

Bestination: A Sustainable Approach to Conflict Management for Buddhist Entrepreneurs

Authors : Navarat Sachayansrisakul, Nattawat Ponnara

Abstract : Human beings are driving forces for any unit of societies, whether it would be in a family, communities, industries or even organizations. However, as our humanity progresses, the reliance has shifted from human to machineries and technologies. One main challenge when dealing with more than one person is conflict often resulted. If the conflict is properly managed, then economic development also follows. In order to achieve positive outcome of conflict, it is believed that the management comes from within individual entrepreneurs. As such, this is a unique study as it looks into the spiritual side of humans as business people and applies to the business environment with the focus on moral and ethical framework in order for sustainable development. This study aims to provide a model of how to positively manage conflict without compromising the ethical and moral standards of the businesses. Sustainability in this study is achieved through the Buddhists' aim for liberation in which it works on the balanced approach to solving conflict. Buddhists' livelihood is established on simplicity and non-violence while contributing not to only one's self but those around them such as the stake holders of the businesses and the communities. According to Buddhist principles and some findings, a model called 'The Bestination Conflict Management' was developed. Bestination model offers an alternative approach for entrepreneurs to achieve sustainability along with intrinsic and extrinsic rewards that benefit the well-beings of the owners, the stakeholders and the communities involved. This research study identifies 'Conflict Management' model as having goodwill and wisdom as a base, then moral motivation as the next level up to have a disciplines in order to keep a unit well cooperated.

Keywords : sustainable, entrepreneurs, Buddhist, moral, ethics, conflict

Conference Title : ICESB 2017 : International Conference on Entrepreneurship and Small Business

Conference Location : Singapore, Singapore

Conference Dates : July 04-05, 2017