



Thailand – UK Social Enterprises (SE) Delivering Social Innovations

19 July 2018

*Grand Centara Hotel at Central World
Room M1-2@M23 on 23rd floor*

- 8.30 - 9.00** **Registration**
- 9.00 - 9.15** **Introduction to the workshop**
Assistant Professor Pichawadee Kittipanya-ngam (PhD)
Thammasat Business School (TBS)
- 9.30 – 10.30** **Keynote Speakers on Thailand - UK Social Innovation**
- Social Innovation in Thailand
Ms. Thanyaporn Jarukittikun
Manager, Social Innovation Thailand Platform by UNDP
 - Different Business Models and Their Social Innovations in Thai Social Enterprises
Assistant Professor Pichawadee Kittipanya-ngam (PhD)
Thammasat Business School (TBS), Thailand
- 10.30 – 10.45** **Coffee Break**
- 10.45 – 12.00** **SE inclusivity – The secrets of success in the UK social innovation**
Professor Bob Doherty (PhD)
York Management School (UK)
Ex-head of sales & marketing at Divine Chocolate Co., Ltd. (fair trade chocolate)
- 12.00 – 13.00** **Lunch break at the World Restaurant, Grand Centara Hotel at Central World**
- 13.00 – 14.30** **Workshop 1: Roles of SE in redesigning sustainable and inclusive value chain**
Bob Doherty, Pichawadee Kittipanya-ngam
- 14.15 – 14.30** **Coffee Break**
- 14.30 – 15.30** **Workshop 2: SE and social innovation Ecosystem in Thailand now and in the future**
Bob Doherty, Pichawadee Kittipanya-ngam
- 15.30 – 16.00** **Wrap-up and Q & A session**
Bob Doherty, Pichawadee Kittipanya-ngam

KEYNOTE SPEAKERS



Thanyaporn (Mint) Jarukittikun has joined UNDP Thailand as the Project Manager of Social Innovation for Sustainable Development, DGSA. Her work has focused on fostering social innovation ecosystem in Thailand, working with various key stakeholders towards Sustainable Development Goals (SDGs). She has managed to launch the Thailand Social Innovation Platform in 2017 under the work of UNDP Thailand. Moreover, she has been working closely with key policymakers and government officers in order to create the awareness of utilising design process properly to transform public services.

Prior to joining UNDP Thailand, she worked as a design researcher in social innovation and community development, focusing on sustainability and security on food with indigenous communities in Thailand. Before that, she worked at Thailand Creative and Design Center (TCDC) and trained as a service designer, working on several public service developments through human-centered approach. She is also a regular visiting professor at Chulalongkorn University. Mint holds a Master's degree in Innovation Management from Central Saint Martins College of Art and Design and Bachelor's degree in Fine and Applied Art from Chulalongkorn University.

THANYAPORN "MINT" JARUKITTIKUN



Bob Doherty (PhD) is Professor of Marketing at The York Management School, University of York in the United Kingdom. Bob specializes in research on the marketing and management aspects of social enterprises. Recently his research interests have developed to look at how social enterprise can contribute to resilience in food systems. Bob has published in *Journal of Business Ethics*, *International Journal of Management Reviews*, *Business History* and *Journal of Social Policy*. For the past 8- years he has been editor of the Emerald publishers *Social Enterprise Journal*. He is also principal investigator on a 4-year interdisciplinary research programme (£3.4m) on food resilience titled 'IKnowFood', funded by the Global Food Security Fund.

Prior to moving into academia Bob spent nearly five years as Head of Sales and Marketing at the Fairtrade social enterprise, Divine Chocolate Ltd in the UK and US.

BOB DOHERTY



Pichawadee "Gate" Kittipanya-ngam (PhD, Cambridge) is an assistant professor of operations management at Thammasat Business School, University of Thammasat in Thailand. She is also a research affiliate at Institute for Manufacturing (IfM), University of Cambridge, UK.

Gate specializes in research and practices on food supply chain and management aspects of social enterprises. She is also a founder of *Cambridge Babies*, a social project encourages the early year development in babies. The project in collaboration with Cambridge Thai Foundation, annually donates part of profits as scholarships to young deserving Thai students to study at the University of Cambridge. In addition, she is an academic associate at *iAcademy pte.*, a social enterprise in education sector operating in Nepal.

PICHAWADEE KITTIPANYA-NGAM



The Workshop and Research Project Details

This workshop aims to share the research finding as part of our 15-month research project funded by Thammasat University in collaboration with the York Management School (UK). We have collected data on SE (Social Enterprise) business models both in Thailand (10 social enterprises) and in the UK (10 social enterprises) for the past year (July 2017 – April 2018). At this workshop, we will **share our research results on different successful business models of successful social enterprises in Thailand and the UK** as well as **presenting the emerging social innovations** being captured during the research. Below is our research background and the research process being conducted.

Research Background

Social Enterprise (SE) in Thailand has increasingly caught much attention in the last decade from public and private sectors as well as the third sector e.g. NGOs and NPOs. A SE is an organization that trades, not for private gain, but to generate positive social and environmental value (Santos 2012). Since 2010, Thai Government has set up the National Social Enterprise Committee and the Thai Social Enterprise Office (TSEO), dedicated to financially and non-financially support social changes in Thailand through growing social enterprises. Altogether with the Act on Person with Disabilities Empowerment and its enforcement in 2012, as well as the Social Enterprise Promotion Act in 2016 on the tax relief, the growth of SEs in Thailand has accelerated to a new level.

However, despite the increasing attention, the majority of these enterprises is still in very early development stage and yet to scale-up. A good number of them appear to fail after a few years from a lack of trading income; in contrast some of them have grown organically over the past 30 years and are now well established in the Thai market. Furthermore, there is a select number of recent social enterprise start-ups in Thailand. In comparison, the UK has a developed social enterprise sector with a significant number of social enterprises established for more than 10 years with sizeable annual turnovers e.g. Greenwich Leisure Ltd with £216 million (Doherty, Haugh and Lyon, 2016). Hence, this research specifically aims to investigate and compare the business models and strategic management practices of the established social enterprises in Thailand with those in the UK. There has been a very limited amount of published work on comparing SE in industrialized and newly industrialized contexts and therefore we will plug a research gap which will lead to journal article publication. Furthermore, the research will allow the investigators to make a set of recommendations to those agencies who are aiming to grow the SE sector in Thailand. Therefore, the research findings would be beneficial for the social enterprises in Thailand who are still in the very early stage or those who are interested in starting a social enterprise in Thailand.

Research Process

The research project started with the literature review on social enterprises and strategic business models in order to build a conceptual framework for data collection. The data collection began with the workshop in July 2017 with established SEs in Thailand and the key stakeholders to refine the framework for data collection. **20 in-depth interviews with 10 established SEs in Thailand and 10 established SEs the UK were conducted.** Four key themes of business models for SEs to be learned have emerged from interviews as research findings and will be presented at this workshop as the best practices for Thai SEs.

Thank you very much for your participation and contribution in our research. The information collected during the workshop regarding your identity and/or organization's identity will be kept confidential.