

**A Management Perspective on Professional Chinese Training in the
Mining Industry of Thailand**



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**A Thesis Submitted in Partial
Fulfillment of the Requirements for the Degree of
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ABSTRACT

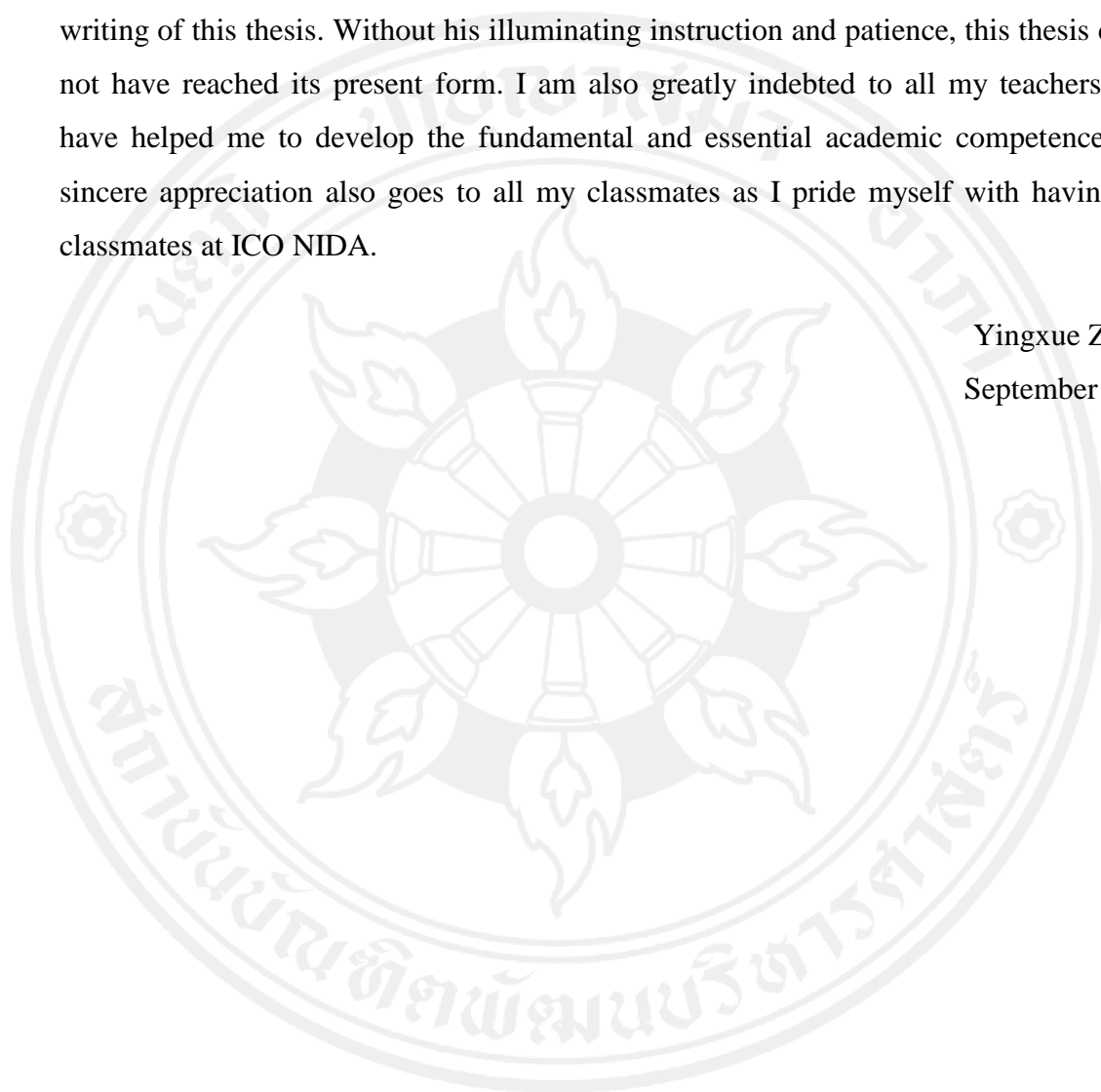
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There is a lack of previous studies on professional Chinese training, particularly in the Kingdom of Thailand. Drawing from the perspective of management, the present thesis aims to explore the field of professional Chinese (content-based Chinese language teaching and learning for career purposes) in the mining industry of Thailand. Data are gathered from an ethnography of a mining company in the Southern Thailand. Results reveal that 1) organization, 2) control, 3) planning, 4) leadership and 5) training (language training is the point of focus) are in a circulatory system. The study concludes that professional language training is a must for present-day management with regards to a wide range of industries.

