

## Implementing the Sufficiency Economy Philosophy Applications in the Management of Enterprises for Sustainable Growth

Suchada Bunrueang  
Faculty of Business Administration , Rajapark  
Institute Thailand

Pornpana Sirsatanon  
Faculty of Business Administration , Rajapark Institute Thailand

— *Review of* —  
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Economics**  
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### ABSTRACT

This research “Implementing the sufficiency economy philosophy applications of in the management of enterprises for sustainable growth “The objective was to study the factors that contribute to the successful management of enterprises. Implementing the philosophy used in the management of corporate private sector. A qualitative study Data collected from the operators of the private sector 10 , In-depth interviews. The discussion group examined data centers, The data was analyzed using the content analysis and descriptive presentation method. The results indicate that (1) Features Management, The management philosophy of sufficiency economy. The organization provides a well-balanced economic growth ,social and environmental. With the changes and the pace of globalization(2) Critical Success Factor: CSF) actors that contribute to the success of entrepreneurs have made. Entrepreneurs have made. The success of : Drive, Knowledge/Wisdom, Lifelong Learning , Personal Creativity, Human Relations & Communications Ability, Problem solving & decision making Skill and Time Management. The management of enterprises the application of the philosophy of sufficiency economy to sustainable growth.

**Keywords:** Management, sustainability growth, sufficiency economy, entrepreneurs

### Introduction

Sufficiency Economy is a philosophy initiated by Bhumibol Adulyadej, King of Thailand, over the past three decades. The ideology is derived from “PorPieng” in Thai, which means “just enough”. The theory highlights the balanced way of living through a terminology called “middle path” in which no one lives too extravagantly or too thriftily. The middle path serves as an overriding principle for developing a happiness perspective at every level, from individual to families to society as a whole. Sufficiency philosophy encourages each individual to live within one’s means, consume only what they need by choosing products selectively and being mindful about human consumption.

At a national level, it imposes an innovative approach on avoiding over-consumption by hedging investments, reducing imports and over-dependence on other countries. Sufficiency

economy philosophy has become a lodestar for Thailand to effectively manage capitalism aligned with social sustainable development, generating outcomes that are beneficial to the development of the country.

The following is an unofficial translation of the Thai working definition approved by His Majesty and sent by His Majesty's Principal Private Secretary to the NESDB on November 29, 1999 with royal approval: "Sufficiency economy is a philosophy that stresses the middle path as the overriding principle for appropriate conduct by the populace at all levels. This applies to conduct at the level of the individual, families, and communities, as well as to the choice of a balanced development strategy for the nation so as to modernize in line with the forces of globalization while shielding against inevitable shocks and excesses that arise."

"Sufficiency" means moderation and due consideration in all modes of conduct, as well as the need for sufficient protection from internal and external shocks. To achieve this, the application of knowledge with prudence is essential. In particular, great care is needed in the utilization of untested theories and methodologies for planning and implementation. At the same time, it is essential to strengthen the moral fibre of the nation, so that everyone, particularly political and public officials, technocrats, businessmen and financiers, adhere first and foremost to the principles of honesty and integrity. In addition, a balanced approach combining patience, perseverance, diligence, wisdom and prudence is indispensable to cope appropriately with the critical challenges arising from extensive and rapid socio-economic, environmental and cultural changes occurring as a result of globalization.

### Guiding Principle

The philosophy or the economic guiding principle of "Sufficiency Economy" is based on the middle way which is different from employing extremes of austerities and sensual indulgence. To be able to achieve the Sufficient Economy, three following principles need to be addressed: moderation, realistic and self-immunity:

- **Moderation** is the concept of "not too little and not too much" so as not to degrade oneself, one's society and the environment.
- **Realistic/Due Consideration** is the rationality in deciding the level of sufficiency by taking into account the factors involved and understand the expected results arising from those actions mindfully.
- **Self-immunity** is the ability to prepare for the future which is yet to come. Our planet is degrading and has fewer resources, everyone needs to be ready for change that will occur.

