

มุมมองผู้ประกอบการชาวอินเดียต่อค่านิยมทรัพยากรมนุษย์ในองค์กร บริษัทอินเดียข้ามชาติอินเดียในกรุงเทพมหานคร

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Received 4 April 2022

Revised 2 November 2022

Accepted 26 December 2022

บทคัดย่อ

การศึกษาค่านิยมองค์กรการดำเนินงานของบริษัทข้ามชาติอินเดียในกรุงเทพมหานคร ตามวัตถุประสงค์การวิจัย เพื่อศึกษาถึงมุมมองการพัฒนาประสิทธิภาพค่านิยมองค์กรของพนักงานบริษัทข้ามชาติอินเดียในประเทศไทยโดยการสัมภาษณ์ผู้ที่เกี่ยวข้องในบริษัทข้ามชาติอินเดียในกรุงเทพฯ จำนวน 7 คน และจัดสัมมนากลุ่ม นักธุรกิจอินเดียในประเทศไทย ผลการศึกษาพบว่า การทำงานของชาวอินเดียมีความเป็นสากล มีมาตรฐาน ได้รับการยอมรับและความร่วมมือในการทำงานในบริษัทข้ามชาติถือเป็นการทำงานที่มีมาตรฐานสูงของบริษัทข้ามชาติในหลาย ๆ ประเทศ และสร้างความเท่าเทียมกันในด้านคุณภาพเช่นกัน ค่านิยมองค์กรข้ามชาติของอินเดีย นอกจากนี้ยังสอดคล้องกับพฤติกรรมองค์กรสมัยใหม่ และบริษัทอินเดียในปัจจุบันพร้อมที่จะพัฒนาความก้าวหน้าทั้งในประเทศไทยและในระดับสากลอย่างมีประสิทธิภาพ

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PERSPECTIVES OF INDIAN ENTREPRENEURS ON THE VALUES OF HUMAN RESOURCES IN THE ORGANIZATION OF MULTINATIONAL INDIAN COMPANIES IN BANGKOK

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Abstract

A study of corporate values, operations of Indian multinational companies in Bangkok from research objectives to perspective on the development of corporate values performance of employees of Indian multinational companies in Thailand by interviewing 7 people working in Indian multinational companies in Bangkok and conducting group seminars. Indian businessmen in Thailand the results of the study showed that the work of Indians is international, has a standard, has been recognized and cooperation in the work of multinational companies is considered a high standard of work for multinational companies in many countries and creates equivalence in quality as well. Indian multinational enterprise values are moreover in line with modern enterprise behavior and today's Indian enterprises are willing to effectively develop their progress both in Thailand and internationally.

Keywords: Multinational Companies, Performance Values, Entrepreneur

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Introduction

Thai-Indian relations are considered to be very rich in values and culture and have interesting working values. Currently, Indian multinationals are prosperous. (Malik, Budhwar, Patel, & Lakeet, 2021)

The study of work values in multinational companies differs in the content of work cultures. (Sambharya, & Goll, 2021) A service policy for the development of personal and corporate values (Sepasi, Rexhepi, & Rahdari, 2021) requires the support of many things. Leadership contributes to the development of corporate values (Nedelko, & Potocan, 2021) and leaders must have the ability to connect the values generated by the members of the creative group with the right values. (Goleman, 2021) Values are transformed into operational behaviors. The new generation of leaders must be aware of coexistence. The work behaviors to be studied in comparison with the values of other multinational companies in Thailand will lead to organizational development (Olaizola, Morales, & Eguiguren Huerta, 2021)

The researchers chose Indian multinational companies to study because of their long history and eastern theory Over the years, (Singh, 2022) Indian companies have been very successful in doing business in Thailand, (Singh, Tubsree, & Sakulkoo, 2020) both in industry and manufacturing, and gained credibility over Thailand India opened free trade (FTA) with Thailand, which improved the atmosphere of trade and investment between them in 2004, trade and investment were expected to expand in the future. With the opportunity to explore India, there are still many companies cooperating with the opportunity to explore India. (Sikdar, & Nag, 2011)

India is pursuing a policy of openness (soft power) due in part to India's growing population and its spread around the world. (Mol et al., 2021). In the future, there is a tendency to create more communities in many countries. And these communities will certainly be the medium to bring Indian cultural influence to the world (Shukla, 2021). The new Indian businesses opened in Thailand make it possible (Adler, Mansi, & Pandey, 2021) to have Indian residents in the new business district. Indian investors see investment opportunities in Thailand, and current Indian companies have taken advantage and opportunities from the Thai government. (Suteethorn, 2008) Thai investment companies have been very successful and currently have a Thai-Indian trade package to support investment and laws to benefit Indian multinational companies that see investment opportunities in Thailand for their future business activities. (Lawler, Jain, Venkata Ratnam, & Atmiyanandana, 1995)

