

THE DEVELOPMENT OF THE THAI CHINESE NEW GENERATION BUSINESS  
ASSOCIATION'S MEMBERS CASE STUDY: WOEI HAO LATEX COMPANY  
LIMITED

THE DEVELOPMENT OF THE THAI CHINESE NEW GENERATION BUSINESS  
ASSOCIATION'S MEMBERS CASE STUDY: WOEI HAO LATEX COMPANY  
LIMITED

Ma Xinghai

This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
of the Requirement of the Degree  
Master of Business Administration

2021

This manuscript has been approved by  
the Graduate School  
Bangkok University

Title: The Development of the Thai Chinese New Generation Business Association's  
Members Case study: Woei Hao Latex Company Limited

Author : Ma Xinghai

Independent Study Committee:

Advisor: Assoc. Prof. Dr. Nathanicha Na Nakorn

Field Specialist: Assoc. Prof. Dr. Suthinan Pomsuwan

Ma, X. M.B.A. September 2023, Graduate School, Bangkok University.

The Development of the Thai Chinese New Generation Business

Association's Members Case study :Woei Hao Latex Company Limited (83 pp.)

Advisor: Assoc. Prof. Dr. Nathanicha Na Nakorn

#### ABSTARCT

The purpose of this study was to explore the influence of the Thai Chinese New Generation Business Association (TYCC) on Woei Hao Latex of member enterprises. It was found to be mainly confirmed by cohesion, reputation, and timeliness of the information. The tools used in this study were quantitative questionnaires and qualitative interviews. 275 members of the association listened to questionnaires and answered online questionnaires. In addition, the sample size of interviews for this study is 6 members from TYCC for 10 years and 4 marketing managers from Woei Hao Company. The percentage and descriptive statistics of the questionnaires were analyzed by SPSS, and multiple linear regression analysis was adopted. The results show the main factors affecting Woei Hao. This study can guide the development of member enterprises of the Chamber of Commerce and also form a more tacit relationship between enterprises and chambers of commerce.

*Keywords: Chamber of Commerce, Cohesion, Reputation, Timeliness of the information*

## ACKNOWLEDGEMENT

First of all, I would like to express my sincere thanks to my mentor, Arjan Judy. During my dissertation writing process, my advisor helped me a lot. When I was at a loss to determine my IS outline, she used her expertise to point me in the right direction.

Secondly, I would like to thank the leader Mr. CHUNPAILINDEEDERT who supported me to pursue this degree. Give me encouragement and support when I am about to give up, and let me complete the questionnaire by interviewing and surveying members of the Chamber of Commerce (TYCC).

Third, I want to thank my family. Behind my growth are the expectations and care of my parents. They have always supported me in their own way, allowing me to enjoy college life to the fullest. Now that graduation is approaching and it is time to work, they still respect my choice. I will repay my parents in my own way.

Last but not least, I would like to express my gratitude to my university. The entire writing process is based on knowledge and skills. I am grateful for the education I received at Bangkok University.

Ma Xing Hai

## TABLE OF CONTENTS

	Page
ABSTRACT .....	iii
ACKNOWLEDGEMENT .....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER 1 : INTRODUCTION .....	1
1.1 Background .....	1
1.2 Research Motivation .....	3
1.3 Research Objectives .....	4
1.4 Research Problems .....	5
1.5 Research Scope .....	5
1.6 Research Income .....	5
CHAPTER 2 : LITERATURE REVIEW .....	6
2.1 Definition of Chamber of Commerce .....	6
2.2 Thai Chinese New Generation Business Association(TYCC) .....	8
2.3 Cohesion .....	12
2.4 Reputation .....	13
2.5 Timeliness of Information .....	14
2.6 Woei Hao Latex Company Limited .....	14
2.7 Relevant Research .....	15
2.8 Hypothesis .....	17
2.9 Theoretical Framework .....	17
CHAPTER 3 : METHODOLOGY .....	21
3.1 Research Design .....	21
3.2 Interview design and implementation .....	22
3.3 Questionnaire survey method .....	23
3.4 Summary .....	24
CHAPTER 4 : DATA ANALYSIS .....	25
4.1 Quantitative Analysis .....	25

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 4 : DATA ANALYSIS (Continued)	
4.2 Quantitative Analysis .....	26
CHAPTER 5 : CONCLUSION & DISCUSSIONAND .....	35
5.1 Conclusion .....	35
5.2 Discussion .....	44
BIBLIOGRAPHY .....	45
APPENDIX A .....	48
APPENDIX B .....	5
APPENDIX C .....	64
BIODATA.....	83

## LIST OF TABLES

	Page
Table 2.1: Synthesis Variable and Author Year List .....	18
Table 4.1: Basic Frequency Information .....	26
Table 4.2: Descriptive Statistics .....	29
Table 4.3: Cronbach Alpha .....	3
Table 4.4: Validity Analysis-KMO of the questionnaire and Bartlett's test .....	31
Table 4.5: Person Correlation .....	32
Table 4.6: Linear Regression analysis results .....	32



## LIST OF FIGURES

	Page
Figure 1.1: Trend of trade between thailand and china (2019-2021) .....	4
Figure 2.1: Organization Structure of TYCC .....	9

## **CHAPTER 1**

### **INTRODUCTION**

This chapter successively introduces the research program of this research, including the research background, research motivation, research objectives, Research questions, research scope, research benefits, research limitations, conclusions. The structure of this first chapter is as follows:

1.1 Background

1.2 Research motivation

1.3 Research Objectives

1.4 Research Problems

1.5 Research scope

1.6 Research income

#### **1.1 Research background**

Thailand's expanding economy in the 1850s encouraged many Chinese to relocate and create enterprises in Thailand, thereby building a business network connecting China with global trade. With the acceleration of the building of the China-Asian free trade zone and the continuing enhancement of China's economic strength in the twenty-first century (Xu,2015 & tengxun,2022), an increasing number of Chinese young people are traveling to Thailand to work, study, or establish a company. However, they faced many complicated problems in a foreign land, so the businessmen began to get together. A non-profit organization composed of businesses and individuals engaged in trade, industry and services, on the one hand aiming to protect and promote business and provide assistance to its members, on the other hand advising and influencing the government to create a more favorable business environment (Lacho & Brockmann, 2011).

The concept of a chamber of commerce first appeared in the late 17th century in

Europe, with the first local chamber of commerce established in Charleston, South Carolina, in 1773. In 1800, this trend spread rapidly (chamber nation, n.d.). The Chinese in Thailand have had no formal representation from the Chinese nation state since the early 20th century. As a result, it is up to significant ethnic Chinese organizations like the Chinese Chamber of Commerce, as well as major dialect, hometown, or clan groups, to represent their people in connection to the state. (Ying & Wongsawat, 2020). Thus increasing the prestige and influence of members in the local economy and in the politics of the Chinese Thai community. At present, according to the statistics of various business journals (2017), there are more than 80 Chinese chambers of commerce established in Thailand. With the passage of time, the new Chinese immigrants are getting younger and younger, especially in recent years, the new immigrants are getting younger. According to zeng & cao (2005) it is estimated that the average age of the new immigrants is about 30 years old. Therefore, new immigrants are younger and more energetic. It is precisely because of their youth and knowledge that new immigrants can quickly improve their adaptability and work skills abroad. Their thinking mode has both Chinese characteristics and local colors, which has evolved into the synthetic culture of overseas Chinese, so that new Chinese immigrants can better adapt to the host country and better develop themselves.

The Thai young Chinese Chamber of Commerce (TYCC) was formally created on 1st July 2000, as Thailand's first young Chinese organization, a representative group comprised of new overseas Chinese and new immigrants; In 2020, it will be renamed Thai Chinese New Generation Business Association (TYCC).

TYCC has always been loyal to helping the new Thai immigrants to integrate into Thai society, helping the new generation of members to develop business relations with foreign countries, and training a new generation of overseas Chinese successors as the fundamental purpose of the chamber. Woei Hao Latex Company Limited joined the TYCC in 2018 and has been active in the overseas Chinese community in Thailand for just a few years. It is a rising star. Woei Hao Latex is

one of the few Chinese, Thai factories still active in the natural latex pillow core industry in Thailand, and the market is very resilient. As a Thai factory with 200 employees, producing 300,000 Thai Natural Latex pillows a month, 50,000 Thai Natural latex mattresses and annual sales of 600 million baht, it still faces many challenges.

This article will explore the variables influencing the growth of Woei Hao of TYCC member companies, which will contribute to the recruitment of Chamber of Commerce members and the development of chamber member enterprises.

## **1.2 Research motivation**

The Chamber of Commerce has great influence and promotion in the business operation. How to view the influence of chamber of Commerce on business operation, as well as its own development and the relationship between chamber of commerce and business economic growth. Trade between China and Thailand is booming, and many Chinese enterprises have made great contributions to Thailand by moving in and helping many Thai enterprises enter the Chinese market. From January to August 2022, the trade volume between China and Thailand reached US \$911 billion, up 6% year on year. Among them, the total export volume of Thailand to China reached US \$37.203 billion, up 24.79% year on year.



Figure 1.1 : Trend of trade between Thailand and China (2019-2021)

Li (2014) mentioned in her research the influence of the Thai Chamber of Commerce on Thai-Chinese enterprises after the establishment of diplomatic ties between China and Thailand, as well as the change of the nature of the chamber of commerce in Thailand. The chamber of commerce plays a role that can influence and change the market economy. Kelly(2001). Regarding the strategies and engagement of business, government and ngos with business and government, as well as multilateral organizations seeking funding, expertise and legitimacy, the changing policy environment has increasingly reinforced the dilemma of mutual demands rooted in autonomy and the growing capacity to be limited at three levels: tangible resources, access to knowledge and expertise, and the development of the organization. And legitimacy, a theme reflected in the growing role of the Chamber of Commerce as an organizational and negotiating body in multilateralism.

### 1.3 Research Objectives

1.3.1 Investigating the cohesion of the Chamber of Commerce has a direct impact on the development of Woei Hao Latex enterprises

1.3.2 Investigating the popularity of the Chamber of Commerce has a direct

impact on the development of Woei Hao Latex enterprises

1.3.3 Investigating the timeliness of chamber of Commerce information has a direct impact on the development of Woei Hao Latex enterprises

#### **1.4 Research Problems**

1.4.1 Whether the cohesion of the TYCC has an impact on the development of Woei Hao Latex enterprises

1.4.2 Whether the popularity of the TYCC has an impact on the development of Woei Hao Latex enterprises

1.4.3 Whether the timeliness of the information of the TYCC has an impact on the development of Woei Hao Latex enterprises

#### **1.5 Research scope**

The academic purpose of this study is to discover and explore the influence factors of the Chamber of Commerce on the enterprises within the chamber. Geographically, the study is mainly conducted in Thailand and China. The questionnaire will be distributed within the range of this section. The target population is the 275 members of the TYCC.

#### **1.6 Research income**

1.6.1 This study will provide reference for the development of member enterprises.

1.6.2 This study will also attract better innovative talents for TYCC, provide conclusions of reference value for TYCC and other chambers of commerce.

## **CHAPTER 2**

### **LITERATURE REVIEW**

TYCC has always paid attention to important issues for the development of member enterprises. In the past 10 years, due to the rapid development of the world economy, Thailand and China have entered a period of rapid economic development, and the chamber of Commerce has helped Weihao enterprises develop rapidly. Among them, many experts and scholars have conducted in-depth discussion on the characteristics of the chamber of Commerce. This chapter will discuss the following parts and make them scientific in combination with the relevant situation at home and abroad to display scholars' literature and various authoritative academic materials.

#### **2.1 Definition of Chamber of Commerce**

A social body organized by commercial capitalists to defend their business interests. A chamber of commerce is a group of individuals engaged in trade, industry, and service on behalf of the business community composed of firms and enterprises whose general purpose is to protect and promote business. Pilgrim & Meier(1995) mentioned that the provincial Chamber of Commerce and the Thai Chamber of Commerce worked closely with the government to provide advice and suggestions on economic policies. The Chamber provides members with information on trade opportunities in foreign markets, and related laws and regulations and organizes trade missions. In addition, the Thai Chamber of Commerce arranges seminars and workshops for its members to improve business efficiency, and strengthen management practices, business development, and project analysis.