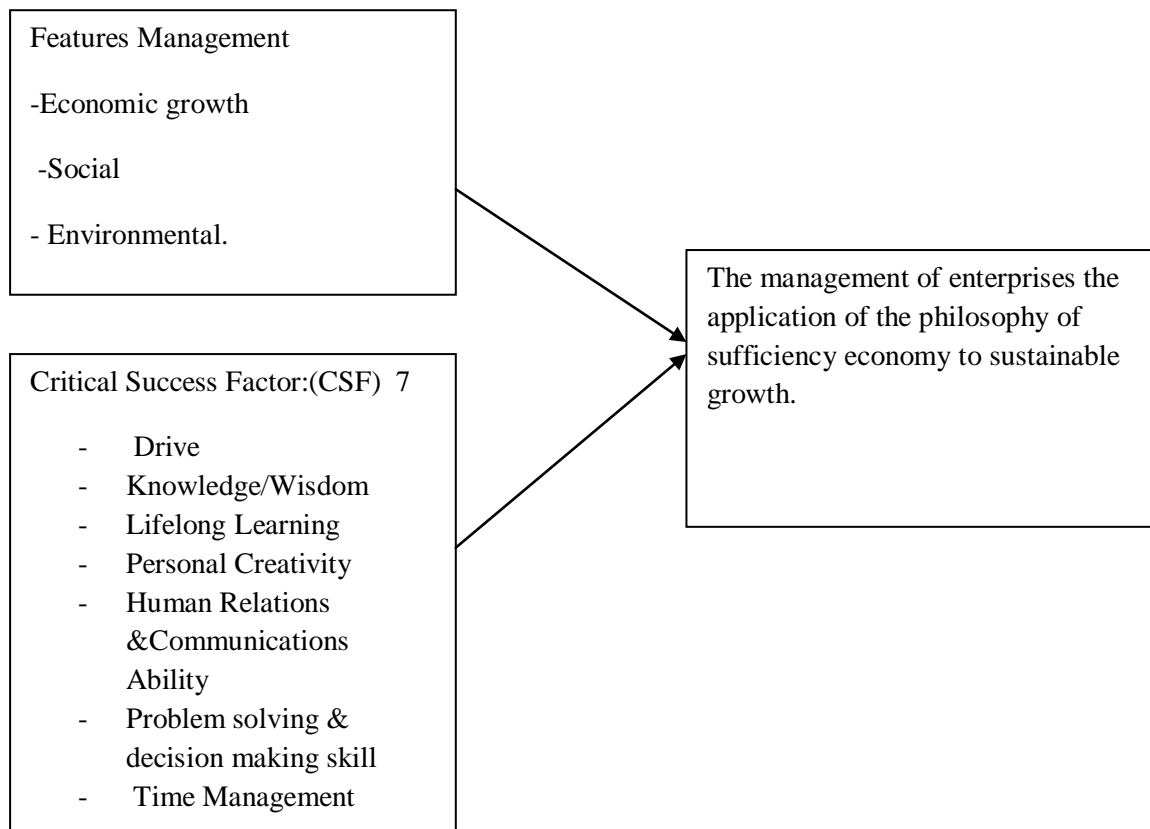
### Value to the Economy, Society and Environment

Relying on the three principles of moderation, reasonableness and self-immunity, the philosophy has gradually inspired people to embrace the environment and conserve natural resources for future usage. Sufficiency Economy will enable individuals, businesses and countries to practice sustainability in the changing world. It will develop the strong foundations of society, through enhancing the immunity and the ability to adapt. Additionally, poverty reduction could be achieved through the scheme as it helps each individual to maximize their own capability to improve their well-being. Sufficiency economy has been facing many challenges during the implementation process in terms of human capital, people mindset and government regulation, however, it is a powerful tool to drive up the Thai nation's economy in the long term.

## Objective of the study

1. To study the factors that contribute
2. To the successful management of enterprises
3. Implementing the philosophy used in the management of corporate private sector.

## Framework of research



## Materials and Methods

This research “Implementing the sufficiency economy philosophy applications of in the management of enterprises for sustainable growth “The objective was to study the factors that contribute to the successful management of enterprises. Implementing the philosophy used in the management of corporate private sector.

A qualitative study Data collected from the operators of the private sector 10 , In-depth interviews. The discussion group examined data centers,

The data was analyzed using the content analysis and descriptive presentation method.

## Population and Sample Size

The data was gathered from 2,300 key the management of enterprises in Thailand , which have more than 70% of the total businesses in Thailand (Enterprises Authority of Thailand, 2017, Online).