Therefore, studied the organizational values of the employees of Indian multinational companies in Bangkok to work information on the benefits of foreign companies and related agencies as a guide for corporate management. It is a guide for employment practices that leads to success at work and helps employees adapt to change and develop with others who have different opinions and beliefs. (Cotton, Warren, Maiboroda, & Bailey, 2007) India and Thailand have a long-term relationship with ASEAN and Thailand. (Brewster, 2013) Thai-Indian relations between the two countries have made progress in the areas of economic cooperation, trade, and investment. Multinational enterprises (MNEs) (Raj, & Ambrose, 2014) are large companies operating in multiple countries with headquarters in each country, more recently MNEs are gaining momentum through investment and play a key role in the development of the country to gain more attention and focus. (Moran, 1998) partly because of the high import taxes imposed by governments, which forced multinational companies to seek production and become “domestic producers” in as many countries as possible Many Indian companies are beginning to take the global route, which led to the emergence of multinational companies in India. With each passing day, Indian companies are acquiring international companies as global suppliers and recruiting multinationals as Asian Paint paints the red of the Tata world. (Sen, Asher, & Rajan, 2004) Large companies such as Tata are large companies investing in Thailand, as well as other Indian multinational companies with investment objectives in Thailand (Mahamud et al., 2019)

Literature review

The corporate values convey an ethical core to which the company adheres in every respect. It spurs employees to do their best while restricting certain actions. Organizational values, clearly defined and communicated, reflect the actual needs of the organization for proper workplace behavior and play an important role in creating a desirable organizational culture. (Donker, Poff, & Zahir, 2008)

Well-articulated and up-to-date organizational values look like the following: Guiding principles for employee behavior and strategic decisions and operations provide a solid foundation for employee policies. And filling in the gaps that policies have not addressed over time will help develop organizational ethics in line with operational needs. and corporate culture Show organizational stakeholders that there is a standard. And accountability Distinguish your organization from competitors Reduce the risk of inappropriate behavior Strengthen employment (Beer et al., 1984). Employees tend to view

employers as key based on their vision, culture, and company values. Research also shows that ethical companies are more likely to be profitable, long-lasting, and increase employee loyalty, interest, trust, and cooperation. (Barnett, Cochran, & Taylor, 1993)

From all the meanings of the word “values”, it can be concluded that values are beliefs that people hold in their minds and have a great impact on behavior patterns or the behavior of a person that is very expressive, where the values of any group are reflected in the form of the culture of that group that people in that group adhere to. Meaning and significance of values at work. Values at work are the employee's personal beliefs about what he or she expects from work, and it is the way he or she should behave and how he or she should be treated. values at work generally consist of knowledge, beliefs, and cognitive values. to do what should or should not be done is considered the basis for ethical behavior at work, and the employee's work values must be consistent with the organization's values to enable smooth cooperation. and effective

Issues from literature to be explained and conveyed as concepts

For the need of multinational companies or businessmen who want to invest in foreign countries, (Turner, 1974) the operation is internationally recognized in developed and developing countries. Several observations confirm the clarity of the work. The corporate complexity of the cultural registrar in the companies must be understood and the consensus must be established by the policy of the parent company. It is necessary to establish a regulation of behavior related to the work barriers and develop universality in terms of values. To understand the cultural system, employees tend to evaluate employers based on their vision, culture and company values as key factors. (Turró, Urbano, & Peris-Ortiz, 2014)

Research also shows that ethical companies tend to be more profitable and sustainable (employees, customers, colleagues) and increase loyalty, interest, trust and collaboration.

Values are beliefs that are firmly rooted in the heart. They determine the social behavior and way of life of people in society so that it continues as the company wishes. Work values are employees' personal beliefs about what they expect from their work and how they should behave at work. Values generally include knowledge, trust, and understanding. What to do or not to do is the basis for ethical behavior in the workplace. Employees' values must be consistent with the organization's values in order to work

together smoothly. The effective It is highly recognized by employees, and the effective team highly recognizes it. Therefore, internationally recognized compensation and modern management provide a reasonable and appropriate understanding of the parent company's policies and local knowledge of the investment location. (Van, & Scarbrough, 1995)

Researchers have found that the study of company values is important to study workplace culture as a way and a way to understand workplace culture. The company has good values for the work in the organization. The issue of educational organization values can be used as a comparative approach to the human resource principles of the two countries (Kolodinsky, Giacalone, & Jurkiewicz, 2008) the problems that arise and are the plaintiffs in this research. Study the elements of human resource management organizational values. What is it like to work for an Indian multinational company employees in Bangkok (Mahamud et al., 2019)

Research objectives and methods

1. Investigating corporate values for the operations of Indian multinational companies in Bangkok,
2. The target audience for the study of global Indian companies in Bangkok In-depth interviews with seven experienced Indian business executives and business leaders, concluding small group seminar.