Chambers of Commerce are an important force in any region. Dawley, Stephens & Stephens(2005) studied the organization's commitment to the multi-dimensional ability of volunteer Chamber of Commerce board members. Modelling is used to examine the organizational commitments of several key roles that board members are expected to fulfil. The results show that normative commitment, emotional

commitment and sustained commitment have positive effects on board members' roles based on few choices. Lacho & Brockmann (2011) believe that chambers of commerce are an invaluable resource, and the services provided by chambers of commerce can be used to promote the development of enterprises. And through Lacho, Bradley and Cusack (2006), the commercial non-profit organizations investigated helped to survive the enterprises in the New Orleans metropolitan area after the hurricane. Business nonprofits, including three chambers of Commerce, actively communicate with members extensively through email and hold workshops on disaster relief, and the study shows how chamber services can be used to boost business growth. Fang & Lu (2007) made it clear in the development of Chambers of Commerce in China that chambers of commerce are more dependent on the recognition and promotion of central and local governments. Therefore, it is a very natural result that cooperation and competition between the government and chambers of commerce will also drive the prestige of chambers of commerce.

Lacho(2008) studied the government affairs activities of four chambers of commerce in the suburbs of New Orleans in 2004. Each Study House has a standing government Affairs or public policy/committee that oversees local, state, and federal issues and informs membership. Members have the opportunity to meet with local, state, and national elected officials at local forums such as luncheons or meet with their legislatures at the state level. More recently, the Committee on Government Affairs has taken a similar approach. The Schapiro Group has studied whether consumers actually patronize office members. The data came from a scientific Network survey of 2,000 adult consumers nationwide. Their findings show that whether consumers know that a small business is a chamber member increases consumer favorability by 44 % and public favorability by 63 % the likelihood that future consumers will patronize the company (The Schapiro Group, nd).



## **2.2 Thai Chinese New Generation Business Association (TYCC)**

### **2.2.1 Organizational structure**

The law of the Chamber of Commerce in Thailand only stipulates the general organizational structure of the general management bodies, giving them a certain autonomy and allowing them to have a certain internal organization (Pilgrim & Meier, 1995). Generally speaking, the organization Chamber of Commerce consists of the General Assembly, the Board of Directors, the President, the treasurer, the secretary general and various committees. The decision-making Assembly consists of all members of the Chamber and meets at least once a year to make amendments to articles of association and other regulations and to approve the annual report and balance sheet. The Board of Directors is the highest decision-making body of the Chamber, and the highest executive body is the Secretariat, which controls and manages the affairs of the Chamber. The election of directors and the seats of the board of directors are allocated in rotation according to the rules of the Chamber of Commerce. The Executive Vice President, Vice President and Treasurer are elected from the Board of Directors. The president is elected by the General Assembly and usually serves a two-year term.

The committee meets bimonthly. The chairman is the CEO of the Chamber and presides over all meetings of the Executive Committee and Board of directors. The Secretary-General is appointed by an appointed governor or staff member who is responsible for organizing the activities of the General Assembly, such as committees, and is also the head of the Secretariat staff. Members who are generally over the age of 60 will be re-elected or withdrawn by a vote of the other members at the next election General Meeting.

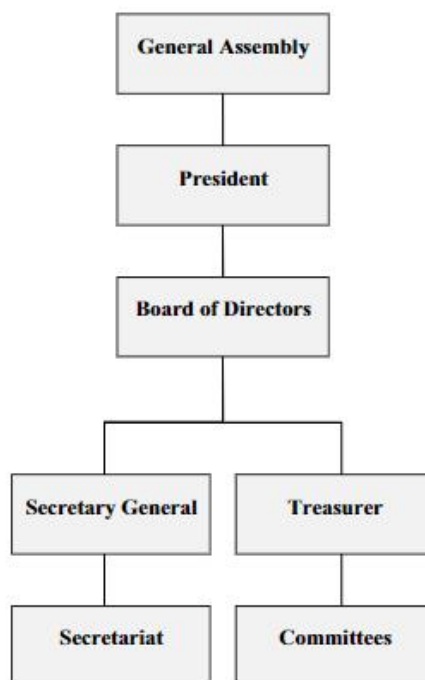


Figure 2.1 : Organizational Structure of TYCC

### 2.2.2 Source of funds

TYCC is mainly funded by membership dues and various sponsorships. Members pay different dues depending on their positions, ranging from several thousand baht to tens of thousands of baht, but the sponsorship fee is whatever they wish. These expenses cover the maintenance of the chamber's office space, the expenses of the staff and the office, the expenses for the reception and publicity work of the Chamber, the donations made in honor of the Chamber, etc. The annual financial statements will be reviewed by the vice President of the Committee and reported to the committee. All expenses incurred by the Chamber of Commerce must be signed by the head of the Board, the treasurer and the president.

### 2.2.3 Functions and values

The Thai Chinese New Generation Business Association's objective is to honor His Majesty the King, His Royal Highness, and members of the Royal Family, as well as to maintain the country's laws. At the same time, it fosters cordial connections among members, defends members' fundamental rights and interests, and advocates for the rights and interests of new overseas Chinese. There are also positive cultural and economic interactions between countries. To put it simply, it can play a role of matchmaking between China and Thailand. No matter in terms of economic activities, it can help Chinese enterprises in Thailand find investment directions, help Chinese enterprises adapt to the Thai market faster, and also help many Thai enterprises enter China. On the one hand, in terms of social activities, the Chamber of Commerce always runs in various charitable activities, actively assists the charitable activities carried out by China and Thailand, provides help within its capacity, and fully demonstrates the humanitarian spirit in the face of various natural and man-made disasters. On the other hand, the Chamber of Commerce has tried its best to spread Chinese culture in Thailand. The cultural festivals held together with the Embassy and various calligraphy and painting exhibitions are all active in promoting Chinese culture in Thailand.

Since the members of the Chamber of Commerce come from different regions of China and Thailand, it is easy for some problems to occur when the politics and laws of the two countries are not familiar. At this time, the chamber of commerce will play a political role. In terms of economic value, the economic value of the chamber of Commerce is mainly reflected in its services. In addition to creating more business opportunities and sales platforms for enterprises through resource integration, the new value of the chamber of commerce is also reflected in reducing public relations costs, information costs and concept costs for enterprises. That is to say,

through the establishment and communication of the cultural system of the chamber of Commerce, enterprises can also establish scientific management ideas.

Moreover, as a platform for contacting various enterprises, the chamber of Commerce naturally has the advantage of gathering many enterprises. Through close communication with various enterprises, we can get a variety of comprehensive information about economic investment in the most timely and effective way, which can reduce the information cost and public relations of enterprises. Both have special advantages in terms of cost. In today's world economic situation, many small and medium-sized enterprises need to huddle together for warmth, especially in the face of a serious lack of funds, in order to solve the problem of liquidity, the role of the chamber of commerce arises in the historic moment. Mutual aid, people, freedom, openness, and service are the five characteristics of the chamber of commerce. Each member can share the resources of the Chamber of Commerce, and each member can benefit from solving practical problems for various enterprises.

Secondly, it also plays an important role in attracting investment. As an important link in the market economy system, when the local economy needs to develop, the chamber of commerce and the local government or relevant departments are entrusted and docking to complete investment policies, because the chamber of Commerce is a platform for businessmen to gather, so it can more quickly and accurately find investors, but also for the new to join the local investors to build a local network. So that it can quickly develop the local economy.

The Chamber of Commerce is not only responsible for coordinating and promoting the competition between enterprises and industries, but also for coordinating and improving the relationship between enterprises and the government, and gradually began to undertake some matters related to the transfer of management functions of the government. At present, some chambers of commerce have begun to assume the role of maintainer and manager of market order. The government sometimes

commissions the Chamber of Commerce to coordinate things. At the same time, the government also values the influence of the chamber of commerce in the local area, which can strengthen the communication between enterprises and the government, so that both sides can directly understand each other's views, which can alleviate the understanding and implementation deviation between the government and enterprises due to inadequate publicity and communication, and can guide and encourage enterprises to actively invest in public utilities. From this perspective, the Chamber of commerce plays an important role in promoting the process of a harmonious society. Therefore, the author wants to expand the explanation from three aspects: cohesiveness, reputation and timeliness of information.

### **2.3 Cohesion**

Friedkin (2004) has made some progress in social cohesion by elaborating on causal mechanisms, in which individuals' attitudes and behaviors are linked to the group-level conditions in which they operate. At the group level, the group is cohesive under conditions that produce positive member attitudes and behaviors, and when the interpersonal interaction of group members is the mode of operation that maintains these group level conditions. As a result, cohesive groups are self-sustaining and have strong membership appeal.

Articles on group cohesion have a significant relative influence, among which Whitney's (1995) article ranks the third in the number of citations. Literature shows that cohesion has a certain positive effect on team performance and has remained relatively stable over the years. Although the relative intensity of the influence may vary with the environment and tasks, in general, Greer (2012) found that cohesion is a very powerful process in a team that can be applied in different environments and disciplines.

Coleman & Grant (1988). Using an international comparative data set to define and express the potential of integrated business associations and the benefits of business as a whole, organizations within organizations have an incentive to make the societies

in which they operate more prosperous ". It can be seen that cohesion is the core of the operation of the chamber of Commerce. Business members with strong cohesion support and support the work of the chamber of Commerce. Various work is easy to organize and carry out and in-depth, and substantial results can be achieved.

## **2.4 Reputation**

The concept of organizational reputation plays a central role in an increasing number of management literature studies. Organizational reputation is a simple concept with intuitive appeal Lange, Lee & Dai (2011). Over time, an organization can become well known and can accumulate a general understanding of what is known and possible about it. Reputation is rooted in the historical behavior and association of an organization. The reputation of an organization and its changes will affect the relationship between the organization and its stakeholders. With the history of the older generation as the core, Qingcham enjoys a good reputation in terms of reliability. Carpenter,(2014) well summarizes this intuitive idea of organizational reputation and how this organizational image enables the organization to become a powerful industry while resisting efforts to limit its authority. Reputation and Power shows how reputation shapes the power and behavior of government agencies and offers new insights into how to use and compete for power. Mailath & Samuelson(2001) regards reputation as a commitment device that allows enterprises to solve the problem of moral hazard. "Capable" companies can choose between high effort and low effort. Cycc actively organizes and carries out chamber of commerce activities to enhance members' knowledge and understanding and help more enterprises to pull the bridge.

## **2.5 Timeliness of Information**

With the advent of the era of big data, the availability of data has been widely concerned, so it is very important to ensure the timeliness of data.

Li (2016) studied the research on timeliness in the current field, the expression principle and decision algorithm, and determined the timeliness of data quantitatively. Bao (2021) also uses AuD to represent the timeliness of information at decision time, as well as the time interval and efficiency after receiving, processing, transmitting and utilizing information sent from the information source. The shorter the time interval, the more timely the usage information, the higher the usage degree, and the stronger the timeliness. Generally speaking, the more novel and timely the information, the higher its value. Therefore, the time interval of information collection, storage, processing, transmission and use should be shortened as much as possible to improve the value of information. Bourland, Powell & Pyke (1996), in a study of the changes brought about by the timely exchange of demand information in terms of the inventory and service levels of suppliers and customers, show that inventory-related returns are particularly sensitive to the variability of demand, the level of service provided by suppliers, and the degree of overruns of orders and production cycles. More rapid, accurate and efficient information sorting has brought great convenience to current data users. Enterprises can also analyze customers through information data, judge customer preferences and demands, and meet the requirements in a targeted way for the benefit of enterprises.

## **2.6 Woei Hao Latex Company Limited**

Woei Hao Natural latex pillow factory mainly produces Thai latex pillow products by itself and sells them to customers through its own channels, and provides certain technical and logistics support to earn profits. The main customers are concentrated in the Chinese market. This pattern mainly originated in Europe and America. As these factories are generally located in the material origin, with natural geographical

advantages, the early latex bed OEM factories were mainly European and American companies, such as latex systems, which were later acquired by the Thai Rubber Group. Weihao Latex has become Thailand's top natural latex pillow factory. In the quality inspection of natural latex pillows, Wang Fengping (2019) concluded that natural latex products in Southeast Asia are gradually favoured by the markets of various countries, and natural latex bedding products are an important development trend.

