-owned cooperatives cannot be successful without the participation of the members. If the managers of a cooperative are ignorant of the members' opinion, the whole organization could collapse. This study takes a people-centered perspective and, instead of focusing on the system and economic factors, makes a detailed analysis of the factors that determine the participation of the members in the management of their cooperative. Study data were obtained from a questionnaire completed by 200 members of a Finnish dairy cooperative. The factors analyzed represent the degree to which the members are committed to the management of their cooperative. The evaluation of institutional efficiency by the members and the education received by the members are also factors that affect members' participation. The attitude and opinions of the members can influence their conduct and willingness to participate. These can also affect the enthusiasm and commitment of members.

Keywords: cooperative management, members, motivation, willingness, behavior, management, organizational form, dairy cooperative