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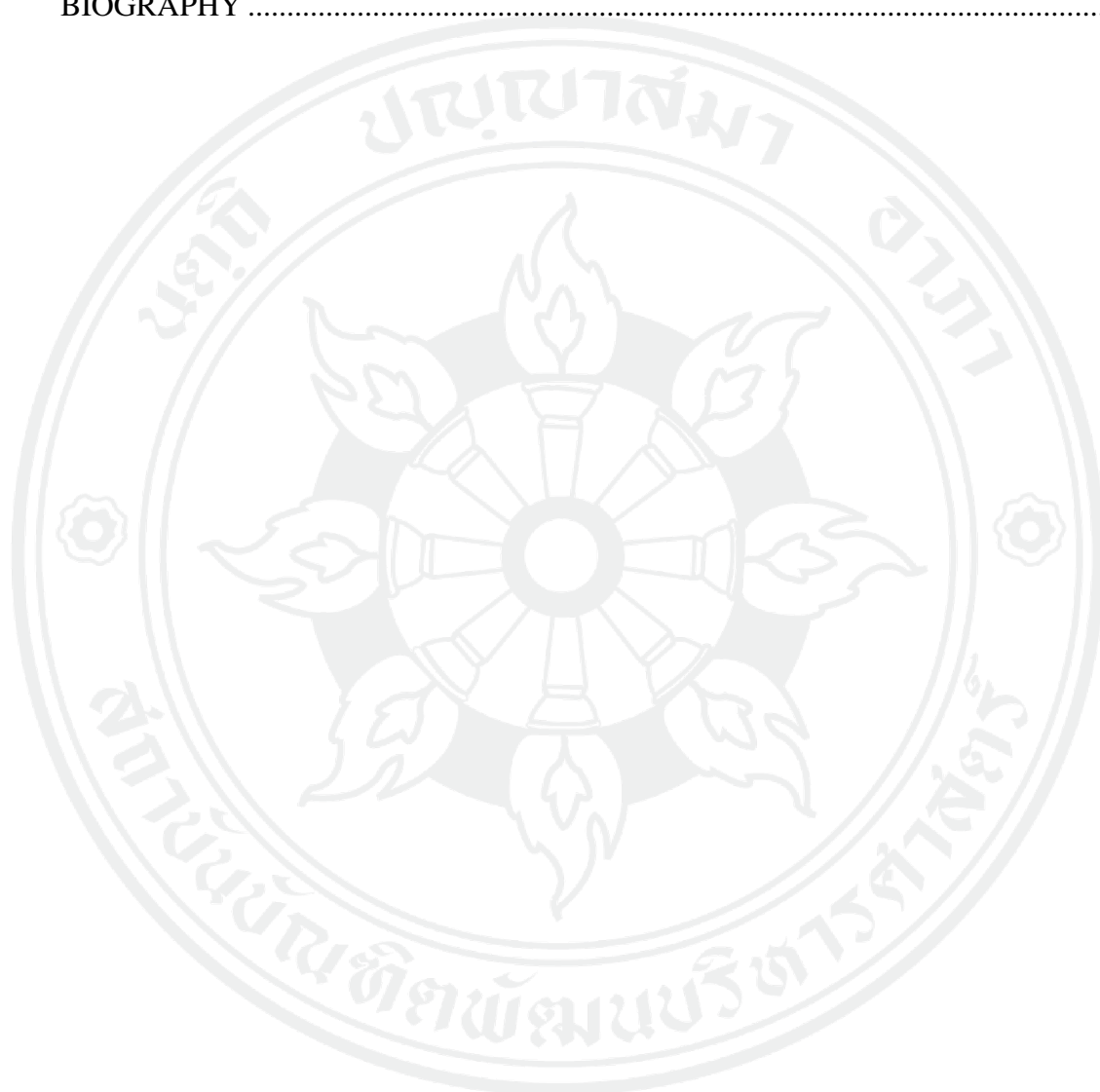


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Chapter 1

Introduction

1.1 Research Problem

As outstanding performance of the association of south-east Asian nations in the world economy, more and more investment has turned to the southeast Asian countries, especially in Thailand which is one of Asian tigers. Therefore, Thailand is filled with many elements of culture. Local people in Thailand also can say a lot of national language, and they can speak fluently with the languages to introduce their state, enterprises and their experiences.

After a long time to focus on Thai companies and geographic location, the use of professional Chinese language which should be used mostly is seldom. The study of the field of professional Chinese language in Thai enterprises is less. As for the example of Chinese engaging in the professional Chinese language translation in Thailand of this paper and the research on using professional Chinese language in Thai mining companies are very few.

The study of this paper is in Thailand, and it takes the example of professional Chinese language training on staff in Thai XX mining company. The training is about the example which is collected neatly referring to the subject content, the teaching implementation, problem solving and practical application. Due to the study belonging to a new topic of this field, the arguments are novel and unique. This paper is aim to contribute to this field.

1.2 Research Purpose

Since the growing two-way interactive relationship between China and Thailand in recent years, local companies in Thailand is becoming more and more paying attention to the professional Chinese language training of international human resources. The requirement of Chinese language is not only a fundamental work and

the daily communication, but also rising to the professional language and terms in various industries. For examples, trade, aviation, tourism, health and beauty that are related to the use of translation, subject and research of professional Chinese language.

Therefore, this paper is to add a professional content for Thai mining field. It takes the example of the professional Chinese language training of staff in Thai company to show the importance of professional Chinese language training for human resource management in Thai companies.

1.3 Research Background

The sale of China's scarce resources was with surprising price. From 1990 to 2005, the exports of rare earth resources of China has increased by nearly 10 times, but the average price was down to 64% of the original price(ShiBing-Hang, 2009). The data mentioned that China will be from a big country with rare earth resources into small without resources according to the existing mining speed. At that time, the high price does not necessarily have the seller to sell the resources. It is more terrible that in 50 years, China's scarce resources in many districts would disappear.