Nattapoong(2006) emphasized that in the era of global competition, all enterprises must face fierce challenges from home and abroad. Thai enterprises are facing the transition from OEM to ODM, and Thai entrepreneurs have to face the price war to increase strategic alliance opportunities and use leverage to open new markets and escape the price war. Hou (2017) mentioned that in the market economy environment, enterprises are the main force of the market and play a basic role in resource allocation. However, due to the fierce competition in the market, enterprises may pay too much attention to profits, causing difficulties. In order to overcome or alleviate this dilemma, competing enterprises must be able to set up representatives of their common interests, and COCs are one of the representatives, which are established with the unanimous consent and majority voting of member enterprises. CoC operates on the basis of collective/common interests of member enterprises with clear objectives and promotes the self-discipline of member enterprises on its own basis. Therefore, it can represent the collective appeal of its member enterprises Zhenhui(2020).

## **2.7 Relevant Research**

Siriwan, Ramabut, Thitikalaya & Pongwiritthon (2013) believed that small and medium-sized enterprises (SMEs) are the pillar of economic growth of all countries, as they account for 80% of global economic growth and also account for a considerable share of manufacturing exports in East Asia, accounting for 36.6% of



Thailand's total GDP. However, smes in Thailand are still facing many problems brought about by the severe economic crisis. The Chamber of commerce is based on supporting the development of small and medium-sized enterprises, and with the development of private small and medium-sized enterprises, the self-regulated private chamber of commerce should have three main functions:

1. Integrity and self-discipline. Assist small and medium-sized businesses in establishing their integrity. Integrity is currently a major challenge in the growth of small and medium-sized businesses. The reason for this is that their technical strength is weak, their money is restricted, and their credibility in society is low. The Chamber of Commerce should assist them in establishing integrity, avoiding harsh industry competition, and regulating their conduct via industry self-discipline, including assisting them in improving the quality of products and services in order to earn the trust of the people and society.
2. Help each other. After the establishment of the chamber of commerce, we must carry out service and mutual assistance activities within the industry. Services include market development and other aspects.
3. "Bridge" On the one hand, we should implement the policies and intentions of the government. On the other hand should reflect the interests of the business (Private Economy Research Network, nb). In fact, the management and operation of small businesses plays an important role in today's business because it has a large amount of resources that can create organizational competitive advantages for the organization.

## 2.8 Hypothesis

H1: The cohesion of the Chamber of Commerce has an impact on Woei Hao Latex enterprises.

H2: The reputation of the Chamber of Commerce has an impact on Woei Hao Latex enterprises.

H3: The timeliness of Chamber of Commerce information has an impact on Woei Hao Latex enterprises.

## 2.9 Theoretical Framework

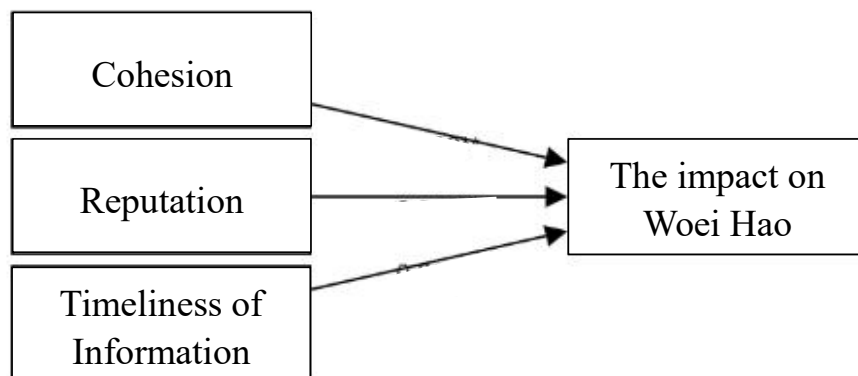


Table 2.2: Synthesis Variables and Author Year List

Variable from Literature review	Author & year	Interview items	Questionnaire items
Research objective:			
Cohesion	Beckmann,Hie Ischer& Pies (2014)	1.In what ways does Woei Hao cooperate with TYCC ? Do you think it will be helpful to other member enterprises 2. What policy support does Woei Hao hope to get from the TYCC ?	1. The Chamber of Commerce organized a visit to Woei Hao to let us know more about Woei Hao 2. I am willing to follow the tycc to visit enterprises, listen to their appeals and give opinions 3. The TYCC introduces Woei Hao to other organizations, which is of great help to member enterprises
Reputation	Karadag (2015)	Whether the intervention of the	1. I learned about Woei Hao latex products by

		<p>TYCC will be better for the purchase of latex pillows</p>	<p>participating in the activities of the TYCC , which aroused my interest</p> <p>2. Whenever I think of the member enterprises of the TYCC, I will think of Woei Hao</p>
<p>Timeliness of Information</p>	<p>Martinsons &amp; Westwoo (1997)</p>	<p>1. What are the suggestions for strengthening the construction of tycc under the new situation</p> <p>2. International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this</p>	<p>1. The TYCC provides member enterprises with the latest market trends, policies and regulations, technological innovation and other information so that Woei Hao can timely adjust its strategic business and better grasp the market</p> <p>2. I think the information released by the tycc is an opportunity for Woei Hao Group to find business opportunities</p> <p>3. Established work</p>

		respect? Is there a specific plan?	innovation and development with tycc, and made Woei Hao enterprise run well
The impact on Woei Hao	Galtsova, Pulina & Holovk (2020)	<p>1. What do you think of the current development prospects of Woei Hao Group?</p> <p>2. Do you know anything about enterprise investment? Do you think the TYCC will promote the investment of enterprises?</p> <p>3. Personally, what role do you think the tycc should play in the enterprise and market economy?</p>	<p>1. To what extent do you think the TYCC influences the development of Woei Hao enterprises</p> <p>2. Whether the cohesion, popularity and timeliness of the TYCC are crucial to the development of Woei Hao enterprises</p> <p>3. Are you willing to recommend other enterprises to join the tycc</p>

### CHAPTER 3

## **RESEARCH METHODOLOGY**

This chapter describes the scientific methods and approaches chosen for conducting research. In addition, methods used for data collection and analysis are discussed.

### **3.1 Research design**

The goal of this research is to investigate the impact of the Thai Chinese New Generation Business Association on the growth of Woei Hao Latex Company Limited, as well as the impact of cohesiveness, reputation, and information timeliness as factors on Weihao Latex Company Limited.

This study adopts the research method combining qualitative research and quantitative research. First of all, qualitative research method is adopted to understand the influence of Chamber of Commerce and Weihao enterprises, and then quantitative research method is used to analyze and discuss. Finally, on the basis of the two qualitative integration of the data analysis to get the corresponding conclusion.

1) Search relevant literature by keywords. Search relevant literature on the Internet or academic journal network with keywords related to research topics such as cohesion, popularity and information timeliness.

2) Research literature. Through reading the collected literature, we can understand the composition of chambers of commerce, the relationship between enterprises and chambers of commerce, the development trend of Thai-China investment and the factors affecting the development of enterprises.

3) Design interview questions. According to the literature research, the interview questionnaire is designed with some open questions.

4) Interview and collect data. Taking Weihao Latex Company Limited as an example, the member enterprises and members of the TYCC were taken as samples to conduct empirical research and conduct face-to-face interviews with them, and record the interview content.

### **3.2 Interview design and implementation**

1) Search related literature by keywords. Search for relevant literature on the Internet or academic journal network using keywords related to the research topic.

2) Research literature. By reading the collected literature, we can pass Woei Hao's management policy, development trend, Chin development prospect and so on. To determine

3) Design problems. According to the final results of literature research, we designed an interview questionnaire with some open-ended questions.

4) Interview and collect data. With a sample of members who have some knowledge of Woei Hao and TYCC, In the form of interviews, the president of the Chamber of Commerce, secretary, enterprise executives and other important figures were interviewed, including face-to-face interviews and telephone interviews. Through the dialogue with them, the author studied the influence of the TYCC on Woei Hao Latex Enterprise and further studied the value and significance of the chamber of Commerce for its member enterprises. The purpose of the interview is stated. After obtaining consent, researchers conducted one-on-one interviews through wechat voice calls, and recorded them in the form of mobile phone recordings during the interview.

5) Qualitative analysis. Interview transcripts were coded and analysed. The interviewee's influence on the chamber of commerce is summarized and classified.

6) Design the questionnaire. According to the conceptual framework obtained from qualitative research, this paper determines the questionnaire. Based on the conceptual framework obtained from qualitative research, this paper determines some related variables that influence the development of TYCC. According to these variables, it puts forward the management strategy of Woei Hao management development and.

7) Quantitative analysis. Questionnaires were sent out and data collected using the online survey software "Questionnaire Star", and data were analyzed using SPSS tool.

Based on the results of literature research, an open interview questionnaire on the research topic was designed. An open interview questionnaire about the research topic

was designed and used to conduct face-to-face interviews with the interviewees. See Appendix A for the interview questionnaire.

Of all the respondents, a total of 10 were interviewed. Among them, tycc has 6 and Woei Hao 7. All 10 interviewees have worked in tycc for more than 3 years and have some knowledge of Woei Hao. It can provide real and effective data for the qualitative research of this research. After 10 interviews and dialogues, researchers coded and summarized the research results. Research results In the original interview records, the relevant keywords and key sentences were summarized, coded, classified and summarized, and the factors of tycc affecting Woei Hao were obtained.

In order to better ensure the validity of this study, content validity was adopted. Content validity is the method by which a set of test questions tests whether the content tested meets the requirements of the test, or whether the content tested meets the requirements of the test. It refers to the representativeness and coverage of the test. The researchers invited four experts to evaluate the effectiveness of the interview questionnaire. They are both presidents of tycc and directors of Woei Hao, have been in the tycc for over 10 years and know Woei Hao latex. They were able to provide a scientific assessment of the interview questionnaire that was scientifically valid. An expert's evaluation can be used to test whether a project is feasible or not. Content validity (IOC) score of 1 or 0. More than 75% of the projects are acceptable survey projects.

### **3.3 Questionnaire survey method**

Questionnaire survey is a research method. Researchers design the survey content into a standard and unified questionnaire, and collect the information, opinions and relevant data of the respondents according to their answers. This method is simple, easy to operate, low cost, and can obtain a lot of materials in a short time. A large amount of material can be obtained in a short period of time, which is not available through theoretical research or direct observation.



In this study, in order to better collect more data and samples for the questionnaire, a free online survey website supported by "Questionnaire Star" online survey software was used to produce and publish an online questionnaire. Questionnaire Star online survey software to create and publish online questionnaires for visitors to visit, fill out and submit online questionnaires. The questionnaire plays a role as a data collection tool. In order to better design the questionnaire, first of all, relevant literature was consulted, the research results of relevant literature were studied and analyzed, and the research results of relevant literature were predetermined, and the relevant variables were preliminarily determined.

### **3.4 Summary**

According to relevant literature research and qualitative interviews, independent variables, dependent variables and evaluation indicators are determined, which can help Weihao Group to confirm the influence brought by the chamber of commerce.

Research methods and tools were determined, and interview questionnaires and questionnaires were developed. Evaluate the reliability and validity of the questionnaire to ensure its scientificity and validity. The reliability and validity of the interview questionnaire are ensured to ensure its scientificity and validity.

## CHAPTER 4

### DATA ANALYSIS

#### 4.1 Qualitative Analysis

The qualitative analysis included semi-structured questionnaires and a set of particular questions, allowing the researchers to direct the interviews toward the research. Specific questions must be asked in order for the researcher to steer the interviews toward the study objectives.

Based on data access and literature study, a semi-structured interview questionnaire of 9 interview questions was created. In response to the questions. Interviewees are asked questions on the growth of the TYCC and Woei Hao firms so that they may better grasp the challenges and interact with one another. The following are the key sample questions from the main semi-structured interview questionnaire:

1. Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?
2. Personally, what role do you think the chamber of Commerce should play in the enterprise and market economy?
3. In what ways does Weihao cooperate with the Chamber of Commerce? Do you think it will be helpful to other member enterprises?
4. What factors do you think have influenced the development of Woei Hao
5. What policy support does Weihao hope to get from the Chamber of Commerce
6. What are the suggestions for strengthening the construction of Chamber of Commerce under the new situation
7. Whether the intervention of the Chamber of Commerce will make the purchase of latex pillows better
8. What do you think of the current development prospects of Woei Hao Group?
9. International production capacity cooperation is an important part of the Belt and Road Initiative and the RCEP agreement. Is your chamber of Commerce willing to cooperate with Chinese enterprises in this regard? Is there a specific plan?