A qualitative study Data collected from the operators of the private sector 10 , In-depth interviews. The discussion group examined data centers,

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### Data Collection

By doing interviews, the researcher was able to ask questions in order to cross check the information given by other interviewees for accuracy. Therefore, various data given by interview can be useful to ask for other interviewees' opinions regarding their views on the similar

The researchers collected data from the documents and information from in-depth interviews (In-Depth Interview) ago. the data were analyzed using descriptive (Descriptive Analysis) for "Implementing the sufficiency economy philosophy applications of in the management of enterprises for sustainable growth"

### Data Collection

Data Analysis of the Sufficiency Economy Philosophy Application Assessment Since there are 25 items in the Sufficiency Economy Philosophy application assessment, the means and the modes of the 5 factors (three components and two underlying conditions) were used for the data analysis as in

**Table 1.The Sufficiency Economy Philosophy Application Assessment Results**

FACTOR	MODE	MEAN
Moderation	5	4.09
Reasonableness	4	3.93
Requirement for a self-immunity system	4	3.66
Knowledge	4	3.97
Morality	5	4.33

From Table 1 in the next page, the overall sample groups have applied the reasonableness, requirement for a self-immunity system and knowledge most of the times while they all the times have applied moderation and morality.

### Conclusion

The data was gathered from 2,300 key the management of enterprises in Thailand , which have more than 70% of the total businesses in of Thailand (Enterprises Authority of Thailand, 2017, Online).

The results indicate that (1) Features Management, The management philosophy of sufficiency economy. The organization provides a well-balanced economic growth ,social and environmental. With the changes and the pace of globalization

(2) Critical Success Factor: CSF) actors that contribute to the success of entrepreneurs have made. The success 7 of : Drive, Knowledge/Wisdom, Lifelong Learning, Personal Creativity, Human Relations & Communications Ability, Problem solving & decision making Skill and Time Management. The management of enterprises the application of the philosophy of sufficiency economy to sustainable growth Drive Knowledge/Wisdom Lifelong Learning

Personal Creativity Human Relations & Communications Ability Problem solving & decision making Skill and Time Management

The philosophy of sufficiency economy aims to enable Thailand to pursue a balanced and sustainable development in the globalized world. It is expected to develop the strong foundations of society by enhancing the ability to adapt and adjust to any change, large or small. Ultimately, this will lead to the wellbeing of the Thai people as a whole (Piboolsravut, 2000). The philosophy of sufficiency economy found that they were able to do the following: maintain their livelihood and food production, develop a number of community organizations, and conserve the environment of and around the village. Additionally, the villages where the philosophy was successfully implemented found that everyone was able to participate in all aspects of community life. This was because the philosophy applied to everyone. Furthermore, it made the villages sustainable and the villagers more self-sufficient and willing to prepare for small-and large-scale crises.

The philosophy of sufficiency economy, the Thai government should only give rural villages the financial support that is necessary to develop various infrastructures. This action would help to promote self-sufficiency and self-direction in those individuals who rely on the government for all forms of assistance. However, the concept of sufficiency economy can be used to apply for use with another country.

For example, in May 2006, Secretary General Kofi Annan came to Thailand to present the Human Development Lifetime Achievement Award to HM King Bhumibol Adulyadej in recognition of his contributions to human development, poverty reduction, and conserving natural resources and environmental condition, as well as the “sufficiency economy” philosophy-emphasizing moderation, responsible consumption, and resilience to external shocks-which is of great relevance to communities everywhere during these times of rapid globalization. The philosophy’s “middle path” approach strongly reinforces the United Nations’ own advocacy of a people-centered and sustainable path toward human development (Inside Thailand Review, 2006). So, the philosophy can apply to another area of understanding the condition of natural resources, as well as the cultural and socioeconomic situations of the people in the community.

The data collected also revealed a number of difficulties to that impeded the successful implementation of the philosophy of sufficiency economy. These difficulties were:

1) Many did not understand the concept of sufficiency economy, and they were not open to studying it because they had spent their lives in a capitalist economy and did not want to change.

2) Some community and group leaders and villagers did not want to participate because they were not interested in the philosophy of sufficiency economy.