Therefore, it is important for China's private mining companies to develop its business with different new approaches. Thailand has become the first target of China's mining enterprises investment. Thailand has the open and standardized mining market, the investment laws and regulations are relatively perfect, and it has a good relationship with China. Besides, it has the unique address metallogenic conditions. China's mineral exploitation varieties and investment increased year by year in Thailand, and its mining trade is increasing. Thai mining industry has become the focus of Chinese enterprises going-out investment(YaFeng-Gao & JianJie-Wu, 2015).

The research data is not very rich in this filed, but it is valuable to do the research. This paper is from the language training which is one of the elements of enterprise management to have the simple analysis of the whole situation of professional Chinese language in Thai mining enterprises. It aims to provide the reference value for professional Chinese language training in Thailand mining enterprises.

1.4 Research Framework

This paper has five chapters as follow.

- 1) Chapter one introduced the topic background, research purpose, research importance and framework.
- 2) Chapter two was the literature reviews. Since the research on this field is few, this paper conducted the analysis with the help of the comparative study of the professional Chinese language training in relevant content in other countries.
- 3) Chapter three was the research methodology. The research object of this paper is Thai XX company. The paper used the case study to collect the information of the subject content, teaching implementation, problem solving and routine work in the actual use of the professional Chinese language training on employees.
- 4) Chapter four was results and findings of the research. It is a blank sheet of paper of the professional Chinese language training in Thai mining companies. For this new subject, argument in this paper will bring a color for this field.
- 5) Chapter five was the conclusion. This part combed and summarized the whole research. This part explored whether the results can be added in the past study. It also is to explore the improvement effect of the present study, and explores whether it can play a reference role in the future study.

Chapter 2

Literature Review

2.1 The Management and Training of Mining Enterprises

2.1.1 Management

General management refers to the application of science means to organize social activities so that it is orderly. Its corresponding English term is Administration or Regulation. Special management refers to the implementation of a series of plan, organization, coordination, control, and decision-making activities to ensure all the business activities of an organization. The corresponding English name is Manage or Run.

Table 2.1 The History of Management

History of management	The evolution path of organization theory	The evolution path of management style and methods	The evolution path of management theory research
In the 20s	Classical organization theory	Scientific management theory	Manufacturer's theory
In the 30s		Behavioral science	
In the 40s	Organizational behavior		Industrial organization
In the 50s		Management science theory	
In the 60s	Organization social technology system	Decision theory	Marketing
In the 70s	Leadership science	The production management	Consumer theory
In the 80s	Organizational culture	Information management method	Strategy (strategic management)

Frederick Winslow Taylor(Frederick Winslow Taylor, 1911) the father of scientific management, thought that management is to know exactly what are you doing to

others and make him the best way to do. According his opinion, management is to command others to use the best way to go to work.

Management most often refers to a group of people (managers) are responsible to achieve the target of organization through planning, organizing, leading and controlling organization personnel efforts. It also refers to the management of operations, personnel, systems, procedures and all the appropriate program of organization (Dessler & Phillips, 2009). As the above mentioned, management is filled with the whole human society. It lets all individuals to complete the common goal together with combination of manpower and material resources, financial resources, information and other resources through a series of activities such as planning, organizing, leading and controlling. This is the center of the management idea and it is also an important key to undertake this point of the paper. It is the general basis of enterprise management training of an important argument.

2.1.2 Training

Training is to change the employee's attitude and behavior to realize the process of organizational goals. Training is as already mentioned, one of the important elements in the management (Luthans & Jonathan P. Doh, 2015). The four essential factors of management from the reviews gave better evidence for enterprise management training of this paper. Consulting and training is associated since there are management. To some extent, consulting and training are from the practice of enterprise management, and then resulting in management system. Training plays a crucial role in scientific management from its beginning part to the vision of the academic and the practical foundation.

However, there will be a problem even there is interdependent relationship between consulting and training. There is a problem that is how to butt academic and practice in management (Wen Rui-Liu, 2012). In the process of development of management subject, whether management academic researchers, or corporate management, business consulting and training personnel emerge many problems endlessly.

There are some views that business schools failed to assume the important task of

training manager. Business schools to a large extent increase in the quantitative research and the teaching content of sociology. However, many researcher without a business background engaged in teaching this subject. They are not familiar with business process arrangement and yield to the strict inspection of the actual operation. This shows that there are support and constant problems between management theory and training practice.

2.1.3 Mining Enterprises Management and Language Training

Anyone who learns management is always asked that what is managed in the first class. Whether it is business management, tourism management, business administration, etc., the answer is man. To get a better development, large to state-owned enterprises, and small to private companies, their business is variety and training is a method they used most to develop their business, such as language training, enterprise culture training, business development training and the training of team collaboration.

Mining companies also needs to do the training to promote minerals to the customers. For enterprise staff, solid professional knowledge is necessary and needs to be updated. At the same time, the foreign language level is also important. The following will show the points.

2.1.3.1 Thai Mining Enterprise Management

The main tasks of Thai mining companies include enterprise cost and fixed assets management, daily operation management, equipment management, mining production mineral variety quality management, workers job management, logistics management, project management, etc. This paper combines the key content of the management (Dessler & Phillips, 2009) and Thai mining enterprise management then sorts out the management system of Thai mining enterprise, and they are mining enterprise structure - the overall function chart, consulting and knowledge management - survey department, planning and strategy management – marketing, operations and supply chain management – factories, human resource management - human resources department, decision making - the boss.