Interviewed 10 respondents for 20-25 minutes from October 10th to 23th, 2022. All responses are recorded. A large amount of raw data was collected through interviews. Then, relevant keywords in the original interview records were marked and classified, and coded. Categorize and summarize them according to these keywords. Appendix A provides raw recorded data for respondents.

## 4.2 Quantitative Analysis

SPSS was used to describe the data and the results of difference analysis, correlation analysis and linear regression analysis of the questionnaire data were as follows:

### 4.2.1 Descriptive statistics of respondent demographics

Table4.1 : Basic frequency information (n=275)

Item	Options	Frequency	Percent	Cumulative Percent
Gender	Male	136	49.45	49.45
	Female	139	50.55	100.00
Age	≤30 years old	64	23.27	23.27
	31-40 years old	64	23.27	46.55
	41-50 years old	82	29.82	76.36
	≥51 years old	65	23.64	100.00
occupation	Entrepreneur	83	30.18	30.18
	Company clerk	98	35.64	65.82
	Government	94	34.18	100.00

Item	Options	Frequency	Percent	Cumulative Percent
Monthly income	personnel			
	Student	0	0	0
	≤20,000 bath	61	22.18	22.18
	20,000-100,000 bath	78	28.36	50.55
	101,000-200,000 bath	62	22.55	73.09
	≥201,000bath	74	26.91	100.00
Time of arrival in Thailand	≤1 years	55	20.00	20.00
	1.5-3.5 years	50	18.18	38.18
	3.5-5 years	43	15.64	53.82
	5.5-7 years	38	13.82	67.64
	7.5-9 years	46	16.73	84.36
	≥ 10 years	43	15.64	100.00
Reasons to join the Chamber of Commerce	Political factor	70	25.45	25.45
	Legal rights protection	78	28.36	53.82
	Regional cooperation to attract investment	63	22.91	76.73

Item	Options	Frequency	Percent	Cumulative Percent
	Trade exchange, expand the market	64	23.27	100.00

A total of 275 respondents participated in the questionnaire survey. As can be seen from Table 4.1 above, the number of respondents was relatively average, with female 136 (50.55%) and male 139 (49.45). The respondents were 64 (23.27%) under 30 years old, 64 (23.37%) between 31 and 40 years old, 82 (29.82%) between 41 and 50 years old, and 65 (23.64%) older than 51 years old. Among the interviewees, 83 (30.18 percent) were entrepreneurs, 98 (35.64 percent) were company workers, and 94 (34.18 percent) were government workers. 61 respondents have monthly income less than or equal to 20,000 bath (22.18%), 78 respondents have monthly income between 20,000 and 100,000 bath (28.36%), 101,000-200,000 bath 62 people (22.55%) greater than or equal to  $\geq 201,000$  bath 74 people (26.91%). 55 respondents (20%) have been in Thailand for less than one year, 50 for 1.5 to 3.5 years (18.18%), 43 for 3.5 to 5 years (15.64%), 38 for 5.5 to 7 years (13.82%), 46 for 7.5 to 9 years (16.73%), and 43 for more than 10 years (15.64%). Seventy respondents (25.45%) participated in the Chamber of Commerce for political reasons, 78 (28.36%) for legal rights protection, 63 (22.91%) for regional cooperation, and 64 (23.27%) for business exchanges and market expansion.

#### 4.2.2 Descriptive Statistics

This paper mainly carries out descriptive statistics on the scale items, including mean value, standard deviation, skewness and kurtosis, so as to judge the basic level of the items and the distribution of scale data representation. This is shown in the following table :

Tbale 4.2 : Descriptive Statistics ( n=275 )

Variable	mean	standard deviation	Kurtosis	Skewness
The impact on Weihao	3.50	0.680	-0.368	-0.541
Timeliness of information	3.54	0.628	-0.765	-0.415
reputation	3.52	0.666	-0.838	-0.421
cohesion	3.54	0.639	-0.781	-0.461

As can be seen from the above table, the statistical analysis results of all aspects include the item data contained in the questionnaire, including mean value, standard deviation, skewness and kurtosis, which are used to verify whether the data obtained in the investigation follows the positive state distribution. The formal example results shown in the table indicate that the absolute skewness of each term is less than 3, and the absolute skewness kurtosis value is less than 10. The conditions of the table, skewness and kurtosis meet normal distribution, indicating that all items obey normal distribution. The data recovered from the questionnaire can be directly used for subsequent analysis of statistical reliability and validity, etc. The result factors show that The impact on Weihao (mean = 3.50, standard deviation = 0.680). Timeliness of information (Mean = 3.54, S.D =1.168), reputation (Mean = 2.72, S.D = 1.175), and cohesion (Mean = 2.55, S.D =1.100).

### 4.2.3 Reliability Analysis

Tbale 4.3 : Cronbach Alpha

Variable	Numbers of Question	Corrected-Item-Total Correlation (CITC)	Cronbach Alpha if Item Deleted	Cronbach $\alpha$
The impact on Weihao	6	0.701	0.849	
Timeliness of information	10	0.735	0.835	0.873
reputation	10	0.740	0.832	
cohesion	10	0.737	0.834	

Kronbach's Alpha or coefficient alpha is a measure of reliability or internal consistency (Cronbach,1951). Researchers used Cronbach's Alpha scale as the reliability measurement standard. It can be seen from the above table that the reliability coefficient value variables of all models were greater than 0.8, indicating that the research data was characterized by high reliability. The relationship between each analysis item is strong and the reliability is high. The reliability coefficient of the research data is greater than 0.8, indicating that the data is at a good level and suitable for further analysis.

### 4.2.4 Validity Analysis

Validity analysis or measurement is a powerful tool that can be used to correctly measure the extent of the study intended to measure the function. In this study, factor analysis will be used to examine the validity of the measurements. Firstly, factor analysis can be carried out through KMO sample adequacy measure and Bartlett ball

test data. It is generally believed that if the KMO is above 0.90, the scale validity is good; If the KMO is between 0.7 and 0.9, the validity is acceptable; KMO ranges from 0.5 to 0.7, indicating average validity. If the KMO is below 0.5, it indicates that the validity is not acceptable and some item scales need to be modified. In addition, when the statistical significance of the probability of the Bartlett sphericity test is less than or equal to the significance level, a factor analysis can be performed.

Tbale 4.4 : Validity Analysis-KMO of the questionnaire and Bartlett's test

	KMO value	0.831
	Approximately chi-squared	534.146
Bartlett's sphericity test	df	6
	p value	0.000

Use factor analysis to condense information. Analyze whether the data is suitable for factor analysis. It can be seen from the above table that KMO is 0.831, greater than 0.6, which meets the prerequisite requirements of factor analysis, that is, the data can be used Factor analysis study.

#### 4.2.5 Correlation Analysis

In statistical theory, Pearson correlation coefficient is a commonly used coefficient to measure the linear relationship between two fixed distance variables. The dimension of the structure corresponds to it. The average score of each dimension problem is determined by validity analysis and reliability analysis. Then the correlation analysis is conducted for this dimension. Correlation analysis mainly studies the correlation between variables. The value range coefficient of correlation is between -1 and 1. The bigger the absolute value, the closer it gets to the detailed classification method coefficient of correlation between variables given  $|r| = 1$ , perfectly correlated; Highly correlated with  $|r| \leq 0.70 < 0.99$ ;  $0.40 \leq |r| < 0.69$ ,



medium correlation; $0.10 \leq |r| < 0.39$ , low correlation; Weak or not correlated,  
 $|r| < 0.10$ .

Tbale 4.5 : Pearson Correlation

independent variable		Dependent variable :	
		The impact on Weihao	
Timeliness of information	Correlation coefficient	0.612**	
	p vale	0.000	
reputation	Correlation coefficient	0.634**	
	p vale	0.000	
cohesion	Correlation coefficient	0.595**	
	p vale	0.000	

\*  $p < 0.05$  \*\*  $p < 0.01$

#### 4.2.6 Regression Analysis

Correlation analysis can only simply describe the influencing variables between the two, and cannot exclude the interaction between influencing factors, so we need to further adopt multiple linear regression analysis. Multiple linear regression can eliminate the interaction between independent variables and get the relationship between independent variables and dependent variables.

Tbale 4.6 : Linear regression analysis results (n = 275)

	Unstandardized		Standardized	t	p	VIF
	coefficients		coefficient			
	B	Standard Error	Beta			

	Unstandardized		Standardized	t	p	VIF
	coefficients		coefficient			
	B	Standard Error	Beta			
Constant	0.527	0.187	-	2.823	0.005**	-
Timeliness of information	0.292	0.067	0.269	4.344	0.000**	2.059
reputation	0.343	0.062	0.336	5.506	0.000**	1.994
cohesion	0.207	0.068	0.194	3.056	0.002**	2.163
R <sup>2</sup>			0.494			
adjust R <sup>2</sup>			0.488			
F		F (3,271)=88.091,p=0.000				
DW value:			1.992			

Dependent variable: The impact on Weihao

\* p<0.05 \*\* p<0.01

As can be seen from the table above, the independent variables of linear regression analysis are cohesion, popularity and information timeliness, and the dependent variables are the influence on Weihao enterprises. R-squared value of 0.494 indicates that cohesion, popularity and information timeliness can explain 49.4% of the impact on Weihao enterprises. The F test of the model found that the model passed the F-test (F=32.71, p< 0.01), which means that the independent variables are cohesion, popularity and information timeliness, and the dependent variables are the influence of Weihao enterprises

In addition, the VIF values of the multicollinearity test models are all less than 5, which means that there is no collinearity problem. The value of D-W is close to the

number 2, which means that there is no correlation between the model and the two Sample data, and the model is good. The final concrete analysis shows that:

The regression coefficient value of information timeliness is 0.067 ( $t=4.344$ ,  $P=0.000<0.01$ ), which means that information timeliness has a positive impact on Weihao enterprises.

The regression coefficient of cohesion was 0.068 ( $t=3.056$ ,  $P =0.000<0.01$ ), indicating a significant positive correlation between organizational culture Impact on innovative thinking.

The regression coefficient value of popularity is 0.062( $t=5.506$ ,  $P =0.000<0.01$ ), indicating that workshop (training) has a significant positive correlation with the impact of innovative thinking. The conclusion shows that cohesion, popularity and timeliness of information have positive effects on Weihao enterprises.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 Conclusion

This paper will focus on cohesion, visibility, information timeliness and other aspects of the impact of the mighty enterprises to put forward relevant suggestions. The paper analyzes the relevant suggestions of attraction, economic development level, social living environment and information flow mechanism.

5.1.1 Improve the organization ability of the Chamber of Commerce and improve association activities

Improving the level of economic development and creating a good economic environment have a great impact on the level of economic development.

Attractiveness has a big impact, broken down into several aspects.

- Optimize regional industrial layout:

1. Reflect the opinions and requirements of members and enterprises to the government, communicate the relationship between the government and relevant departments and enterprises, help the government to achieve macro-management of the market economy, and assist the government to formulate long-term plans for industry development;

2. Provide economic and technical, legal, information, management and other aspects of consultation, carry out a variety of training, improve the comprehensive quality of the enterprise;

3. Expand both international and domestic markets, organize enterprises' economic and trade visits, strengthen non-governmental foreign exchanges, and provide business opportunities;

4. Organize exhibitions, exhibitions, merchants, forums, product promotion meetings, seminars, etc.; Provide a variety of services for members and enterprises, help enterprises to promote products to do some work;

5. Responsible for the formulation and modification of the standards of circulation enterprises and business market qualifications;

6. In the economic development and prosperity of today, new industries continue to form a variety of economic components of the equal competition of non-monopoly economic field, strengthen industry self-discipline, eliminate vicious competition;

7. Carry out industry inspection and industry evaluation activities;

8. Responsible for the collection, analysis and release of enterprise statistics and market information, and the establishment of industry information network;

9. Safeguard the interests of member enterprises and the industry

● Strengthen the Chamber of Commerce's self-construction:

1. Improve the popularity and influence of the Chamber of Commerce and expand the membership scale;

2. Establish and improve the organizational structure and management system of the Chamber of Commerce, and improve the internal management system of the chamber of Commerce;

3. Strengthen the contact and cooperation among members to form the cohesion of the chamber of Commerce;

4. Carry out various business activities to enhance the strength and cohesion of the Chamber of Commerce;

5. Actively participate in social welfare undertakings and make contributions to society;

6. Strengthen contacts with other chambers of commerce, government agencies and social organizations to form a broad social network.

