

Synthesize In-depth Interview of Indian Entrepreneurial Perspective of Human Resource Organizational Values Multinational Indian Companies in Thailand

Tosaporn Mahamud¹

¹ Graduate School of Business Administration, Kasembundit University, Bangkok

Abstract: *This research is on the qualitative part. A Study of Corporate Values, Operations of Indian Multinational Companies in Bangkok by research objectives To study the perspective on the development of corporate values in the performance of the employees of Indian multinational companies in Thailand by interviewing 7 people involved in Indian multinational companies in Bangkok and conducting group seminars. Indian businessman in Thailand The results of the study showed that The work of Indians is international, has a standard, has been recognized and the cooperation in working in multinational companies is considered a high standard work for multinational companies in many countries and creates Equivalence in quality as well. Indian multinational corporation values In addition, it is consistent with modern corporate behavior and Today's Indian companies are ready to develop their progress in both Thailand and internationally effectively*

Keywords: *multinational companies' performance values*

1. Background and importance of the problem

Thai-Indian relations (Gambhir, & Rhein, 2021)is considered to have strong values and culture and has interesting values in work. At present Indian multinational corporations are prosperous It establishes the basis of Indian beliefs. (Malik, Budhwar, Patel, & Laker,2021)

The study of working values in multinational corporations differs in the content of work cultures. (Sambharya, & Goll, 2021) A service policy for the development of personal, 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 combine the values generated by members of the creative group with the correct values. (Goleman, 2021) The Values are transformed into operational behaviors. The new generation of leaders must be aware of coexistence. Working behavior to be studied in comparison with values of other multinational companies in Thailand will lead to organizational development (Olaizola, Morales, & Eguiguren, 2021)

The researchers chose to study Indian multinational companies because of their long history and eastern theory Over the years, (Singh, 2021) Indian companies have been very successful in doing business in Thailand, (Singh, Tubsree, & Sakulkoo, 2020) both in industry and manufacturing, and gained credibility about Thailand India opens free trade (FTA) with Thailand which will enhance 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 businesses that cooperate with the chance to explore India. (Sikdar, & Nag, 2011)

India has a policy open country (Soft Power) partly due to India's growing population and spread throughout the world. (Mol, Singh, Chattu, Kaur, & Singh, 2021). In the future, there is a tendency to create more

communities in many countries. And this community will surely be the medium of transferring Indian cultural influence to the world" (Shukla, 2021) The new Indian companies opened in Thailand, making it possible (Adler, Mansi, & Pandey, 2021) to have Indian residents in the new business district. Indian investors see investment opportunities in Thailand, and the current Indian companies had the benefit and opportunities from the Thai government. (Suteethorn, 2008) Thai investment firms have been very successful and currently have a Thai-Indian trade package to help in investment and law for the benefit of Indian multinational companies who see investment opportunities in Thailand in their future business operations. (Lawler, Jain, Venkata Ratnam, & Atmiyanandana,1995)

Therefore, studied the organizational values of employees of Indian multinational companies in Bangkok to obtain information to work for the benefit of foreign companies and related agencies as a guideline for corporate Management. It is an employment practice guideline that leads to success at work and provides value to employees in adapting to change and developing themselves with others of differing opinions and beliefs. (Cotton, Warren, Maiboroda, & Bailey, 2007).

2. Literature Review

India and Thailand have a long-term relationship related to ASEAN and Thailand. (Brewster, 2013) Thai-India relations between the two countries have made progress in economic cooperation, trade, and Investment the Multinational corporations (multinational corporations) (Raj, & Ambrose, 2014) are large corporations operating in several countries with head offices in each country, more recently, multinational companies are gaining momentum from investment and playing a key role in developing the country to gain more attention and focus. (Moran, 1998) partly because of the high import taxes imposed by governments that forced multinational corporations to seek the production and become "Domestic producers" in as many countries as possible Many Indian companies are starting to enter the global path, which led to the emergence of multinational companies in India. With each passing day, Indian businesses are acquiring international companies as global suppliers and recruiting multinationals, while Asian Paint paints the red of the Tata world. (Sen, Asher, & Rajan, 2004) Major companies such as Tata are large corporations investing in Thailand as well as other Indian multinationals with investment objectives in Thailand (Mahamud, Janepakon, Srikacha, & Chaiponoi, 2019)

3. Issues from literature to be explained and conveyed as concepts

For the necessity of multinational companies or business people who like to invest in foreign countries, (Turner, 1974) The operation is international's recognized in developed and developing countries. Several observations confirm the clarity of the work. The entrepreneurial complexity of the cultural registrar at companies must understand and the consensus stipulated by parent company policies. It is necessary to establish a regulation of behavior related to work barriers and develop universality in terms of values. To understand the cultural system, Employees tend to review employers based on their vision, culture, and corporate values as key factors. (Turró, Urbano, & Peris-Ortiz, 2014)