2.1.3.1.1 Consulting and Knowledge Management

The consulting and knowledge management refers to a group of interrelated components that are used to collection, processing, storing and spreading, to support decision making in the organization, coordination, analysis, and visualization. Managers are in accordance with the consultation and the system of science and technology to manage many plans and knowledge.

Survey Department

- Reconnaissance, detailed investigation and fine
- Geological storage quantity, vision storage quantity, the number of store design, mining storage quantity
- Stratigraphic model building

1. Geological storage quantity

It is also known as predicting storage quantity. It is to find out the amount of resources buried underground through geological exploration methods. It is based on the early research judgment of layer geological mineral area distribution and combined with the known properties of metallogenic regularity of regional storage quantity forecast.

2. Vision storage quantity

As research degree is the basic operation. Thus, it only can become the data of a new source and business planning for further geological prospecting initial assignment of enterprises generally. Therefore, it is called vision storage quantity.

3. The number of store design

It can be divided into two levels according to detailed geological exploration degree.

(1) B grade storage quantity. It is the high geological operations during the exploration to the grade of ore storage quantity. General requirement distribution is in the orebody of shallow department. That it is a source of mining field based on initial operation, and is the data support to further validated c-class store number.

(2) C grade storage quantity. It is the original C1 level storage quantity, and it is the upgrade exploration operation of B grade storage quantity. Its main job is that finally decided to source design and construction of the main storage

quantity within the scope of mining.

2.1.3.1.2 Planning and Strategy Management

Prediction: estimate or calculate in advance of the future condition

Plan: method to achieve expected results

Planning: set goals and take action-program before action

1. Set a goal
2. The development of prediction and planning
3. Planning multiple options
4. Assessment options
5. Implement and evaluation plan

Goal: to achieve a particular result

Strategy management: defining the current business and mission, external and internal auditing, shaping the new business and mission as well as conversion mission, and shaping the strategy to achieve strategic objectives, implementation strategies through strategic control to assess performance.

The Marketing Department

Predict - minerals market trends

Plan - minerals grade and enquiries

Planning - minerals output

Goal - minerals grade price&accept

Strategies - making offer and counter-offer

The basic standard in the mining industry: starting from inquiry, making offer and counter-offer, to the final confirmation.

2.1.3.1.3 Operation and Supply Chain Management

Operation management is the related procedures that management used to provide the resources needed to organize products and services. It focuses on the five elements of management.

1. People - including the direct and indirect work ability
2. Plant - including the factory of company to create a product or service or services division

3. Items - including raw materials needed for production and the required inputs of other companies transferred into products or services
4. Program-including technology, equipment, and the steps needed to complete the production
5. Planning and control system - for the executive system of program management, such as used to carry out work schedule and quality control method

Supply chain management: purchasing raw materials, converting them into intermediate goods and final products, and shipping it to the customer of the integration of related activities

Plant

Operations and supply chain management in mining industry

Harvester – ore in bulk and bulk ore

Sampling - initial mining, points product mining, mining

Inspection – company archive, SGS (intermediary), customer backup

Production – three-schedule work system, the mining guild regulations--machine did not stop, the workers shift work

Points - the most important steps in the process of production, deciding to mineral springtime delights and price

Produce - the last part to ensure that the minerals finished products

2.1.3.1.4 Human Resource Management

It is the management functions to get pay, train, assess and ensure the safety and fairness of staff. As employees become more fully authorized, the importance of human resource function is gradually increased.

The personnel department

Recruitment, selection, reserves, sign

Issuing and executing company's regulations

Functional structure of mining enterprises

2.1.3.1.5 Decision-making Management

Decisions - choosing one option from several feasible schemes

Decision making—a selection process to develop and analyze possible solutions

Control system –the collection, storage, conveying information of profit and

performance, or other performance indicators system

Boss

Data presented

Information integration

Cost control

Confirming scheme

Contract negotiation and signing

2.1.3.2 Language Training

There are many kinds of language trainings that cover all individuals and groups in society. Training institutions can be divided into online and offline training as well as exclusive service institutions. However, this has ignored a very important issue that is a certain professional language training like professional Chinese language training, tourism professional English training and so on. This paper emphasizes the professional Chinese training in mining enterprise that is not common.

Nowadays, society activities demand more and more elements diversity. Therefore, social groups and individuals tend to have an effective method to solve this problem. The private ordering emerges, and it means the customized professional training that following the specific implementation within the enterprises or individuals according to their actual condition. At the present, customizing a certain professional language training is favored by enterprises. Orientation and curriculum training precision are required to conform to the requirements of the enterprise. At the same time, it is important for employee to master the local language within the enterprise. It is necessary and important for multinational companies to pay attention to the professional language training. Enterprises should mention the management work that ought to pay attention to the language training, and it can make up solid foundation for enterprise future development.

2.2 Chinese Language in Mining Industry

2.2.1 Chinese for Foreigners

Chinese for foreigners means Chinese as a foreign language for speakers from other

language country or nation.