● Creating a sound economic environment:

Actively advocate the business ethics of fair competition and honest management;

Strengthen communication and cooperation with government agencies, and strive for

reasonable policies and benefits for enterprises; Encourage the government and enterprises to strengthen environmental protection and resource utilization to create a favorable environment for development;

Provide various services for member enterprises to help enterprises improve competitiveness and expand market share;

Promote cooperation and exchanges between enterprises through various means to create a good business ecological environment.

#### 5.1.2 Weihao Group needs to continue to strengthen the enterprise management measures and operation system

1. Establish a sound management level and work flow: establish a clear division of responsibilities and work flow, define management levels and job responsibilities, and ensure that decisions can be timely and effectively communicated to each department and staff. We can optimize and improve the enterprise management structure by formulating the organizational structure, job responsibilities, work flow chart and other ways.

2. Establish a strict financial management system: establish a strict budget management system to ensure the balance of revenue and expenditure and cost control of the enterprise; Formulate strict revenue and expenditure accounting system, standardize the enterprise's financial operation and management process; Establish an audit supervision system to supervise and audit the financial situation of enterprises to ensure financial compliance and transparency.

3. Strengthen the construction of corporate culture: establish and implement the core values of the enterprise, emphasize the moral quality and professional ethics of employees, create a good corporate culture atmosphere, and cultivate an excellent staff team. We can promote the construction of corporate culture by making corporate culture declaration, organizing cultural activities and setting up reward and punishment system.

4. Strengthen production safety management: Formulate a strict safety management system, strengthen safety training and awareness education, establish a safety responsibility system, clarify all links and responsibilities of safety management, and ensure that the safety of employees' lives and property is effectively guaranteed. The level of production safety management can be improved by carrying out safety training, setting up safety management organizations and strengthening safety inspection.

5. Establish a sound marketing mechanism: strengthen market research and analysis, improve the cognition of market demand and competitive environment, develop effective marketing strategies and plans, and improve the competitiveness of the company's products and brand value. The marketing level can be improved by carrying out market research, making marketing plans and strengthening customer service.

6. Strengthen supply chain management: Establish a supply chain management system to ensure the quality and supply ability of raw materials and products, and ensure smooth production and sales. The level of supply chain management can be improved by establishing supplier evaluation system, perfecting purchasing process and establishing inventory management system.

Strengthen information construction: Establish an information management platform to improve the management level and efficiency of enterprises, so as to ensure that enterprises can cope with market changes and future challenges.

5.1.3 The Chamber of Commerce and its member enterprises shall maintain long-term benign, viscous and flexible interaction and communication

1. Provide a full range of services: The Chamber of Commerce should provide a full range of services for its member enterprises, including policy consultation, market information, business development, personnel training and other services. By establishing professional working groups and research institutions, the Chamber of

Commerce can provide authoritative policy interpretation and market analysis to member enterprises and help them formulate strategies and plan development directions.

2. Organize regular exchange activities: The Chamber of Commerce should organize regular exchange activities, such as member conferences, industry seminars, business development fairs, etc., to strengthen the contact and interaction between member enterprises, enhance the service stickiness of the chamber of Commerce and the sense of belonging of member enterprises. The chamber of Commerce can also invite industry experts and well-known entrepreneurs to participate in exchange activities, so as to provide member enterprises with a broader vision and deeper thinking.

3. Establish a feedback mechanism: The Chamber of Commerce should establish a sound feedback mechanism, timely understand the needs and opinions of member enterprises, strengthen the personalized service and customized needs of member enterprises. The Chamber of Commerce can keep in touch with member enterprises by phone, email, wechat and other means, collect feedback information from member enterprises, and timely deal with and reply. The chamber of Commerce can also conduct regular satisfaction survey and service evaluation on member enterprises, so as to provide better services and support for member enterprises

4. Safeguard the interests and rights of member enterprises: The Chamber of Commerce should actively safeguard the interests and rights of member enterprises, including in policy formulation, market access, dispute resolution and other aspects of voice and rights protection for member enterprises. The chamber of Commerce can also provide legal advice and rights protection services to member enterprises to help them resolve legal disputes and safeguard their legitimate rights and interests.

5. Promote the common development of the industry: The Chamber of Commerce should actively promote the common development of the industries in which its member enterprises belong, strengthen the exchanges and cooperation between



enterprises in the industry, and promote the formulation and implementation of industry standards and norms. The chamber of commerce can also report the problems and difficulties in the industry to the government departments to create a better environment and conditions for the development of the industry.

6. Expand international exchanges and cooperation: The Chamber of Commerce should actively expand cooperation with overseas chambers of commerce and international organizations, promote exchanges and cooperation between member enterprises and overseas enterprises, and promote the expansion and development of member enterprises in the international market. The Chamber of Commerce can organize member enterprises to participate in international exhibitions and trade fairs, so as to provide opportunities and platforms for member enterprises to expand international markets.

7. Provide diversified service modes: The Chamber of Commerce should provide diversified service modes according to the needs and characteristics of member enterprises, including online and offline, personalized and group services, to meet the needs and levels of member enterprises. Chambers of commerce can provide more convenient and efficient services to member enterprises by establishing online communication platforms and digital service systems.

8. Pay attention to brand image and reputation: The Chamber of Commerce should pay attention to the construction and maintenance of its own brand image and reputation, improve the popularity and credibility of the chamber of Commerce in the member enterprises and the public. The chamber of Commerce can create a good brand image and social image by releasing high-quality information and content, organizing public welfare activities and social responsibility activities.

9. Strengthen organizational management and talent team construction: Chambers of Commerce should strengthen their own organizational management and talent team construction to improve the organizational efficiency and service level of chambers of Commerce. The Chamber of Commerce can establish a sound internal management

system and personnel training mechanism, attract and train talents with professional ability and leadership, and lay a solid foundation for the long-term development of the chamber of commerce.

10. Continuous innovation and enterprising: The Chamber of Commerce should continue to innovate and enterprising, adapt to the development of The Times and the needs of member enterprises change, to provide higher quality and more valuable services. Chambers of Commerce can carry out innovative practices and exploration, actively introduce new technologies and new models, and promote the transformation, upgrading and innovative development of chambers of commerce.

## **5.2 Discussion**

From the above analysis, we can see that the TYCC was established based on the needs of market and industry development. It has a membership system. It mainly relies on the income from membership dues, sponsorship from enterprises and project funds to maintain the operation of the chamber. Providing information to members, safeguarding the legitimate rights and interests of members, communicating with the government and members, industry organizations and management, supporting social public welfare undertakings, regulating disputes in the industry, quality supervision, participating in political discussions, attracting investment, carrying out rights protection of new products and the interaction between the association and the government and enterprises. This kind of chamber of commerce, which originated from the market economy and the transformation of government functions, has relatively independent resources. Able to provide services required by members through its own organization and system arrangement.

For Woei Hao Latex enterprises, the influence does not come from the government's interference in their internal affairs, but because of the limitations of the chamber of commerce in resources, capabilities and other aspects have to turn to the government; The government has abundant material and policy resources, which

makes it objectively an important support for the chamber of Commerce. The support is embodied in information, management mechanism and financial support. In the interaction between the Chamber of Commerce and the government, we can also clearly see that the chamber of commerce through political participation, and directly to the relevant departments of the local government suggestions; As a side effect of chamber support, in addition to institutional interactions, some entrepreneurs devote considerable energy and resources to personal contacts with government officials, which in some ways are even more important than institutional interactions.

The interaction between chambers of commerce, enterprises and the government is complicated. Sometimes, chambers of commerce are close to enterprises, while in other times, chambers of commerce pay more attention to handling the relationship with the government, which is directly related to the origin, mission and management system of chambers of commerce. While affirming that a benign interaction mechanism is being formed between the TYCC and its member enterprises, we must also admit that the interaction mechanism with the local government has not been really established or not yet perfect, which not only affects the development of the private economy, the reform of local government, but also affects the realization of local governance. From the perspective of the civil chamber of commerce, the reform of government institutions and the transformation of government functions only provide opportunities for the development of the civil chamber of commerce.

The civil chamber of commerce must timely improve its own quality, enhance its independence in organizational consciousness, funding sources, and the selection and appointment of leaders. It must strengthen the system construction with the constitution as the core, and follow the unique operation logic in the social field. Under the current strict control and lack of favorable living environment, enterprises should not wait for the improvement of business policy environment, but must bravely explore, renew ideas, innovate organizations, innovate functions, safeguard and fight for their rights, enhance their attraction and cohesion, and expand their

living space and social influence.

## BIBLIOGRAPHY

Xu ,2015

[https://xueshu.baidu.com/usercenter/paper/show?paperid=dd0fa919db9e873097e168da9d2e4ae8&tn=SE\\_baiduxueshu\\_c1gjeupa&ie=utf-8&site=baike](https://xueshu.baidu.com/usercenter/paper/show?paperid=dd0fa919db9e873097e168da9d2e4ae8&tn=SE_baiduxueshu_c1gjeupa&ie=utf-8&site=baike)

tengxun,2022:<https://new.qq.com/rain/a/20220119A05MHN00>

Lacho, K. J., & Brockmann, E. N. (2011). Promoting a small business through the services of a chamber of commerce: One chamber's story. *The Entrepreneurial Executive*, 16, 1.  
(chamber nation , n.d.).

WWW.HISTORYOFCHAMBERS.COM

Ying, Z. Y., & Wongsurawat, W. (2020). A short history of the transformation of ethnic Chinese organizations in Thailand: From seditious secret societies to patriotic cultural NGOs. *Asian Review*, 32(2), 41-63.

zeng & cao (2005) 曾少聪, & 曹善玉. (2005). 华人新移民研究. *东南亚研究*, 6, 60-65.

( [http://cn.chinadiplomacy.org.cn/2022-10/03/content\\_78449641.shtml](http://cn.chinadiplomacy.org.cn/2022-10/03/content_78449641.shtml) )

Kelly, D. (2001). The business of diplomacy: the International Chamber of Commerce meets the United Nations. Center for the Study of Globalization and Regionalization (CSGR) Working Paper, (74/01)

Pilgrim, M., & Meier, R. (1995). National chambers of commerce: A primer on the organization and role of chamber systems. Washington, DC, USA: Center for International Private Enterprise (CIPE).

Lacho, K. J., & Brockmann, E. N. (2011). Promoting a small business through the services of a chamber of commerce: One chamber's story. *The Entrepreneurial Executive*, 16, 1

Dawley, D. D., Stephens, R. D., & Stephens, D. B. (2005). Dimensionality of organizational commitment in volunteer workers: Chamber of commerce board

- members and role fulfillment. *Journal of Vocational Behavior*, 67(3), 511-525.
- Fang, K. & Lü, Z. (2007). The social origin and development of Chinese chambers of commerce [J]. *Qiusuo*, (1), 49-51.
- Friedkin, N. E. (2004). Social cohesion. *Annu. Rev. Sociol.*, 30, 409-425.
- Greer, L. L. (2012). Group cohesion: Then and now. *Small Group Research*, 43(6), 655-661.
- Coleman, W., & Grant, W. (1988). The organizational cohesion and political access of business: a study of comprehensive associations. *European Journal of Political Research*, 16(5), 467-487.
- Lange, D., Lee, P. M., & Dai, Y. (2011). Organizational reputation: A review. *Journal of Management*, 37(1), 153-184.
- Carpenter, D. (2014). Reputation and power. In *Reputation and Power*. Princeton University Press.
- Mailath, G. J., & Samuelson, L. (2001). Who wants a good reputation?. *The Review of Economic Studies*, 68(2), 415-441.
- Bourland, K. E., Powell, S. G., & Pyke, D. F. (1996). Exploiting timely demand information to reduce inventories. *European Journal of Operational Research*, 92(2), 239-253.
- Hou, L. (2017). Research on the legal regulation of price monopoly behavior of trade associations. Master Dissertation, Jilin University.
- Zhenhui, Z. (2020). Relationship between Governance Mechanism and Performance of NLCCs: The case of Fujian Chamber of Commerce in Sichuan Province (Doctoral dissertation, ISCTE-Instituto Universitario de Lisboa (Portugal)).
- Whah, C. Y., & Fee, L. Y. (2012). Chambers of commerce and Chinese business enterprise in Malaysia. *Malaysian Journal of Chinese Studies*, 1, 1-17.