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

Values are beliefs that are firmly rooted in the heart. It determines the social behavior and the way of life of people in society to continue in the way that the organization wants. Work values are employees' personal beliefs about what they expect from the job and how to behave at work. Values generally include knowledge, trust, and understanding. Doing what you should or shouldn't do is the basis of ethical work behavior. Employee values must be consistent with the values of the organization to work together smoothly. The effective It is highly recognized by the staff effective the team highly recognizes it. Therefore, internationally recognized compensation and state-of-the-art Management provide a reasonable and appropriate understanding of the parent company's policies and local knowledge of investment place. (Van Deth, & Scarbrough, 1995)

The researchers have found that corporate study of gym values is important to study workplace culture as an opportunity and a way to understand workplace culture. The company has good values for working in the organization. The issue of educational organization values can be viewed as a comparative approach to human resource principles of both countries (Kolodinsky, Giacalone, & Jurkiewicz, 2008)

4. Issues and problems to be studied in this research

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 employee in Bangkok? (Mahamud, Janepakon, Srikacha, & Chaiponoi, 2019) Are there different corporate values? Are there different corporate values between India in Bangkok? and guidelines for developing corporate values in the performance of Global Indian Company employees in Bangkok? What should be?

Therefore, it is necessary to study the concepts and theory of organizational values Defining corporate values and ethics Employees tend to view employers based on their vision, culture, and corporate values The company's corporate values have been established. And it has been used for a long time. It should be modernized and more understanding of current culture Values are beliefs that are firmly rooted in the mind. Defines social behavior and guides the way of life of individuals in society in a way that is socially desirable (Kotter, 2008)

5. Research objectives and methods

To study corporate values for the operations of Indian multinational companies in Bangkok, and the target group to study global Indian companies in Bangkok In-depth interviews with seven experienced Indian business executives and business executives, Ended up with a small group seminar.

6. Detail Interview Research Methodology

Wich selects Indian business entrepreneurs with expertise and experience in doing business in Thailand by contacting and meeting each other using research questions and issues arising from coexistence and investment establishment in Thailand, chose from ten questions about the rules of coexistence. Formulate policies, standards, values, cultures, traditions, and similar values of other multinational companies and selected in-depth interviews with research were from seven Indian Executives and HR Professionals residing in Thailand.

7. Questioners of Research

1. Do you think the corporate values of Indian companies in Thailand are highly respected by their employees?
2. Do you think Indian culture is an important part of your organization's work?
3. Do you think culture is important and should be taken into account before formulating corporate policies?
4. Do you think the values of Indian companies have a similar standard of work? Multinational companies like Japan or Taiwan?
5. Do you think the work standards of Indian companies are widely accepted outside Thailand?
6. You value your employees by giving compensation in bonuses that are of the same standard as multinational companies in other countries?
7. Do you think Indian multinationals have a modern idea that allows them to grow on an equal footing with other Asian countries?
8. Do you think that Thai employees accept Indian culture, values, customs?
9. What do you think of Indian culture? Do the personal values of the CEO or CEO influence company policy?
10. Do you think your company employees understand? and accept your management culture?

8. Research results

1. The corporate values of Indian companies in Thailand are recognized by many employees. Indian companies Today value every company's corporate culture. It can see that the organization's mission communicates to the people in the organization that the company must accept the culture of Indian companies. If working for an Indian company, Indian culture is taking over the world without fear that Indian culture will hurt other religions regardless of their belief that comes together. It has been there since the beginning. Coming to Thailand makes Indian companies in Thailand feel comfortable working in Thailand. And our culture is very close to him. The learnings or experiences they share with us can continue to improve and feel accepted.

2. Indian culture is an important part of working in an organization. India's work style is loved all over the world. Therefore, it is of great importance to the organization's identity. The employees and employers are like ambassadors who use the organization's values; corporate culture is built on various forms. The company is like a machine, and all the parts must operate at maximum efficiency. The most complete, but adheres to the working principles of Thai people

3. is it culturally important and should be taken into account before formulating corporate policies? How important is culture to a company like that? The company consists of employees. How do employees work in that organization? It's not just cultural differences, whether it is Indian culture or Thai culture. Layout policy that we should be mindful of because Today is globalization. It is more important to apply culture and values than to align them. People working in Thailand need to be aware of the beliefs and feelings of Thai people in their involvement in policy decisions or artistic goals. Culture comes from family, comes from heart, comes from religion. Meanwhile, The importance of developing a company's cultural advancement comes first. For example, when going to set up an office in any locality. For example, when to set up an office in any locality, they will study first that there are cultures.