Table 2.2 The History of Chinese as a Foreign Language

In 1950	China's first specialized in teaching Chinese as a foreign language and received the first batch of foreign students--Chinese specialized training class in Tsinghua university
In 1952	New China sent teachers overseas for the first time by the famous linguist Zhu Dexi teaching in Bulgaria
In 1961-1964	China produced four session teachers that teaching Chinese language for foreigners
In 1962	To adapt to the new situation, approved by the state council, foreign students prep schools of higher learning was set up and it changed its name to Beijing Language Institution officially in 1965
In 1978	Teaching Chinese as a foreign language in China has entered a new stage of vigorous development with China's reform and opening
In 1998	Chinese government restructured leading group of Chinese language training and increased the state development planning commission, ministry of finance, and the ministry of foreign trade and economic cooperation
In 1990	Implementing qualification certificate of teachers for Chinese for foreigners
In 1992	The ministry of education promulgated the measures for the Chinese proficiency test (HSK) in China

This table shows the history of Chinese as a foreign language. Confucius institute is the institution that perform the Chinese as a foreign language. Confucius institution is the institution of China's national office to promote Chinese language and spread Chinese culture and Chinese learning education institutions. For Confucius institution, one of the most important job is to give norms and the authority of the modern Chinese textbooks to Chinese language learners all over the world., and provide the most formal and the main channel of Chinese teaching.

2.2.2 The Confucius Institute in Thailand

China's ministry of education set up Confucius institute headquarters in Beijing, and authorized by headquarters to set up at home and abroad to carry out Confucius institute with Chinese teaching as the main content. This the good place and conditions for Chinese lovers to learn Chinese language. They can have a deep cognition of China's long history and culture. By 2015, there were 134 countries and

regions that have established 500 Confucius institutes and 1000 Confucius classrooms.

Table 2.3 The distribution of Confucius institute and classroom across continents

Region	Confucius institute	Confucius classroom
Asia	110 in 32 countries	90 in 18 countries
Africa	46 in 32 countries	23 in 14 countries
Europe	40 in 169 countries	257 in 28 countries
America	18 in 157 countries	544 in 8 countries
Oceania	18 in 3 countries	86 in 4 countries

In 2016, Thailand established its first Confucius classroom -Adai middle school Confucius classrooms. There were 15 Confucius institutions and 11 Confucius classrooms in Thailand by 2016, and the Confucius institutions in Thailand have the considerable scale.

2.2.3 Chinese Language for Foreigner and the New Direction of the Confucius Institute in Thailand

With the Chinese hot in the world, Chinese language is also popular in Thailand. Up to the royal family and down to all levels of people, they are holding high enthusiasm for learning Chinese. The development of the society is changing now, the overall social and individuals need to keep up with the pace of development even to faster step ahead.

With highest requirements of professional Chinese language in enterprise, the Chinese language qualification is important for individuals. This is a quite challenge for a professional Chinese teacher. It is a new research direction and the new problem that society and individuals face. The grand opening of the maritime silk route of Confucius institute was held at DPU of Thailand in June 2015. This gave us a new research direction.

The implementation of the One Belt One Road strategy is welcome and supported by the members of ASEAN. As an important area of one belt one road, Thai royal family, government and enterprises have paid more attention to the opportunities brought by the strategy. Confucius institute in Maritime silk route is committed to greatly enhance the level of Chinese language teaching among Thai industries. The influence of

Confucius institutions in marine silk road will gradually spread to the whole ASEAN countries.

2.2.4 Chinese Language in Thai Mining Industry

Panyapiwat Institute of Management held a lecture named Lecture on Teaching Chinese for Specific Purposes on November 28, 2016. This lecture was based on the status quo, the teaching history, the bottleneck, and the future development of Chinese language in Thailand. This lecture demonstrated that Thai Chinese or non-Chinese shift to learn Thai, English or American English instead of learning Chinese dialects and Mandarin.

On one hand, the lecture shows the future development trend of Chinese language cannot be ignored. On the other hand, the lecture shows the problem of disappearance existed in the Chinese language. At the present, the Confucius institute in Thailand did not focus on the class related to professional Chinese language. Institutions rarely pay attention to professional Chinese language training, and Chinese popularization level remains in basic daily language not ascent to higher level.

There is almost no relevant literature review to provide the information of professional Chinese language training in Thai mining industry. This paper is based on the reviews of other industries to complete. It is to contribute to research of this filed and fill the information of professional Chinese language training about Thailand mining companies.

The lecture mentioned above displayed some research results as follow.

1. Chinese for early-childhood teachers
2. Chinese for selling factory products

INEOS Asiatic Chemical Co., UK

British Direct Investment in Thailand

3. Chinese for civil engineers

Asian Institute of Technology

4. Chinese for Diplomat/International Communication

5. Chinese for ground attendants and cabin crews

Chinese language teaching materials are necessary and important for specific

professional Chinese language training. Dr. Yu-Hsiu Lee has two books that are *Chinese for early-childhood teachers* and *Chinese for ground attendants cabin crews* (Hugo-lee, 2016). The former was based that the author learned that Thai kindergarten needs teaching with Chinese language. The preschool education major of Thai normal universities education needs the guidance textbooks to learn Chinese language. The latter book is a guidance textbook for the professional flight attendants of Thai airways and for Thai airlines customer service major in colleges and universities, The comprehensive display of professional Chinese language training will be shown in the third chapter. It is based on the work experience of the author. This is paper is aim to contribute to the Chinese language in Thai mining companies like Dr. Yu-Hsiu Lee who contributed to Chinese language mentioned above. At the same time, this paper is to draw the attention from more scholars to research the relevant field. Thai authorities should focus on the research result of this field and practice more.

Chapter 3

Research Methodology

3.1 Research Site

The study site of this paper is in Thailand that is with the reputation of land of smile. Many foreigners come to Thailand to explore its abundant resources due to its advantageous geographical location.