Siriwan, U., Ramabut, C., Thitikalaya, N., & Pongwiritthon, R. (2013). The management of small and medium enterprises to achieve competitive advantages in northern Thailand. *International Journal of Arts & Sciences*, 6(1), 147.  
[http://www.ngo-research.com/upload/editorfiles/2013.11.1\\_13.48.47\\_5870.pdf](http://www.ngo-research.com/upload/editorfiles/2013.11.1_13.48.47_5870.pdf)

Beckmann, M., Hielscher, S., & Pies, I. (2014). Commitment strategies for sustainability: How business firms can transform trade-offs into win-win outcomes. *Business Strategy and the Environment*, 23(1), 18-37.

Karadag, H. (2015). Financial management challenges in small and medium-sized enterprises: A strategic management approach. *EMAJ: Emerging Markets Journal*, 5(1), 26-40.

Martinsons, M. G., & Westwood, R. I. (1997). Management information systems in the Chinese business culture: An explanatory theory. *Information & Management*, 32(5), 215-228.

Galtsova, O., Pulina, T., & Holovko, O. (2020). THE USE OF SWOT ANALYSIS METHODOLOGY FOR COMPLEX EVALUATION OF ENTERPRISES' CLUSTER ASSOCIATION DEVELOPMENT UNDER GLOBALIZATION. *Baltic Journal of Economic Studies*, 6(5), 163-170.

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3), 297-334.

## **APPENDICES**



## Appendix A

### Finding and Analysis of Interviews

	Age	Sex	Occupations	Position
Respondent 1	45 years old	Male	TYCC	President
Respondent 2	51 years old	Male	TYCC	Vice President
Respondent 3	43 years old	Female	TYCC	Vice President
Respondent 4	38 years old	Male	Weihao	President
Respondent 5	32 years old	Female	Weihao	G.Manager
Respondent 6	34 years old	Male	TYCC	Assistant President
Respondent 7	26 years old	Male	TYCC	Assistant Secretary-G
Respondent 8	28 years old	Male	Weihao	Managing Director
Respondent 9	30 years old	Female	Weihao	Administration
Respondent 10	58 years old	Male	TYCC	Member

**Question 1: Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?**

**Respondent 1:** Corporate financial input from the enterprise to obtain expediency in the future, we strive to play a leading role in more than 20 years of the development of Youth Chamber of Commerce to help members better integrate and develop business cooperation faster.

**Respondent 2:** Decisions made by the company based on its own production and operation status, capital ownership and future operation and development needs, the chamber of commerce respects duty and responsibility in the process of helping the enterprise.

**Respondent 3:** The subjects and categories of investment activities are very broad; we are also learning from and developing; active participation in some economic and trade activities organized by the chamber of Commerce also benefits me a lot.

**Respondent 4:** A certain amount of respondent is understood: our company currently deals with industrial investment, which has a catalytic role. We can feel that clients are more likely to trust us when discussing business with clients by joining the chamber of commerce, which is a good thing.

**Respondent 5:** The biggest issue for corporate investment is investment decision, and I think the respondent is right to join the chamber of commerce.

**Respondent 6:** Gain from investment risk is inevitable, and the chamber of Commerce has been organizing corporate activities to bring more companies together for mutual support, which is very reassuring in such an environment.

**Respondent 7:** The respondent is still in the process of learning, which plays a role.

**Respondent 8:** To maximize the benefits through corporate investment, I think joining the chamber of Commerce is a clear choice, and I formulate a schedule through some information released by the chamber of Commerce to decide to expand or shorten the investment, and sometimes some information can help the enterprise avoid investment risks.

**Respondent 9:** I hope the company can establish a clear plan to maximize the benefits in the early stage of investment, and meet a lot of business partners from corporate visit activities organized by the Chamber of Commerce.

**Respondent 10:** Investors receive a return from time, effort and money invested by the business. The services of the Chamber of Commerce enable members to have in-depth communication with enterprises and the government, which deepens my impression on the chamber of Commerce.

**Question2:Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?**

**Respondent 1:** The chamber of Commerce should be more active and pragmatic in helping enterprises promote strategic development and economic construction

**Respondent 2:** can make more flexible decisions and provide timely help or assistance to smes. The more mature and developed the market economy is and the more sound and perfect the market economic system is, the more need the chamber of commerce to play an intermediary role.

**Respondent 3:** The development of member enterprises can drive and promote the

economic development of the region and the sector

***Respondent 4:*** View members and chambers of commerce from the perspective of economic activities, indicating that they are both resources and mutually beneficial and causal resources.

***Respondent 5:*** Members obtain supply and demand information, management wisdom, partners and other resources from the chamber of Commerce, which contribute to the expansion and strengthening of member enterprises, and respondent also enhances the chamber's resources

***Respondent 6:*** Both members and chambers of commerce are expanding, and respondent *is respondent without loss*.

***Respondent 7:*** Enterprises need the help of platforms in today's economic globalization, and chamber of commerce provides a shortcut for enterprises to adapt to and then harness the market.

***Respondent 8:*** A large number of members link up with the chamber of commerce to make friends, obtain information, expand channels, broadcast credibility and pool resources, and expand the respondent's business. That's what you get for being a chamber member

***Respondent 9:*** The chamber of Commerce is in close contact with a large number of member enterprises and often performs various service tasks for them, so that the chamber can better carry out its work.

***Respondent 10:*** The increase and respondent of resources of the chamber of Commerce will lead the enterprise to expand and strengthen, which will generate

positive effects

**Question3: In what ways does Weihao cooperate with the Chamber of Commerce?**

**Do you think it will be helpful to other member enterprises?**

*Respondent 1:* It would certainly be helpful for Weihao enterprises to actively participate in various activities conducted by the Chamber.

*Respondent 2:* I believe that more and more enterprises will actively participate in the chamber's activities through the success of Weihao enterprises

*Respondent 3:* Weihao enterprises actively participate in charity and economic and trade activities, hoping to make good contacts with various enterprises

*Respondent 4:* I was very moved by the news of the joint contribution from the Chamber of Commerce and Weihao enterprises during the epidemic period

*Respondent 5:* The chamber of Commerce arranges Weihao and other enterprises to visit and study in government departments

*Respondent 6:* I am compelled to further understand Weihao Group from its development in the general meeting

*Respondent 7:* Weihao is highly valued in the chamber of commerce, which makes it easier to meet other businesses

*Respondent 8:* More and more people learn about Weihao from news, newspapers and videos

*Respondent 9:* We now have close contact with a large number of member enterprises through our participation in chamber of Commerce activities

*Respondent 10:* Weihao's successful collaboration with the chamber of Commerce

fills our other members with confidence as well

**Question4 : What factors do you think have influenced the development of Weihao**

*Respondent 1:* weihao is an excellent enterprise, and actively participates in and carries out various activities after the chamber of Commerce

*Respondent 2:* Organizational capability of the chamber of Commerce, and more and more people recognize Weihao through activity participation

*Respondent 3:* weihao's success is inseparable from the chamber's courtesy and responsibility assistance

*Respondent 4:* Activities planned by the chamber expand sector cooperation

*Respondent 5:* Chamber of Commerce alleviates the difficulties of members

*Respondent 6:* Introduce business information from member enterprises to receive items from the chamber of Commerce

*Respondent 7:* Actively safeguard the legitimate rights and interests of members

*Respondent 8:* connect business, expand business opportunities, develop contacts and collect capital from respondent

*Respondent 9:* Chamber of Commerce activities can promote exchanges between chambers of commerce and enhance cohesion among members

*Respondent 10:* Cohesion of Chamber organizations. In short, we need to get tangible results.

**Question5 : What policy support does Weihao hope to get from the Chamber of Commerce**

*Respondent 1:* The chamber of Commerce hopes to increase efforts to pay attention to the interests of each member and help them solve difficulties

*Respondent 2:* Increase the influence of the chamber of commerce to enable more and more people to understand and join, which is also desired by many entrepreneurs

*Respondent 3:* The Chamber of Commerce plays a unique and irreplaceable and profound role, and I appreciate its help

*Respondent 4:* Can increase media exposure

*Respondent 5:* Can sell some co-branded merchandise with the chamber

*Respondent 6:* Meet more governments and businesses

*Respondent 7:* Can have more opportunities to participate in more activities

*Respondent 8:* Develop more contacts

*Respondent 9:* No, already good

*Respondent 10:* Support from economic design

**Question6 : What are the suggestions for strengthening the construction of Chamber of Commerce under the new situation**

*Respondent 1:* Review the past and look forward to the future, the chamber should make more active efforts to promote friendly and cooperative relations between ASEAN community building and other Chinese chambers of commerce in the world

*Respondent 2:* Support from talent, provide financial support and focus on demand

*Respondent 3:* Seek more development opportunities for enterprises, especially

member enterprises, by constructing an exchange platform for international economic and trade cooperation

***Respondent 4:*** Comprehensive capacity building of the chamber must be enhanced

***Respondent 5:*** uphold the vitality of the chamber with new ideas, new ideas, new ways and new measures and respondent's innovative spirit

***Respondent 6:*** Strategic planning for capacity building from the Chamber of Commerce. We should establish a scientific outlook on development

***Respondent 7:*** can increase the image promotion of chamber of Commerce

***Respondent 8:*** Advanced industry consultation and industry advanced units to enhance the overall level of the creation work through learning and exchange

***Respondent 9:*** take service as the purpose, link with projects, support from talents and respondent with financial support

***Respondent 10:*** Comprehensive capacity building of the chamber must be enhanced

**Question7 : Whether the intervention of the Blue Chamber of Commerce will make the purchase of latex pillows better**

***Respondent 1:*** weihao enterprise is already an excellent enterprise, and hopes to help a bit in the cooperation with the chamber of Commerce

***Respondent 2:*** Yes, I have started using weihao pillows under the introduction of the chamber of Commerce

***Respondent 3:*** Thank the Chamber of Commerce for the better sale of latex pillows through its favorable business atmosphere



**Respondent 4:** I am confident that Weihao will go from strength to strength with the help of the chamber

**Respondent 5:** I think that's necessary

**Respondent 6:** I really like weihao's products and support a lot of the chamber's activities

**Respondent 7:** I'm satisfied and looking forward to that

**Respondent 8:** I am really moved by the better purchase

**Respondent 9:** The chamber of Commerce vigorously supports weihao products, and a lot of respondent have weihao products

**Respondent 10:** Better purchase weihao's products, and enable more enterprises to recommend their own goods

#### **Question8 : What do you think of the current development prospects of Weihao**

##### **Group?**

**Respondent 1:** weihao enterprise is already an excellent enterprise and hopes to further develop the respondent in the cooperation with the Chamber of Commerce

**Respondent 2:** strong development space from a strong industrial base combined with support from the chamber of Commerce

**Respondent 3:** The respondent gains a rapid growth momentum in the enterprise in recent years due to the chamber's effective organizational capability and economic and social development

**Respondent 4:** Combines Weihao's business development goals with the value of the chamber of Commerce, and continues to create high-quality products from Respondent 5: has a high expectation of the global market, and respondent is cooperating with the chamber of Commerce to expand new businesses and continuously deepen the market.

