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THE ROLE OF CHINESENESS IN BUSINESS MANAGEMENT IN
THAILAND: A CASE STUDY OF SOPHONPANICH FAMILY

Miss Cao Jing

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts Programs in Southeast Asian Studies

Graduate School

Chulalongkorn University

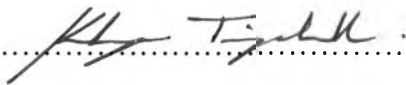
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Thailand has a long history of ethnic Chinese immigration and these ethnic Chinese people represent a very important and vibrant ethnic minority in the nation-building process of Thailand. Their economic wealth, which is disproportionate to their percentage of the national population, is always explained by their Chinese way of doing business. Their family orientation, risk-taking inclination, perseverance, frugality, diligence and Confucian codes of behavior embedded in ethnic Chinese mentality provided them with competitive advantage over local and foreign businessmen in some cases.

This thesis examines the Chineseness in business management in some successful ethnic Chinese enterprises in Thailand by focusing on Sophonpanich family. By analyzing their business practices, the study finds that Chineseness has played an important role in Chin Sophonpanich's time. With the increase of western influence, the role of Chineseness in business management reduced gradually, but some characteristics are retained. The most obvious point is that building and using the networks continues and has been passed on from generation to generation.

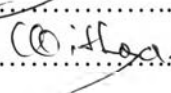
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TABLE OF CONTENTS

	Page
Abstract (Thai)	iv
Abstract (English)	v
Acknowledgements	vi
Table of Contents	vii
Chapter I Introduction	1
1.1 The Reason of Choosing This Topic.....	1
1.2 Related Research Works.....	1
1.3 Objectives of the Study.....	3
1.4 Reason of Choosing a Case Study.....	3
1.5 Methodology and Approach.....	4
1.6 Literature Reviews.....	6
1.7 Keywords.....	10
Chapter II Chineseness and Chinese Society in Thailand	13
2.1 Introduction.....	13
2.2 Chinese History and Civilization.....	13
2.3 Chinese Philosophy and Religions.....	16
2.3.1 Confucianism in China.....	18
2.3.2 Taoism in China.....	24
2.3.3 Buddhism in China.....	29
2.3.4 Interrelations between Confucianism, Taoism and Buddhism and Their Influences in China.....	34
2.4 Chinese Traditional Culture and Social Rules.....	36
2.4.1 Clan and Clay System in China.....	36
2.4.2 Networks and <i>Guanxi</i> in China.....	39

	Page
Chapter III Chinese Society in Thailand.....	40
3.1 Introduction.....	40
3.2 History of Chinese Immigration in Thailand.....	40
3.2.1 Chinese Immigration History Prior to 1800.....	41
3.2.2 Chinese Immigration History to 1917.....	45
3.2.3 The Climax and End of Mass Immigration of Chinese.....	48
3.3 Overseas Chinese Business in Thailand.....	50
3.3.1 Oversea Chinese Business Activities in the Late 19 th Century...51	
3.3.2 Oversea Chinese Business Activities since 1932 to World War II.....	55
3.3.3 Oversea Chinese Business Activities in Postwar Years.....	59
3.3.4 Oversea Chinese Business Activities during 1960s-1980s.....	61
3.3.5 Oversea Chinese Business Activities in Thailand's Boom Years.....	62
3.4 Overseas Chinese Business Tycoons in Thai Economic Society.....	63
3.4.1 Lamsam Family.....	63
3.4.2 Tejapaibul Family.....	65
3.4.3 Pornprapha Family.....	67
3.4.4 Chirathivat Family.....	68
3.5 Conclusion.....	71
 Chapter IV History and Background of Sophonpanich Family.....	 74
4.1 Introduction.....	74
4.2 Chin Sophonpanich: The Founder of Bangkok Bank.....	74
4.3 Chatri Sophonpanich: New Bloods Carry on a New Era of Bangkok Bank.....	85
4.4 Chartsiri Sophonpanich: The Torch Passed from Generation to	

	Page
Generation.....	89
Chapter V The Role of Chineseness in Business Management in Thailand:	
Case Study of Sophonpanich Family.....	95
5.1 Introduction.....	95
5.2 Diligence and Hardworking.....	96
5.3 Customer Satisfaction.....	98
5.4 Trust the Subordinate.....	100
5.5 Recruiting Talent.....	102
5.6 Flexibility.....	104
5.7 Building and Using the Networks and <i>Guanxi</i>	105
5.7.1 Locality/ Dialect.....	106
5.7.2 Clan.....	107
5.7.3 Kinship.....	108
5.7.4 Trade Associations/ Guild grouping.....	108
5.7.5 Friendship/ Trust grouping.....	109
5.8 Strength and Weakness.....	113
5.9 The Chineseness of Sophonpanich Family at the Present Time.....	115
5.9.1 Bangkok Bank's Survival from Economic Crisis 1997.....	115
5.9.2 New Generations.....	118
5.10 Conclusion.....	121
Chapter VI Conclusion.....	122
References.....	126
Biography.....	132

LIST OF TABLES

	Page
Table 1. Chinese Historical Dynasties.....	14
Table 2. Bases for Chinese Networks.....	39
Table 3. Some Major Overseas Chinese Business in Thailand.....	70
Table 4. The Sophonpanich Empire Main Operating Companies.....	93

LIST OF FIGURES

	Page
Figure 1. Open Systems Model.....	5
Figure 2. Influence of Culture on Behavior.....	7
Figure 3. Circular Yin Yang Figure.....	28