3.1.1 Basic National Conditions of Thailand

The Kingdom of Thailand is generally called Thailand. Its political system is constitutional monarchy. Thailand is in the central of Zhongnan Peninsula. The land area of Thailand is 513,115 square kilometers and the population is 67.4 million. Bangkok is its capital (The foreign ministry, 2013).

3.1.2 The Economy of Thailand

Thailand is one of the Asian Tigers and the founding member of ASEAN. In July 1971, the formal diplomatic relation between China and Thai was established. The two countries have been recognized as good neighbors in a long time, and they keep the stability and sustainable development between each other. At the same time, Japan, the US and ASEAN are Thailand's important trading partners. Its economy belongs to export-oriented economy as it relies on foreign markets (Foreign, 2014).

With the excellent geographical location, Thai has a good business with China. In 2012, bilateral trade between China and Thailand is close to \$70 billion. China is the first largest export destination and the second largest source of imports of Thailand. Most travelers who come to Thailand are from China. Thailand is the second largest trading partner within ASEAN countries.

3.1.3 The Mining Industry in Thailand

There are rich natural resources in Thailand. Tin is Thailand's most important mineral and its storage quantity is 1.6 million tons. The storage quantity is among the top of the world. Besides, Thailand is one of the important origins of fluorite and the fluorite storage quantity is about 11.5 million tons. The maximum storage quantity of natural gas in Thailand is 546.5 billion cubic meters. The maximum storage quantity of oil including gas condensate is 164 million tons. The storage quantity of minerals attracts countless searcher to find their dreams and treasure. The author is also one of the dreamers to show what has been seen and known to the people in need.

On the basis of the mineral resources of

Thailand in July 2005, there are three categories of Thai mineral resources.

Table 3.1 The Categories of Mineral Resources in Thailand

Thai Mineral Resources	
Metal Mineral	Tin, Tungsten, Antimony, Iron, Zinc, Copper, etc.
Non-metallic Mineral	Fluorite, Barite, Gypsum, Rock salt, Marble, etc.

Fuel Ore	Natural gas, Oil, Coal and Oil shale
----------	--------------------------------------

3.1.4 Southern Thailand Mining Companies

From the map, Thailand is formed with four natural areas in west, center, east and south. These areas are formed with mountain and plateau. The research object of this paper is Phuket in south of Thailand. Phuket is called the deep-water port of southern town in Thailand. The Phuket Island is a narrow peninsula with charming scenery of the sea and a long coastline seen from the map.

Many Thai mining companies set up the factories in Phuket, and they form a dragon industry links that from sea to sea level work, to the factory processing and sales overseas.

3.2 The Object of this Research

This paper takes XX mining company which is a local company in Thailand as the research object. The paper discussed the importance of professional Chinese language training for Thai mining company through the work experience of the author.

3.2.1 The Background of Thai Mining Industry

The production of minerals has increased from 1.5% in 1995 to 7.5 % in 2000. The production of minerals in 2000 has taken up 2% of Thailand's gross domestic product. Since the 80s, Thailand has found gas and oil in the gulf of Thailand and inland. According to the Thai private bank official data released, the total gas storage quantity within Thailand is 365.95 billion cubic meters and oil including natural gas condensate total storage quantity is 25.59 million tons. The estimated storage quantity of natural gas and oil are 546.5 billion cubic meters and 164 million tons respectively (Economic, 2005). The storage quantity brings more investment opportunities to local entrepreneurs, and there are many scale mining enterprises in the late 20 years.

3.2.2 Employees in Mining Company

The author was employed in XX Thai company from October 2009 to April 2011. The author was the sales representative of marketing in mainland China and the Chinese translation of the manager. The main task of author was a set of business operations to export mineral products to China. The author found an urgent problem during the working time. The problem is that sales employees are lack of the professional knowledge of the mineral itself and cannot introduce more specific and deeper quality of mineral. Besides, the employees with professional knowledge of mineral cannot use professional language to introduce the technological process to clients.

In addition, the biggest and most customers of the company are from mainland of China. Most management of the company is in the 60s and they can only master the simple English word so that they cannot explain the complex technological process clearly. As a result, there are some misunderstandings. Management noticed the problem and they decided to train employees with professional Chinese language and take some incentive strategies.

The author also found that from boss to ordinary staff who are the successors of Chinese descent and now to the third generation. However, they are not familiar with Chinese language. The author also found that the first generation of Chinese moved here to survive and they are the fronted-year-old man with local dialect of China. There is no problem for them to listen, speak, read and write Chinese dialect. However, they cannot read and write Thai. The age of the second generation of

Chinese is between 50 to 70 years old. They can speak simple Chinese word and phrases, and they cannot read and write. Instead, they have the classical Thai language education. The third generation of Chinese are born in 70s and 80s. Thai language is their native language from kindergarten to university to work. Chinese language has slowly backed into Thai campus as the good relationship between China and Thailand. It has been the elective course.

There are three persons to take part in the mining professional Chinese language training as follow.

Mr. P from Chiang Mai, marketing manager of the company, 8-year work experience, contacting with customer from China and can speak simple Chinese words.

Miss. Y from Phuket, the translation of the general manager of the company, fresh graduate with no mining knowledge from Chinese major of the Prince of Songkhla University.

Mr. R from Phang Nga Province, technical personnel of the company, 2-year work experience with zero basis of Chinese.

