

RESPONSIBLE BUSINESS CONDUCT in THAILAND

Dr. Pipat Yodprudtikan

Thaipat Institute

2-3 NOVEMBER 2009
UNITED NATIONS CONFERENCE CENTRE
BANGKOK, THAILAND

Almost all research studies conducted by international agencies have concluded that the CSR in Thailand mostly involves donations and community volunteering.

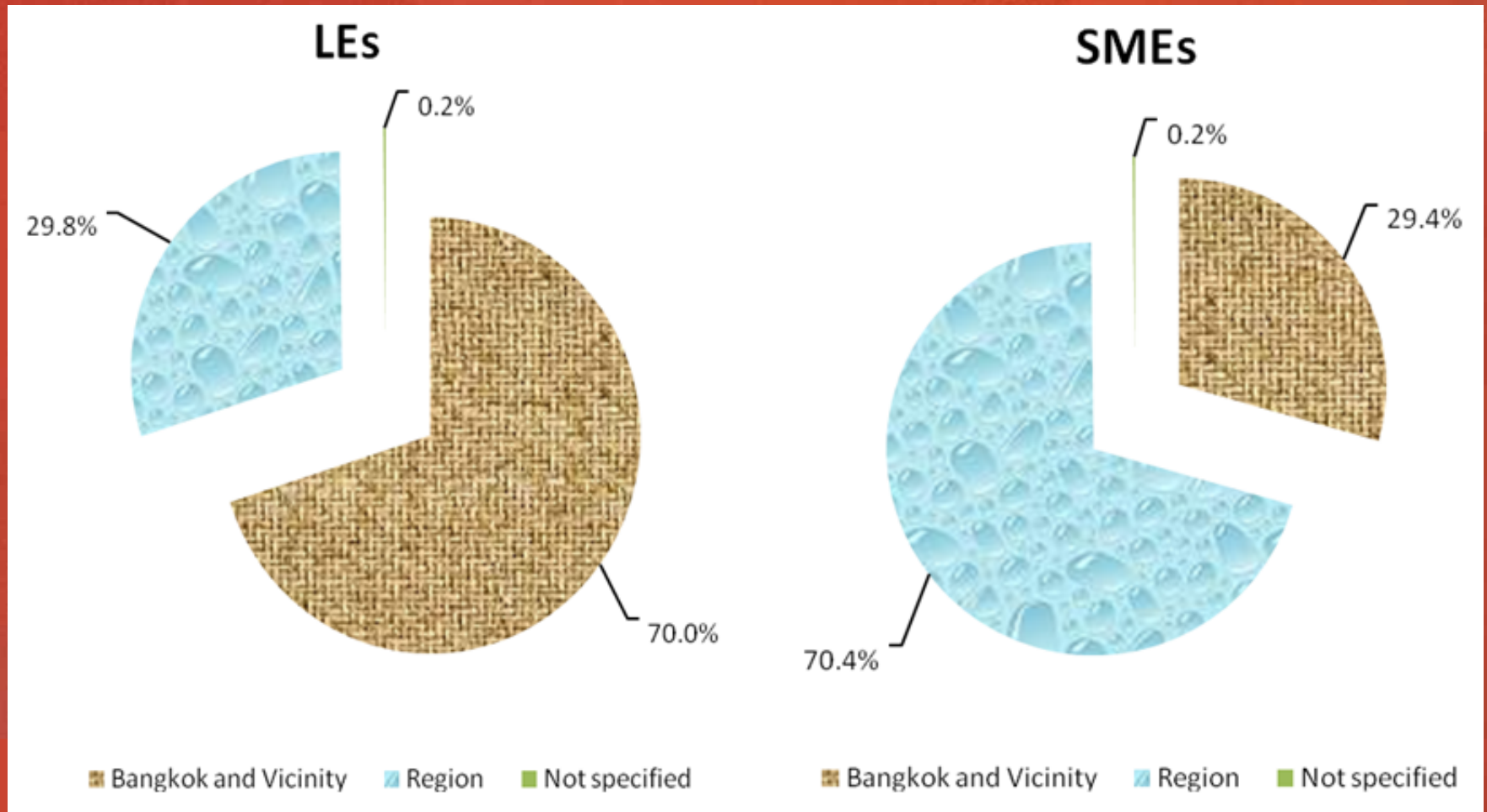
In fact, the RBC/CSR practices in Thailand have significantly advanced from their origin. The important factors that cause the CSR studies in Thailand from the international views limit to above activities consist of the following:

- Lack of current resources in English. Almost all information on CSR activities and movement in Thailand are written in Thai making it difficult for foreign researchers to conduct studies. Even the recent studies are still rely on outdated information sources in English, making it inaccurate in concluding CSR development in Thailand.
- Use of surveys and polls has certain limitation by sample size and population dispersion. These factors are necessary conditions for processing the output in macro view. Specifically, for analyzing the different characteristics of CSR development between large enterprises versus small and medium enterprises, or between business in urban and rural areas.