4. Do you think the values of Indian companies have a similar standard of work? Multinational corporations such as Japan, Taiwan or not, depending on which companies need what kind of values. Work towards the goal Today, and focus on the cost of people. No matter what country or company you are from, it will focus on how it works for Indians thinking of starting a business in Thailand must adapt to Thai culture. Otherwise, it won't be easy, India and Thailand are similar, but not everyone will understand when embracing corporate values like India is not as easy as Japan or Taiwan. The idea of working in Japan might not be the same as Indians. India's human resources are of an excellent standard, no less than Japan and Taiwan. Ideas must come from the bottom up to high level, for the British system here commands from high to the bottom level by the considered proficient and able to work with China or Japan.

5. Is the work standard of Indian companies outside of Thailand widely accepted? Working like a Thai person is very different from India. Sometimes it is necessary to get out of the box to achieve goals or achieve them faster than usual, and The Thai people very much accept Indian values with passion and respect for the system's universality. 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 America. They have the opportunity to open up the world from our home, which multinational companies provide opportunities for Thai people to learn from other countries.

6. Focus on employees by giving them bonuses. Are there similar standards for multinational companies in other countries? What if we don't get the bonus we've been waiting for? We will lose motivation to work. Therefore, companies need a reward system. Each 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 if they can adapt to the corporate culture. Those who follow or adjust to the culture should be rewarded. Bonuses and rewards are policies adopted and implemented by companies around the world in Thailand. In comparison, Thai and Indian employees do not pay much attention to cash rewards because they connect through emotional connections; benchmarkers have to learn that they are unsure whether to compare with Asian companies. Japan or America because the standards of European and American companies should be close to India.

7. Do you think Indian multinational companies have modern ideas that help them grow with other Asian countries? According to corporate values, Sometimes new Indian companies It has a different concept. It wouldn't call it a modern concept. Multinational companies adopt modern ideas. First of all, they pay attention to the concept of environmental protection. If they look at the example of modern concepts, the first is the human cost, Second, innovation, technology and creative innovation. India is still outdated and needs to follow relatively ancient methods of operation. It cannot be said that there is a modern value system. Some old executives But the new generation of Indians know, they understand people's expectations. They want to go abroad initiative, And they have good human resources who are ready to learn new things, and they accept and learn technology quickly. It exists because multinational corporations originally had the system. In addition to producing products in Thailand, we also have to find foreign markets that sell value to consumers. Not just selling products, India has a hundred-year-old company like Tata that is ethical.

8. Thai employees accept the culture, values, customs, and traditions of India. Whether culture is important or not, It should inform our staff from the first day we join our work culture. Otherwise, the team will object to why they need to be changed to understand, accept the changes and act accordingly. Sometimes not continuously, whether Thai employees will adapt to Indian culture is a matter of awareness. However, Thai people do not know Indian culture as much as Japan or Korea. Still, when working in an Indian company or working with an Indian boss, they are understanding and see the similarities of Thai culture in my company. Not just employees company employee but also to our customers. They value and remain like Indians. They want to participate and follow. It's accepted because learning from the beginning is a tradition, different culture but perception.

9. Indian Culture The personal values of an executive or CEO influence company policies or depend on individuals, Some of them will be very proactive. Still, some are not proactive but will focus on clear steps. Individual culture and values influence corporate policy. Today's multinational corporations accept the idea of respecting individual rights. The CEO is the company leader, and leaders initiate change and decide which should follow norms or patterns of behavior. Indian influence is closely related to its culture and traditions and has broad thinking following their own culture and needs to practice must blend it. Otherwise, the existing culture will have to adjust. Accordingly, business people have to adapt to the situation must be flexible

10. Professionalism transcends culture and will consider the ability more nationality is not a problem; for example, can create pilot projects in developed countries, Underdeveloped countries, or an underdeveloped country first. It depends more on ability than knowledge. If working in any field should know in that field. If there is no knowledge or lack of knowledge, it must learn and accept Management. If assigned a challenging task, you will understand what kind of people you work with. 10. Employees in your company understand and accept your management culture. Understand the culture and try to adapt. It may be because they are afraid or want a reward. Employees accept Indian culture because Thai and Indian cultures are different almost the same Today's world is a universal culture with others.

9. Recommendations for this research

The results showed that The employee performance value questionnaire generated has structural validity and internal conformity according to established criteria. It can therefore be used to inquire about the performance values of executives in Indian multinational companies.

The Management should promote professional values and gain work experience for advancement, and the core value is to accomplish the tasks assigned by the leaders to lead to progress. And the efficiency of creativity is often recognized by colleagues of all countries in the creation of employees because employees are less important

The Management should consider personal factors such as education, nationality, salary, and age as they are important factors affecting the value of employees' work. And Management should learn how to develop corporate values for employees who need support, such as encouragement, creativity contributes to the development of work values as well.

10. Suggestions for future research

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

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