3.3 Research Data Collection

3.3.1 Research Method

This paper used the qualitative method to collect data and analyze the results. The methods of this paper are as follow.

- 1) Descriptive method. This method helps to explain the arguments through the combination of information and data collected with the theory.
- 2) Literature method. This method refers to obtaining the relevant information and data from the existing literatures. It can help the author have a better understanding of the research topic and it is the important chapter of the paper.
- 3) Experience summary method. This method is to collect, sort and analyze the truth with the experience and wisdom of human. It helps to make a conclusion with systematic and theoretical methods.

3.3.2 The Process of Collecting Data

There are some reasons resulting in the difficulty to collect the relevant data.

- 1) There are very few and limited number of relevant literatures. This results in increasing the difficulty to analyze the literature.
- 2) The respondents are few. The collection of data is limited by time, place and personnel changes due to the paper being a case study.
- 3) Due to the changes of recent economic environment and the various aspects, there is a big discrepancy between the summary of experience and the actual situation. It may result in losing the authenticity of the research information.

Table 3.2 The Process of Collecting Research Data

Variables	Database	
Time Coverage	2009-2011	
Spatial Coverage Sample	RTG Group; 29/21 Mool ; Mohe, Kapong; Phang-nga; Thailand	
Data Sources	Observation	Scholarly articles

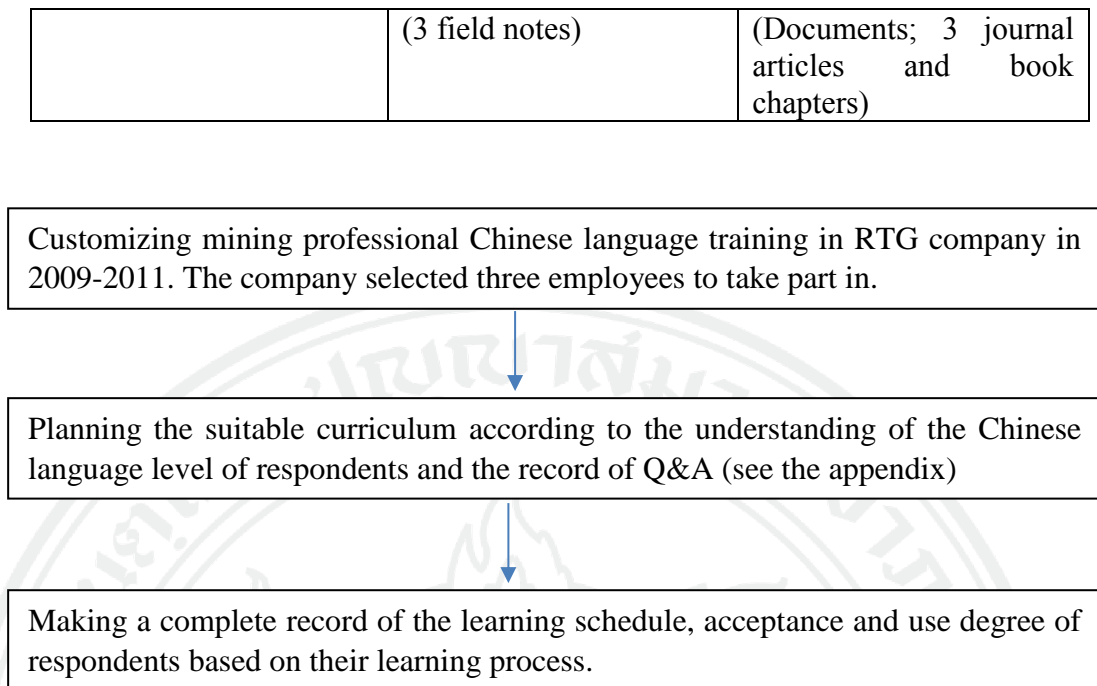


Figure 3.1 The Process of Collecting Research Data

3.4 Research Data Analysis

There are three key words of Thai mining professional Chinese language training and they are management, Thai mining and professional Chinese training. For the management information, it is from the literatures. The paper used the literature analysis method to explain the meaning of management and gave the accurate expression of the use of literature in qualitative method paper. The paper used descriptive method to explain the part of Thai mining management. It explained the Thai mining management from different layers and made a better understanding for readers. The previous parts made a foundation for the professional Chinese training. In the part of professional Chinese training, the paper used the experience summary and other methods to analyze. It formed a progressive ladder forms: training – language training, Chinese – Chinese as a foreign language, Chinese language training - mining professional Chinese language training. This form expressed the author view with clear and logical way.

Chapter 4

Research Findings and Results

The research problem and purpose have been put forward in chapter 1. The research problem is that there is very few of professional Chinese language training in Thai mining companies. Therefore, the research on the professional Chinese language training in Thai mining enterprise belongs to a new topic in this field. The research purpose is to elaborate the importance and development respects of professional Chinese language training within Thai companies. The paper takes the professional training in Thai mining enterprise as the example to do the research. It aims to contribute to the related literature field.

In this paper, the author emphasized that combining profession and Chinese language to match professional Chinese language training. Then, it can be the effective measure for professional Chinese language training in Thailand to be out of the bottleneck in this field. After the literature reviews and the case study, the paper developed the enterprise management training exercise circulation system to explain the reason that the management of Thai mining enterprise choose professional Chinese language training formula figure.