**Respondent 6:** significant development prospect hope Weihao gets better and better

**Respondent 7:** continuous upgrade of service and consumption, weihao can consider expanding the scale

**Respondent 8:** Although the development still faces challenges, I believe Weihao can overcome the difficulties with the help of the chamber of Commerce

**Respondent 9:** weihao's latex pillows have already achieved a certain reputation, and respondent hopes to increase the transaction volume based on that

**Respondent 10:** wiehao and Chamber of Commerce have already formed an inseparable state, hope that the chamber of Commerce will continue to support weihao in the future

**Question9 :International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this respect? Is there a specific plan?**

**Respondent 1:** China's economy has the world's most complete industrial system, sustained scientific and technological innovation is becoming the driving force for the transformation of old and new growth drivers, and Chinese consumers' demand for quality is increasing, all of which convince us that it is a good choice to capture the Chinese market and conduct economic and trade exchanges with Chinese enterprises

**Respondent 2:** Significant cooperation interest, and the chamber of Commerce is vigorously releasing relevant information

**Respondent 3:** Innovation is the primary driving force for development. As a representative of the enterprise, we always focus on core technology innovation, adhere to the iron law of "technology-based" unwavering, seize new product research and development, for the cooperation between enterprises and enterprises, the chamber of commerce and enterprises full of expectations

**Respondent 4:** Actively respond to strategic cooperation, and chamber of Commerce can create some influential projects through its influence

**Respondent 5:** Have high expectations, and relevant activities should be carried out to increase friendly exchanges

**Respondent 6:** Deepen the impact of establishing an economic and trade liaison office in Thailand

**Respondent 7:** significant willingness to participate, the chamber of Commerce should open this information channel to help us better understand the measure

**Respondent 8:** expect to seek investment opportunities, and the chamber also needs to provide a sound investment environment for members and establish a strong relationship with local government enterprises

**Respondent 9:** The investment is attractive, and the chamber of Commerce should enhance publicity in the initial investment, and enterprises that enhance their own expertise and develop local partners can usually respond more effectively

**Respondent 10:** willing to respond actively, believe that the chamber of Commerce can arrange the respondent well

## **Appendix B**

### **Questionnaire Survey**

**This questionnaire is part of an exploratory analysis of independent research on Analysis on the influence of Thai Chinese Youth Chamber of Commerce on the development of member enterprises.**

**BY Ma Xinghai**

Dear Chamber Members :

Thank you very much for taking the time to fill out this questionnaire. The purpose of this questionnaire is to study the influence of Thai Chinese Youth Chamber of Commerce on the development of member enterprises. This questionnaire is completely anonymous and does not involve personal privacy. It is only used for academic research. We hope to get your support and help.

Please read the research questions and answer truthfully.

Thank you very much for your participation!

Description of options:

1 = strongly disagree 2 = disagree 3 = not sure. 5 = strongly agree

Please tick  in the answer box as appropriate

1. Gender

Female

Male

## 2. Age

- ≤30 years old       31-40 years old
- 41-50 years old       ≥51 years old

## 3. Occupation

- Entrepreneur                       Company clerk
- Government personnel       Student

## 4. Monthly income

- ≤20,000 bath                       20,000-100,000 bath
- 101,000-200,000 bath       ≥201,000bath

## 5. Time of arrival in Thailand

- ≤1 years                       1.5-3.5 years
- 3.5-5 years                       5.5-7 years
- 7.5-9 years                       ≥ 10 years

## 6. Reasons to join the Chamber of Commerce

- Political factor     Legal rights protection
- Regional cooperation to attract investment       Trade exchange, expand the

market

Item	Research Questions-cohesion	5	4	3	2	1
1	Qing Chamber of Commerce through the influence of Wei Hao to provide a more perfect entrepreneurial environment, because they know a lot of enterprises					
2	Chamber of Commerce through the organization of everyone to Weihao latex enterprise investigation, let us know more about Weihao					
3	The Chamber of Commerce introduces Weihao enterprises to other organizations, which helps member enterprises a lot					
4	I agree that the Chamber of Commerce will organize members to visit Weihao latex enterprises on the spot, listen to their appeals and give their opinions					
5	I decided to seek cooperation with Weihao Latex Company through the Qing Chamber of Commerce					
6	I think Qing Chamber of Commerce leads Weihao Group in the organization of win-win cooperation					
7	I think the Qing Chamber of Commerce encourages different enterprises to cooperate with Wei Hao Group in related fields					
8	I think the platform provided by QingCham allows the entrepreneurs of Weihao Group to build meaningful social networks and exchange experiences and information with their peers					
9	In my opinion, the social network provided by Qing Chamber of Commerce gathers the strength of the entrepreneurs in the association and enhances the influence and bargaining power of Weihao Group					
10	Qing Chamber of Commerce coordinated and integrated the resources of different enterprises, such as technology, talent, so that Weihao Group to achieve scale effect and resource optimization					

	Research Questions-reputation					
1	I obtained the information of Weihao Latex enterprise through the Green Chamber of Commerce					
2	I think the title of Qing Chamber of Commerce makes Weihao more famous					
3	As long as the mention of chamber of commerce member companies, I think Francis latex					
4	I was interested in obtaining Weihao latex products through my participation in Qing Chamber of Commerce activities					
5	The company and the Chamber of Commerce work together to develop public welfare undertakings, which makes me feel good about the company					
6	Qing Chamber of Commerce through the chamber of commerce website, journal, activity publicity for Weihao Group products to promote the popularity of Weihao products					
7	Qing Chamber of Commerce as a well-known organization in Thailand, its authority and influence, improve the market competitiveness of Weihao Group products					
8	The green Chamber of Commerce through the selection of the best enterprises within the practice, so that Weihao Group products have more brand reputation and credibility					
9	Green Chamber of Commerce held a variety of enterprise product exhibition, for member enterprises to provide product display opportunities and service opportunities, Weihao products also take this opportunity to contact with potential customers					
10	The friendly relationship between Qing Chamber of Commerce and the Chinese and Thai governments has					

	helped Weihao to establish a relationship with the Thai government and gain the support and attention of the government, which has improved the credibility of Weihao Group at the government level					
	Research Questions-Timeliness of information					
1	The green Chamber of Commerce can always let me know the latest Weihao latex enterprise information					
2	I think the information released by the Youth Chamber of Commerce will be an opportunity for the Weihao Group to find business opportunities					
3	Establish work innovation and development with the green Chamber of Commerce, so that Weihao business operation is very good					
4	Qing Chamber of Commerce releases corporate information, because it can make Weihao latex receive more welcome					
5	Green Chamber of Commerce through the transmission of corporate information, so that Weihao enterprises can better communicate with other enterprises docking					
6	Weihao enterprises can benefit from the investigative journalism of the Green Chamber of Commerce, strengthen business management and improve					
7	Qing Chamber of Commerce for member enterprises to provide the latest market trends, policies and regulations, technological innovation and other information so that Weihao Group timely adjustment strategy and business, better grasp the market opportunities					
8	According to the needs and concerns of member enterprises, Qing Chamber of Commerce provides more accurate information services so that Weihao Group can better understand the market and industry dynamics, and provides a reference for enterprise decision-making					

9	Cycham provides its member companies with reliable sources of information, such as third-party organizations and industry experts. These information sources have a certain degree of authority and credibility. Help Weihao Group better understand the market and industry dynamics, reduce the risk of decision-making					
10	Qing Chamber of Commerce provides financing and investment information, such as financing channels, investment opportunities, etc., which is crucial to the financing and development of Weihao Group. Timely access to such information can help Weihao Group obtain financial support faster and accelerate development					
	Research Questions-The impact on Weihao					
1	Do you think the chamber of commerce on Weihao enterprise cohesion influence degree					
2	To what extent do you think the Chamber of Commerce has played a role in raising awareness of Weihao enterprises					
3	To what extent do you think the information provided by the Chamber of Commerce has an impact on the timeliness of decision-making in Weihao enterprises					
4	What do you think is the influence of the Chamber of Commerce on the development of Weihao enterprises					
5	Whether the cohesion, visibility and timeliness of the chamber of commerce are crucial to the development of your Weihao enterprise					
6	Are you willing to recommend joining the Chamber to other businesses					



## Appendix C

### Finding and Analysis of Interviews

#### IOC Item Content Validity

**Title : research on analysis on the influence of Thai Chinese Youth Chamber of Commerce on the development of member enterprises.**

**Objective:Using qualitative analysis and quantitative analysis methods, this paper makes an exploratory analysis of the influence of the Chamber of Commerce on Weihao Latex enterprises, and concludes that the cohesion, reputation and timeliness of the chamber of commerce have an impact on enterprises**

**Student ID: 7630200975**

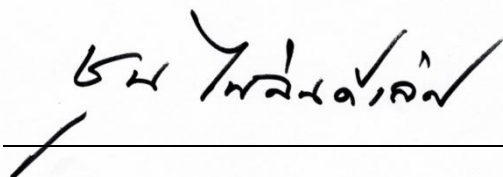
**Student Name: Ma Xinghai**

Questions	Expert 1	Comment & Suggestion
<b>President of TYCC :Chun Pailindeelert</b>		
<b>1.In what ways does Weihao cooperate with the Chamber of Commerce? Do you think it will be helpful to other member enterprises</b>	<b>1</b>	
<b>2.What policy support does Weihao hope to get from the Chamber of Commerce</b>	<b>0</b>	<b>This question should only be asked of leaders</b>
<b>3. The Chamber of Commerce organized a visit to Weihao to let us know more about Weihao</b>	<b>1</b>	
<b>4. I am willing to follow the Chamber of Commerce to visit enterprises, listen to their appeals and give opinions</b>	<b>1</b>	

<b>5.. Chamber of Commerce to other organizations to introduce Wei Hao, which is of great help to member enterprises</b>	<b>1</b>	
<b>6. Whether the intervention of the green Chamber of Commerce will be better for the purchase of latex pillows</b>	<b>1</b>	
<b>7. I learned about Weihao latex products by participating in the activities of the Qing Chamber of Commerce, which aroused my interest</b>	<b>1</b>	
<b>8. As long as the chamber of Commerce member enterprises, I will think of Wei Hao</b>	<b>1</b>	
<b>9. What are the suggestions for strengthening the construction of the Chamber of Commerce under the new situation</b>	<b>1</b>	
<b>10. International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this respect? Is there a specific plan?</b>	<b>1</b>	
<b>11.The Qing Chamber of Commerce provides member enterprises with the latest market trends, policies and regulations, technological innovation and other information so that Weihao Group can timely adjust its strategic business and better grasp the market</b>	<b>1</b>	
<b>12 I think the information released by CyCCA is of great opportunity to find business opportunities for Weihao Group</b>	<b>1</b>	
<b>13 Established work innovation and development with Qing Chamber of Commerce, and made Weihao enterprise run well</b>	<b>1</b>	
<b>14 What do you think of the current development</b>	<b>1</b>	

prospects of Weihao Group?		
15 Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?	1	
16 Personally, what role do you think the chamber of Commerce should play in the enterprise and market economy?	1	
17 To what extent do you think the Chamber of Commerce has influenced the development of Weihao enterprises	1	
18 Whether the cohesion, popularity and timeliness of the chamber of commerce are crucial to the development of Weihao enterprises	1	
19 Are you willing to recommend other enterprises to join the Chamber of Commerce	1	

Approved and Endorsed:



Contact Number:

0818313222

President of Thai Chinese New Generation Association

Remark :

## Appendix C

### Finding and Analysis of Interviews

#### IOC Item Content Validity

**Title : research on analysis on the influence of Thai Chinese Youth Chamber of Commerce on the development of member enterprises.**

**Objective:Using qualitative analysis and quantitative analysis methods, this paper makes an exploratory analysis of the influence of the Chamber of Commerce on Weihao Latex enterprises, and concludes that the cohesion, reputation and timeliness of the chamber of commerce have an impact on enterprises**

**Student ID: 7630200975**

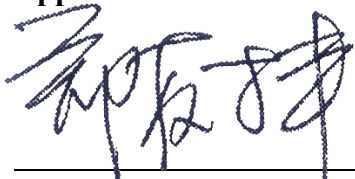
**Student Name: Ma Xinghai**

Questions	Expert 2	Comment & Suggestion
<b>President of weihao :Yao hongchun</b>		
<b>1.In what ways does Weihao cooperate with the Chamber of Commerce? Do you think it will be helpful to other member enterprises</b>	<b>1</b>	
<b>2.What policy support does Weihao hope to get from the Chamber of Commerce</b>	<b>1</b>	
<b>3. The Chamber of Commerce organized a visit to Weihao to let us know more about Weihao</b>	<b>1</b>	
<b>4. I am willing to follow the Chamber of Commerce to visit enterprises, listen to their appeals and give opinions</b>	<b>1</b>	
<b>5.. Chamber of Commerce to other organizations to</b>	<b>1</b>	

