

Abstract

This is a study of the development of enterprise community by using social capital: a case study of Talad Lang Bangphra Community, Moo 1, Tambon Bangphra, Amphoe Si Racha, Chon Buri Province. Its two main objectives are to study the operational development of the enterprise community of Talad Lang Bangphra community and to explore social capital process of that community in operating or performing various activities. This study is a qualitative study; both formal and informal interviews with group members and people in the community were used as the main instrument of the study for collecting data. Besides, in the last part of the study the data was descriptively analyzed and presented by illustrating charts showing the social capital process, which occurred in each operational period.

The results from the study indicate that in the period of establishing Talad Lang Bangphra Community, it was considered as an old community. The occupation of people in the community had been transited to others for a long time. Besides, the community had plenty of natural resources, and the kinship (system of relatives) of people in the community was strong. After that period, the community had been changed because many industrial factories were established in the areas of Amphur Sriracha, so a higher number of people went to work outside the community. Nonetheless, when the economic crisis, which was called bubble economy, occurred, people returned to work inside the community. Moreover, it is found that Talad Lang Bangphra Community had strong leaders, people in the community gathered into a group for fishery, and the community enterprise was established to support the unemployed so that they could return to work inside the community to make a living according to their own ways of life. Currently, the group is developing itself by employing system of relatives, trust, kindness, natural resources etc. This action helps to make the operation of Talad Lang Bangphra Community Enterprise stable.

Moreover, it is found that sacrificial leaders of Talad Lang Bangphra Community, which people trust, helped to solve various problems more effectively. Also,

community enterprise was rapidly established and executed. Furthermore, as the community had unique traditions and cultures, people in the community are harmonious, and those also had positive effect on the community enterprise's execution; that is, they attracted the outsiders to come to the community. The relationships between different kinds of networks, which enhance the operation of the enterprise community, not only have social dimension but also have economic dimension. Therefore, a social network having various components of social capital can cope well with different problems and crises. In addition, the encouragement of using local wisdoms and people's potentials starting from developing themselves can lead to the group and the community's developments, the stability of the community enterprise's execution, and the community's strength. Furthermore, it is found that the group's management, which used mixing principles in managing its matters such as people, money, materials, kinship (system of relatives), assistance among people in the community helping to direct the performance of the group and the community to be in the same way, made the community enterprise's execution effective.