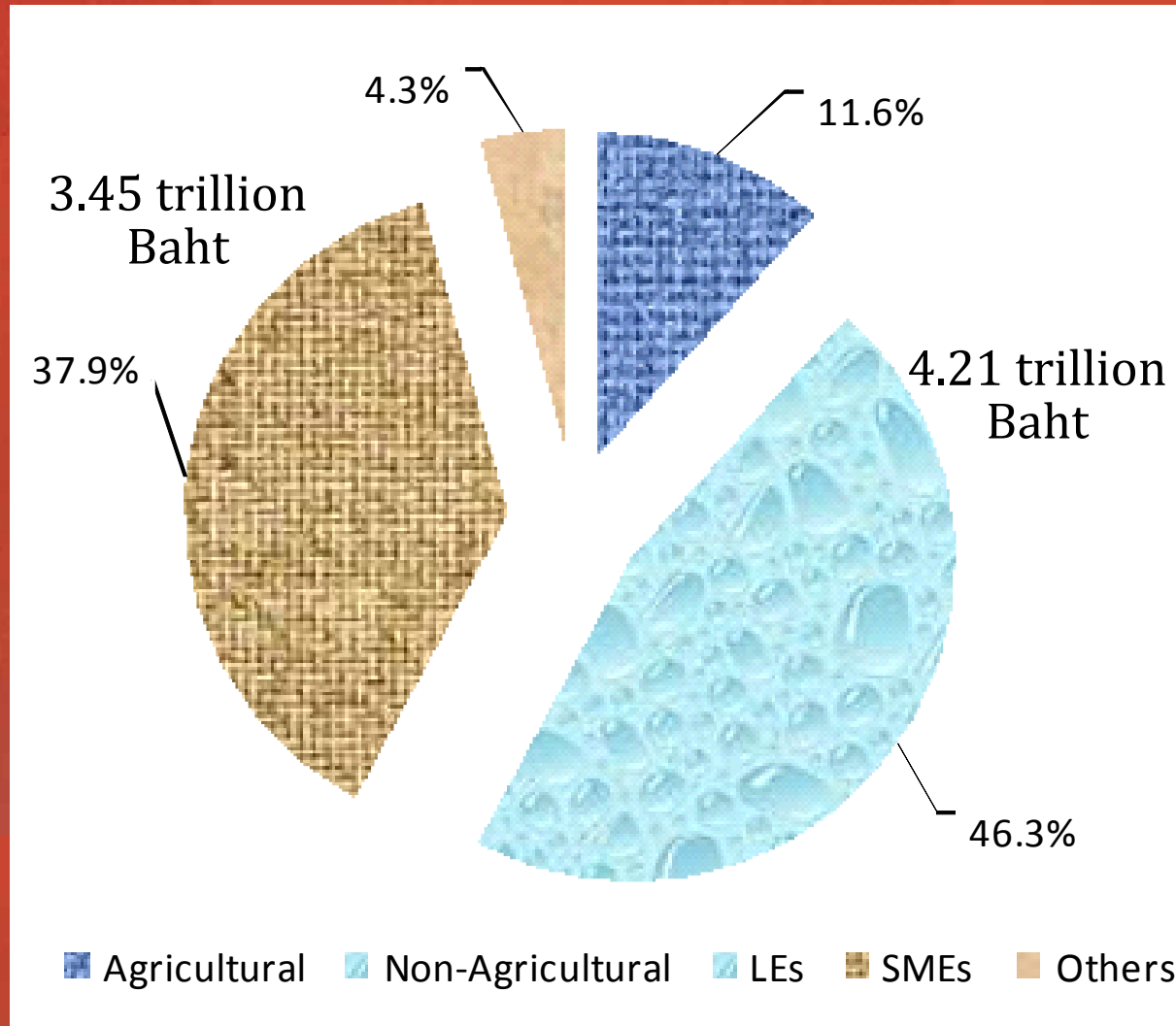
In Thailand, the total number of all types of enterprises in 2008 was 2,836,377

- 0.2% -> Large Enterprises (4,586)
- 99.7% -> SMEs (2,827,633)
- 0.1% -> unclassified (4,158)