<b>introduce Wei Hao, which is of great help to member enterprises</b>		
<b>6. Whether the intervention of the green Chamber of Commerce will be better for the purchase of latex pillows</b>	<b>1</b>	
<b>7. I learned about Weihao latex products by participating in the activities of the Qing Chamber of Commerce, which aroused my interest</b>	<b>1</b>	
<b>8 As long as the chamber of Commerce member enterprises, I will think of Wei Hao</b>	<b>1</b>	
<b>9 What are the suggestions for strengthening the construction of the Chamber of Commerce under the new situation</b>	<b>1</b>	
<b>10 International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this respect? Is there a specific plan?</b>	<b>1</b>	
<b>11.The Qing Chamber of Commerce provides member enterprises with the latest market trends, policies and regulations, technological innovation and other information so that Weihao Group can timely adjust its strategic business and better grasp the market</b>	<b>1</b>	
<b>12 I think the information released by CyCCA is of great opportunity to find business opportunities for Weihao Group</b>	<b>0</b>	
<b>13 Established work innovation and development with Qing Chamber of Commerce, and made Weihao enterprise run well</b>	<b>1</b>	
<b>14 What do you think of the current development prospects of Weihao Group?</b>	<b>0</b>	

<b>15 Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?</b>	<b>1</b>	
<b>16 Personally, what role do you think the chamber of Commerce should play in the enterprise and market economy?</b>	<b>1</b>	
<b>17 To what extent do you think the Chamber of Commerce has influenced the development of Weihao enterprises</b>	<b>1</b>	
<b>18 Whether the cohesion, popularity and timeliness of the chamber of commerce are crucial to the development of Weihao enterprises</b>	<b>1</b>	
<b>11. Are you willing to recommend other enterprises to join the Chamber of Commerce</b>	<b>1</b>	

**Approved and Endorsed:**



**Contact Number:**

**0891638602**

**President of Woei Hao Latex Co., Ltd.**

**Remark :**

## Appendix C

### Finding and Analysis of Interviews

#### IOC Item Content Validity

**Title : research on analysis on the influence of Thai Chinese Youth Chamber of Commerce on the development of member enterprises.**

**Objective:Using qualitative analysis and quantitative analysis methods, this paper makes an exploratory analysis of the influence of the Chamber of Commerce on Weihao Latex enterprises, and concludes that the cohesion, reputation and timeliness of the chamber of commerce have an impact on enterprises**

**Student ID: 7630200975**

**Student Name: Ma Xinghai**

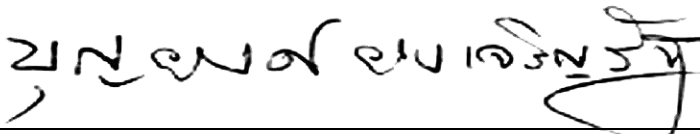
Questions	Expert 3	Comment & Suggestion
<b>Founding president of TYCC :Boonyong Yongcharoenrat</b>		
<b>1.In what ways does Weihao cooperate with the Chamber of Commerce? Do you think it will be helpful to other member enterprises</b>	<b>1</b>	
<b>2.What policy support does Weihao hope to get from the Chamber of Commerce</b>	<b>0</b>	
<b>3. The Chamber of Commerce organized a visit to Weihao to let us know more about Weihao</b>	<b>1</b>	
<b>4. I am willing to follow the Chamber of Commerce to visit enterprises, listen to their appeals and give opinions</b>	<b>0</b>	<b>A little repetitive</b>
<b>5.. Chamber of Commerce to other organizations to</b>	<b>1</b>	

<b>introduce Wei Hao, which is of great help to member enterprises</b>		
<b>6. Whether the intervention of the green Chamber of Commerce will be better for the purchase of latex pillows</b>	<b>1</b>	
<b>7. I learned about Weihao latex products by participating in the activities of the Qing Chamber of Commerce, which aroused my interest</b>	<b>1</b>	
<b>8 As long as the chamber of Commerce member enterprises, I will think of Wei Hao</b>	<b>1</b>	
<b>9 What are the suggestions for strengthening the construction of the Chamber of Commerce under the new situation</b>	<b>1</b>	
<b>10 International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this respect? Is there a specific plan?</b>	<b>1</b>	
<b>11.The Qing Chamber of Commerce provides member enterprises with the latest market trends, policies and regulations, technological innovation and other information so that Weihao Group can timely adjust its strategic business and better grasp the market</b>	<b>0</b>	
<b>12 I think the information released by CyCCA is of great opportunity to find business opportunities for Weihao Group</b>	<b>1</b>	
<b>13 Established work innovation and development with Qing Chamber of Commerce, and made Weihao enterprise run well</b>	<b>1</b>	
<b>14 What do you think of the current development prospects of Weihao Group?</b>	<b>1</b>	



<b>15 Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?</b>	<b>1</b>	
<b>16 Personally, what role do you think the chamber of Commerce should play in the enterprise and market economy?</b>	<b>1</b>	
<b>17 To what extent do you think the Chamber of Commerce has influenced the development of Weihao enterprises</b>	<b>0</b>	
<b>18 Whether the cohesion, popularity and timeliness of the chamber of commerce are crucial to the development of Weihao enterprises</b>	<b>1</b>	
<b>19 Are you willing to recommend other enterprises to join the Chamber of Commerce</b>	<b>1</b>	

Approved and Endorsed:




---

Contact Number:

0818127779

Senior Honorary President of Thai Chinese New Generation Association

Remark :

## Appendix C

### Finding and Analysis of Interviews

#### IOC Item Content Validity

**Title : research on analysis on the influence of Thai Chinese Youth Chamber of Commerce on the development of member enterprises.**

**Objective: Using qualitative analysis and quantitative analysis methods, this paper makes an exploratory analysis of the influence of the Chamber of Commerce on Weihao Latex enterprises, and concludes that the cohesion, reputation and timeliness of the chamber of commerce have an impact on enterprises**

**Student ID: 7630200975**

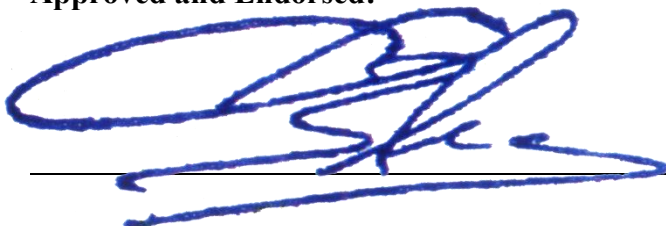
**Student Name: Ma Xinghai**

Questions	Expert 4	Comment & Suggestion
<b>Manager of weihao : Justin Lim</b>		
<b>1. In what ways does Weihao cooperate with the Chamber of Commerce? Do you think it will be helpful to other member enterprises</b>	<b>0</b>	
<b>2. What policy support does Weihao hope to get from the Chamber of Commerce</b>	<b>1</b>	
<b>3. The Chamber of Commerce organized a visit to Weihao to let us know more about Weihao</b>	<b>1</b>	
<b>4. I am willing to follow the Chamber of Commerce to visit enterprises, listen to their appeals and give opinions</b>	<b>0</b>	
<b>5.. Chamber of Commerce to other organizations to</b>	<b>1</b>	

<b>introduce Wei Hao, which is of great help to member enterprises</b>		
<b>6. Whether the intervention of the green Chamber of Commerce will be better for the purchase of latex pillows</b>	<b>1</b>	
<b>7. I learned about Weihao latex products by participating in the activities of the Qing Chamber of Commerce, which aroused my interest</b>	<b>1</b>	
<b>8 As long as the chamber of Commerce member enterprises, I will think of Wei Hao</b>	<b>1</b>	
<b>9 What are the suggestions for strengthening the construction of the Chamber of Commerce under the new situation</b>	<b>1</b>	
<b>10 International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this respect? Is there a specific plan?</b>	<b>1</b>	
<b>11.The Qing Chamber of Commerce provides member enterprises with the latest market trends, policies and regulations, technological innovation and other information so that Weihao Group can timely adjust its strategic business and better grasp the market</b>	<b>1</b>	
<b>12 I think the information released by CyCCA is of great opportunity to find business opportunities for Weihao Group</b>	<b>0</b>	
<b>13 Established work innovation and development with Qing Chamber of Commerce, and made Weihao enterprise run well</b>	<b>1</b>	
<b>14 What do you think of the current development prospects of Weihao Group?</b>	<b>0</b>	

<b>15 Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?</b>	<b>1</b>	
<b>16 Personally, what role do you think the chamber of Commerce should play in the enterprise and market economy?</b>	<b>1</b>	
<b>17 To what extent do you think the Chamber of Commerce has influenced the development of Weihao enterprises</b>	<b>1</b>	
<b>18 Whether the cohesion, popularity and timeliness of the chamber of commerce are crucial to the development of Weihao enterprises</b>	<b>1</b>	
<b>19 Are you willing to recommend other enterprises to join the Chamber of Commerce</b>	<b>1</b>	

**Approved and Endorsed:**



**Contact Number:**

**0639137044**

**Business Manager of Woei Hao Latex Co., Ltd.**

**Remark :**

IOC Score Table

Questions	Expert1	Expert2	Expert 3	Expert 4	Comment & Suggestion
	Chun Pailindeelert	Yao hongchun	Boonyong Yongcharoenrat	Justin Lim	
<b>1.In what ways does Weihao cooperate with the Chamber of Commerce? Do you think it will be helpful to other member enterprises</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	
<b>2.What policy support does Weihao hope to get from the Chamber of Commerce</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	
<b>3. The Chamber of Commerce organized a visit to Weihao to let us know more</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	

<b>about Weihao</b>					
<b>4. I am willing to follow the Chamber of Commerce to visit enterprises, listen to their appeals and give opinions</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	
<b>5.. Chamber of Commerce to other organizations to introduce Wei Hao, which is of great help to member enterprises</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	
<b>6. Whether the intervention of the green Chamber of Commerce will be better for the purchase of latex pillows</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	
<b>7. I learned</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	

<p><b>about Weihao latex products by participating in the activities of the Qing Chamber of Commerce, which aroused my interest</b></p>					
<p><b>8 As long as the chamber of Commerce member enterprises, I will think of Wei Hao</b></p>	1	1	1	1	
<p><b>9 What are the suggestions for strengthening the construction of the Chamber of Commerce under the new situation</b></p>	1	1	1	1	
<p><b>10</b></p>	1	1	1	1	

<p><b>International production capacity cooperation is an important part of China-Asean cooperation. Are your chamber of Commerce enterprises willing to cooperate with Chinese enterprises in this respect? Is there a specific plan?</b></p>					
<p><b>11.The Qing Chamber of Commerce provides member enterprises with the latest market trends, policies and regulations, technological innovation and other</b></p>	<p><b>1</b></p>	<p><b>1</b></p>	<p><b>0</b></p>	<p><b>1</b></p>	



<p><b>information so that Weihao Group can timely adjust its strategic business and better grasp the market</b></p>					
<p><b>12 I think the information released by CyCCA is of great opportunity to find business opportunities for Weihao Group</b></p>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	
<p><b>13 Established work innovation and development with Qing Chamber of Commerce, and made Weihao enterprise</b></p>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	

<b>run well</b>					
<b>14 What do you think of the current development prospects of Weihao Group?</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	
<b>15 Do you know anything about enterprise investment? Do you think the chamber of Commerce will promote the investment of enterprises?</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	
<b>16 Personally, what role do you think the chamber of Commerce should play in the enterprise and market economy?</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	
<b>17 To what</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	

<b>extent do you think the Chamber of Commerce has influenced the development of Weihao enterprises</b>					
<b>18 Whether the cohesion, popularity and timeliness of the chamber of commerce are crucial to the development of Weihao enterprises</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	
<b>19 Are you willing to recommend other enterprises to join the Chamber of Commerce</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	

**BIODATA**

Name in full: -Mr Ma Xinghai Student

Student ID: -7630200975

Address: -160/811 31th Fl. ITF Silom palace, Silom Road,  
Bangrak,Bangkok 10500 Thailand

Telephone: -0958580681

Email: -ma.xing@bumail.net

Education: -Bachelor Degree in Communication Arts, School of media,  
Bangkok Thonburi University