3) The Thai government's populist policies ensured that everyone was supported in a number of ways, including financially. This financial support from the government meant that many villagers in rural areas were unwilling to work for themselves or their village, meaning that they did not participate in the study.

**Sufficiency Economy for Economic and Social Sustainability** The data collected show that families who follow the philosophy of sufficiency economy have more money to save because their expenses are minimal. Moreover, they can sell their excess food and animal products for a larger profit. The social benefits gained by following the philosophy of sufficiency economy are numerous. These benefits include the following: planning for a successful future, being kind to others in the village, working for and helping in the community in many different ways, and increasing interactions between neighbors. Additionally, the data collected showed that there were fewer than ten criminal events in the previous five years.

**Sufficiency Economy and Environmental Sustainability** follow the philosophy of sufficiency economy as a way of life will understand its importance and benefits to the environment. The villagers will not destroy the forest; instead, they will go into the forest to look for vegetables and herbs and bring them back to use to create and sell shampoos, soaps, and traditional medicines. Additionally, villagers will continue to reap the benefits of natural resources by preserving nature. One way that villagers can preserve nature is through the holistic management of soil, water, and air in order to foster the growth of microorganisms and encourage earthworms into the soil. Farmers can also apply their wisdom and skills to support themselves in ways that are consistent with their environments.

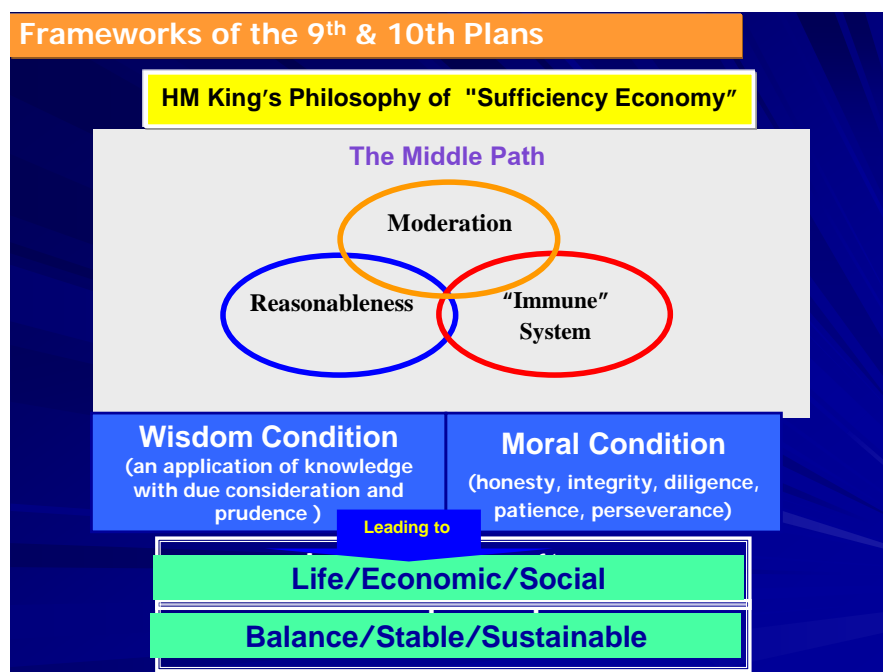
Moreover, royal initiatives stimulate and support collaboration and integration using community resources to develop strong social and business networks while also encouraging members to be responsible when making their decisions and taking action.

Modern development has caused changes in all aspects of Thai society. The positive impacts of the development are economic growth, progress of material and public utilities, modern communication systems, and improvement and expansion of education. However, few of these results have reached rural areas or the underprivileged in the society.

On the other hand, rapid economic growth and the rise of consumerism has led to a state of economic dependence and deterioration of natural resources as well as the dissolution of existing kinship and traditional groups to manage them. The traditional knowledge and wisdom that have been employed to solve problems and accumulated in the past are forgotten and have started to disappear.

Significantly, what has dissipated is the people's ability to rely on themselves and conduct their lives and pursue their destiny with dignity. For Thailand, the 1997 economic crisis served as a costly lesson of unbalanced and unstable growth, partly due to the improper economic and social development process, in which the economy relied heavily on foreign capital inflows and external markets. Implementing the sufficiency economy philosophy applications of in the management of enterprises for sustainable growth.

## APPENDIX



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