

## Application of Corporate Social Responsibility in Small Manufacturing Enterprises

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**Abstract :** This paper investigated the operational system, procedures, outcomes, and obstacles during the application of the Corporate Social Responsibility by the small enterprises and other involved groups in the anchor production business of the core firm, Jatura Charoen Chai Company Limited. The paper also aimed to discover ways to improve the stakeholders who participated in the CSR training and advisory programme. The paper utilized the qualitative methodology which included documentary review and semi- structured interview. The interviews were made with 8 respondents as the representative of different groups of the company's stakeholder. The findings drew out the lessons learned from the participation of the selected small manufacturing enterprises in the CSR training and advisory programme. Some suggestions were also made, addressing the significance of the Philosophy of Sufficiency Economy.

**Keywords :** corporate, social, responsibility, enterprises

**Conference Title :** ICTCS 2015 : International Conference on Teaching and Case Studies

**Conference Location :** Prague, Czechia

**Conference Dates :** July 09-10, 2015