**Title** : **Financial Management Innovation of a Dairy Cow Farm**

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**ABSTRACT**

Financial Management Innovation of a Dairy Cow Farm was qualitative research. The objectives of this research were: to study the fundamentals of financial data recording, problems, barrier, and financial database requirements of dairy farmers in Maha-sarakham province consist of accounting system, financial reporting system, financial analysis system, dairy database, and raw milk production database. Sampling Group of informants consisted of 10 farms, were volunteers as a co-researcher by Interview method, focus group discussion, and participatory action. Searching for the fundamentals of financial data recording, problems, barrier and financial database requirements of dairy farmers. To apply for study on dairy farming accounting system, dairy information system and raw milk production system.

The research findings were: dairy farmers in Maha-sarakham province had the fundamentals of accounting data recording by hand in the account book to approach the standard dairy farm and to get more rights to raw milk sales, but not all accounts were recorded. Because of the lack of personnel, time, and ignorance in the principle of recording but dairy farmers interested in the accounting records system. For convenience, fast, and accurate data retention to use this information for making decisions about the production and distribution of milk to be more effective from the economic, environmental, and weather conditions were uncertain.

**Keywords: Innovation, Financial management, Dairy Cow Farm**