Reason for objective

the organizational value component for the performance of employees of Indian multinational companies in Bangkok General characteristics of employees of various Indian multinational companies in Bangkok have different corporate values The guidelines for the development of corporate values in the performance of employees of Indian multinational companies in Bangkok

Detail interview research methodology

The selected Indian entrepreneurs with expertise and experience in doing business in Thailand by contacting and meeting with each other with research questions and problems arising from coexistence and investment establishment in Thailand, chose from ten questions on the rules of coexistence. Formulation of policies, norms, values, cultures, traditions and similar values of other multinational companies and selected in-depth

interviews with research were conducted by seven Indian executives and HR professionals residing in Thailand.

Principles and reasons for questioners

The questionnaire has the following components: Professional values Employees of multinational companies in India Adherence to integrity of work Result orientation Working in a team with people of different nationalities Open-mindedness Gaining work experience for career advancement

Personal values employees of multinational companies in India have a passion for working with others gain friendships with colleagues maintain personal moral principles of employees in the company use discretion with colleagues before performing work. Respect for superiors and colleagues is universal.

Organizational values employees of a multinational company cooperate in the work of the company, will your work efficiency improved? Work with a focus on the benefit to the company to compete for progress what is the vision of an operational leader?

Core values: Knowledge and skills development is developed. participate in the work of employees perform tasks and duties as assigned creativity in your work is recognized. Maintaining the interests of colleagues self-sufficiency of work in the company what are the tasks of employees?

Questioners of in depth interview

1. Do you think that the corporate values of Indian companies in Thailand are highly respected by their employees?
2. Do you believe that Indian culture is an important part of your company's work?
3. Do you believe that culture is important and should be considered when formulating company policy?
4. Do you believe that the values of Indian companies have a similar standard of work? Multinational companies like Japan Toyota or Korea KIA?
6. Do you value your employees by paying them compensation in the form of bonuses similar to the standard of multinational companies in other countries?
7. Do you think Indian multinationals have a modern approach that allows them to grow on par with other Asian countries?
8. Do you think Thai workers accept Indian culture, values and customs?

9. What do you think about the Indian culture? Do the personal values of the CEO or managing director influence company policies?

10. Do you think your company's employees understand and accept your management culture?

Research results

Indian companies today attach importance to the corporate culture of each company. It can be seen that the mission of the organization tells the people in the organization that the company must accept the culture of Indian companies. When working for an Indian company, Indian culture takes over the world without fear that Indian culture will hurt other religions, regardless of their faith coming together. It has been there from the beginning. Culturally important and should be considered when formulating company policy? How important is culture to a company like this? The company is made up of employees. How do employees work in this organization? It's not just about cultural differences, whether it's Indian culture or Thai culture. Layout policy we should pay attention to, because today is globalization. It is more important to apply the culture and values than to align them. People who work in Thailand must be aware of the beliefs and feelings of Thai people when they participate in political decisions or artistic goals. Culture comes from the family, comes from the heart, comes from religion. In the meantime, it is important to drive the cultural development of a company. For example, when it comes to setting up an office in any location. For example, if you want to set up an office in any place, you will first study what cultures are there. Is Thailand widely accepted? The way a Thai works is very different from the way an Indian works. Sometimes you have to step out of line to achieve goals or achieve them faster than usual, and Thais accept Indian values with passion and respect for the universality of the system. However, it can be called a characteristic of Indians based on the standards of Indian companies. Whether in ASEAN itself, in Asia, in Europe or in America. They have the opportunity to open up the world from our homeland, the multinational companies offer Thai people the opportunity to learn from other countries.

What if we do not get the bonus we have been waiting for? Then we lose the motivation to work. That's why companies need a reward system. Every employee has the same goal: when they come to work. They want to be admired for who they are and what they do. Reward employees when they can adapt to the company culture. Those

who follow or adapt to the culture should be rewarded. Bonuses and rewards are policies adopted by companies around the world and implemented in Thailand. In comparison, Thai and Indian employees do not pay as much attention to monetary rewards because they connect through emotional ties; benchmarkers need to learn that they are unsure whether they should compare with Asian companies. Japan or America to compare because the standards of European and American companies are likely to be close to those in India.

