

Abstract

This thesis is the study of changes and persistences in the patterns of chinese business managements and identities. The objective is to present the unique development in chinese business managements throughout their recent economic history in Thailand. In order to understand "chinese business organizations"; the chinese cultural perspectives should be seriously considered, since doing business (for the chinese) has always been a way of life. Through a certain extent, "family system" has become the blue-print of many chinese business organizations. The study here focuses on Wanglee's family business and Chokwattana's family business.

The Wanglee's family business can be classified into 2 fraction, the original Wanglee's business and the extended Bulphol group. Both of them are unique in business identities. The original Wanglee's business imitates the chinese "family" ideology in both senses of patrilineal and patriarchy. On the other hand, the extended Bulphol group are more matrilineal in the way of doing business. On the Chokwattana side, their business are divided into various lines of extensive interests. These are under the control of the male and female offsprings as well as loyalist professionals. It is thus the case, the Chokwattana business can be seen as more functional and professional oriented despite its chinese image. Patriarchy and seniority are not the major concern of this group.

Under the changing circumstances of social, economic and political development of Thailand, both families try their best to maintain the chinese family ideology although adaptation in business managements is the main factor for their survivals and business expansions.