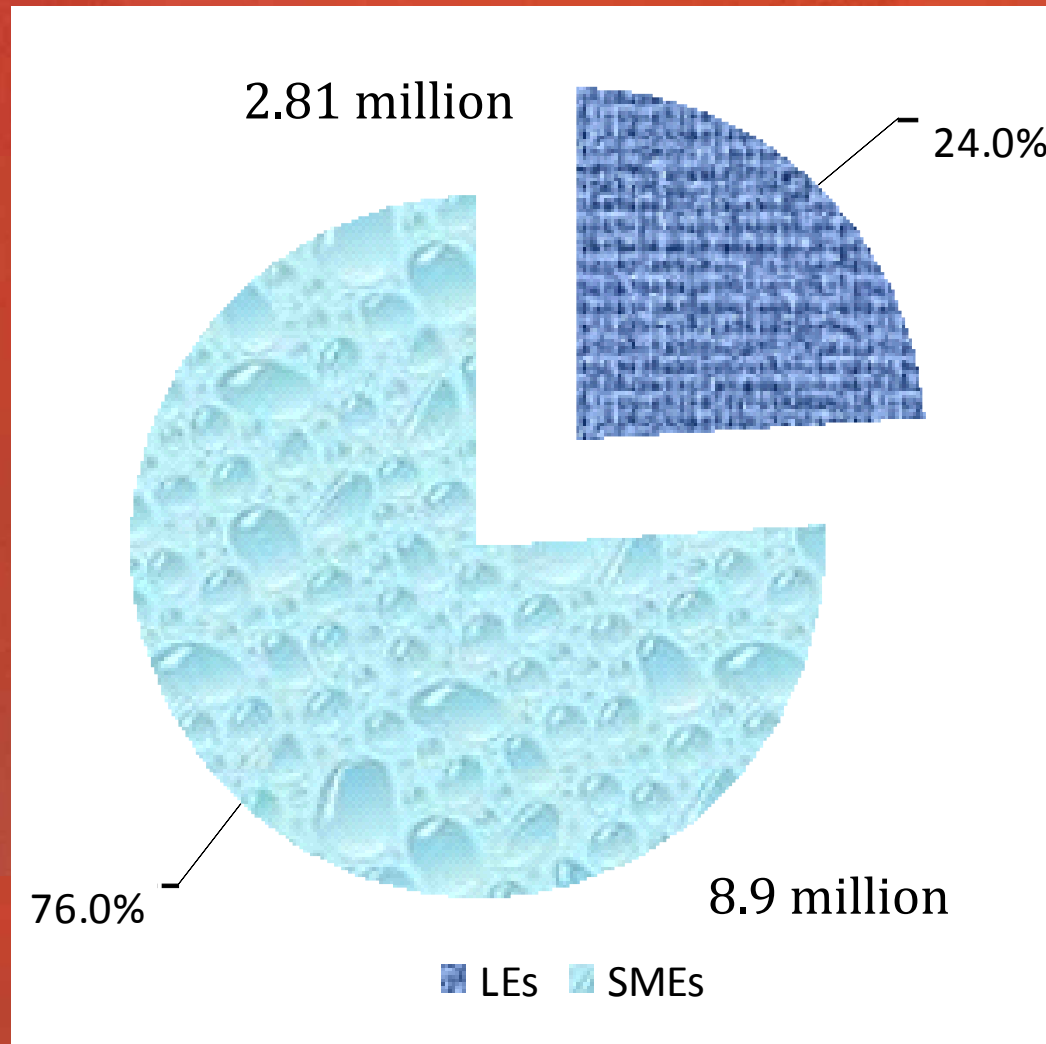
Distribution of Enterprises by Region



Distribution of GDP by Enterprise Size in 2008



Distribution of Employment by Enterprise Size in 2008

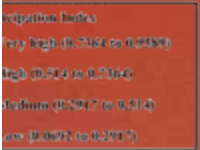
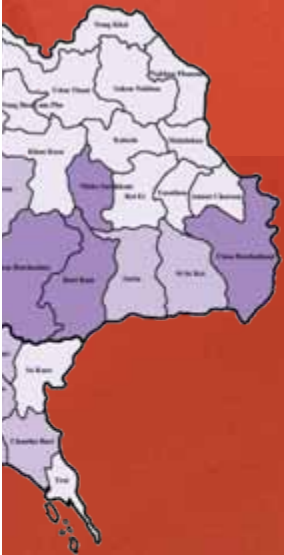


The statistics by region, GDP value, and employment rate between large-sized enterprises and small and medium-sized enterprises for analyzing CSR movement in Thailand showed that:

- Both LEs and SMEs play a major role in the country's GDP value.
- SMEs create employment more than 3 times of LEs.
- The trend of CSR movement in most LEs (70%) should occur in Bangkok and vicinity, while movement in most SMEs (70%) should occur in the provincial areas.

Thaipat Institute has conducted a survey on CSR awareness in 76 provinces all over Thailand through the training forum under CSR Campus project in 2009, sponsored by three corporations: CAT Telecom, DTAC, and Toyota. There were about 6,095 participants involved.

In Bangkok and vicinity area, 69.54% showed awareness of CSR and 30.46% are unaware of CSR. In the provincial region, 38.32% showed the awareness and 61.68% are unaware. The survey had a total of 4,350 respondents.



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_8205