According to corporate values, sometimes new Indian company It has a different concept. It wouldn't call it a modern concept. Multinational companies adopt modern ideas. First and foremost, they pay attention to the concept of environmental protection. If they take a cue from modern concepts, it is firstly human cost, secondly innovation, technology and creative innovation. India is still outdated and has to use relatively old working methods. One cannot speak of a modern value system. Some old leaders But the new generation of Indians know that they understand people's expectations. They want to take the initiative abroad and have good employees who are willing to learn new things and quickly accept and learn the technology. Otherwise, the team will resist why they need to be changed to understand, accept the changes and act accordingly. Sometimes it is a matter of awareness whether Thai employees will adapt to Indian culture. However, Thai people do not know Indian culture as well as Japanese or Koreans. Nevertheless, when they work in an Indian company or work with an Indian boss, they are understanding and see the similarities of Thai culture in my company. This is not only true for the company's employees, but also for our customers. They appreciate and remain like Indians. They want to participate and follow. It is accepted because learning from the beginning is a tradition, a different culture, but a different perception.

Today's multinational corporations accept the idea of respect for individual rights. The CEO is the leader of the company, and executives initiate change and decide what norms or patterns of behavior to follow. The Indian influence is closely tied to its culture and traditions, and has a wide-ranging mindset that must be aligned with its own culture and put into practice. Otherwise, the existing culture will have to adapt. Accordingly, business people must adapt to the situation and be flexible

Those who work in a particular field should be knowledgeable in that field. If there is no knowledge or lack of knowledge, they must learn and accept management. If you are assigned a difficult task, you will understand what kind of people you work

employees in your company and accept your management culture. Understand the culture and try to adapt. Maybe because they are afraid or want a reward. Employees accept Indian culture because Thai culture and Indian culture are different and almost the same Today's world is a universal culture with others.

Recommendations for this research

The results show that the created questionnaire for evaluating employee performance has structural validity and internal conformity according to the established criteria. Therefore, it can be used to survey the performance values of managers in Indian multinational companies.

Occupational values

A person's career choice can be highly influenced by values, and work is evidence of the importance of occupational values. Some evidence suggests that occupational values The ability to create satisfaction at work is one type of value for another value. It is seen as evidence of work choices. Creating an understanding of the importance of organizational values, creating an understanding of employees in their work for greater efficiency, based on the concept of human resource professionals. Some psychologists focus on the organizational and individual levels. Coping with the different working conditions

Personal values

A passion for working with others Show friendship with colleagues The use of personal moral principles of employees, discretion of colleagues in their work, respect for superiors, The personal values of entrepreneurs that will affect their business. Jobs and employees in the company and bring benefits to the work, the specific work that affects the organization, all work can check the results that are beneficial to themselves. and can also be a practical example because of their involvement in the organization

Corporate culture values

Cooperation in working with the company Continuous improvement of efficiency, improvement of work By emphasizing the benefits to the organization as a priority for career advancement and self-improvement studies to improve the vision values are defined as enduring beliefs that are the basis for all values, the need for social relations to understand the consequences of major conflicts of individuals and groups of shared values. It is also a way of thinking that comes from scholars to express

definitions. Exploring change through the definition of a specific corporate value, collecting values can generally evaluate the behavior of a society, group or organization. This is important to the objectives of the work If organizational gaps and cultural distances the functions and differences that can affect in the organization. caused by the discrepancy of local culture

Core Values of the organization

To promote the development of knowledge, work skills, participation in the accomplishment of assigned tasks, creative expression, and independence. To lead an organization with a vision, the organization must have a clear goal (equal goals) with a process direction that will lead to that goal. And all people in the organization must work together to achieve the goals set. social responsibility Everyone in the organization must keep in mind the goals of the organization and try to achieve those goals with flexibility.

Management should promote professional values and accumulate work experience for advancement, and the core value is to complete the tasks assigned by managers, leading to progress. And the efficiency of creativity is often recognized by colleagues of all countries in creating employees because employees are less important

Management should consider personal factors such as education, nationality, salary and age, because they are important factors that affect the value of employees' work. And management should learn how to develop company values for employees who need support, such as encouragement, creativity also contributes to the development of work values.

Suggestions for future research

This research should be conducted on multinational companies in other countries or other sectors to gain broader knowledge, should expand value studies, such as expected values, specifically to increase the understanding of values.

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