4.1 The research results of professional Chinese language training in Thai mining industry from the perspective of management

The enterprise management training exercise circulation system of this paper is based on the four management procedures of Peter Drucker who is the management guru. The four procedures of the management are organization, control, planning and leadership. Based on the four procedures, the paper extended the formulation with the case study of professional Chinese language training in Thai mining industry. The formulation is shown as follow.

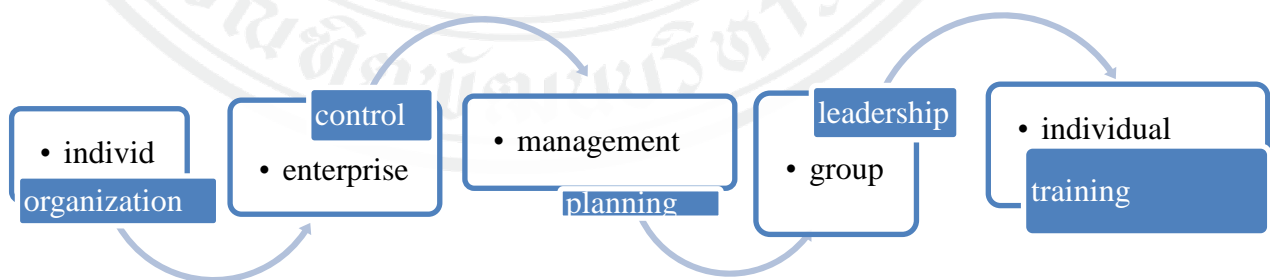


Figure 4.1 The enterprise management training exercise circulation system

4.2 The research explanation of professional Chinese language training in Thai mining industry from the perspective of management

This part is to explain the result of enterprise management training exercise circulation system. Besides, that whether the Chinese language teaching can be fused together with management through the system is the assumption of this paper.

4.2.1 The explanation from the perspective of management of Thai mining company

The management literature at the beginning of this paper made a foundation of the basic knowledge of management and the circulation system. Management is the responsibility of contribution, and managers should be responsible to achieve the objectives of the company (Dessler & Phillips, 2009). In the industry, a successful manager can only do the first four steps. For the circulation system of this paper, the last fifth step should be added. The details of the circulation system are as follow.

- 1) Organization: ensuring that work together to achieve the goal, hiring the people who execute the work and decentralization of department
- 2) Control: setting standards, regulation and system of performance, etc.
- 3) Planning: goal setting, forecasting development, planning multiple options, evaluating options, executing and assessing plan
- 4) Leadership: integrating all resources, coordinating departments to bond with others then forming the corporate culture. The circulation system explains the people-oriented within organization and individuals build into organization. Organization is the foundation of enterprise and it has the control power. The enterprise separate the power to management to make effective planning. Then, the formation of group norms is necessary to be the preparation for leadership within enterprise.
- 5) Training: training is an important part of management theory. Gradually, it became an independent branch called human resource management. In this paper, it is the focus point to test whether the circulation system can be established. To some extent, training is the tow-way mutual reciprocity between organization and group.

The five procedures can contribute to the professional Chinese language training. Therefore, Thai XX mining company make the one-to-one professional Chinese language training based on the enterprise management training exercise circulation system. At the same time, that whether this system can provide a reference for other industry remains to be seen. The research of this paper is to provide a reference for future study.

4. 2.2 The explanation from the perspective of the professional Chinese language training in Thailand

Dr. Yu-Hsiu Lee put forward his opinion and perspectives on education market on the *Lecture on Teaching Chinese for Specific Purpose*.(Hugo-lee, 2016) He holds the idea that Chinese teaching plus teaching skills and professional knowledge can promise a better future for Chinese language teaching. Dr. Yu-Hsiu Lee put forward three suggestions that are across the field (Chinese teaching skills plus industry experience

and knowledge), professional Chinese course of industry (professional Chinese is the future), and the Chinese teacher within a certain social and economic need (the key to Chinese teaching success in the future in Thailand).

The Chinese language training formula of Dr. Yu-Hsiu Lee is the foundation of the circulation system of this paper and it is also the supportive explanation for the education part of this paper and provides the theoretical research materials for future research.

4.3 The research support and case of professional Chinese language training in Thai mining industry from the perspective of management

In this part, the first-hand information is required. For the qualitative research, it needs the objective statement as well as the opinion of the author. To an extent, it is a little difficult to explain the research results. This paper displayed the results based on the work experience in Thai XX mining company.

- 1) Develop professional Chinese language training plan
Enterprises make the individual training mode after one-to-one personal consults, and the mode can reflect the characteristics of professional Chinese training.
- 2) Develop the expected goal of professional Chinese language training
Two-way evaluation is used in the training. One is the evaluation of Chinese ability of participants before and after training, and another one is the objective evaluation from teacher of early and late stage of learning Chinese of participants.

The results of the two-way evaluation are divided into poor, fair, good, excellent. The training time is three months.

Table 4.1 The two-side expected results of Mr. P

Item	Mr. P		Training teacher	
	Before trained	After trained	Before training	After training
Listening	Poor	Good	Poor	Good
Speaking	Fair	Good	Poor	Good
Reading	Poor	Fair	Poor	Fair
Writing	Poor	Fair	Poor	Fair

Table 4.2 The two-side expected results of Miss. Y

Item	Miss. Y		Training teacher	
	Before trained	After trained	Before training	After training
Listening	Fair	Good	Fair	Excellent
Speaking	Fair	Good	Fair	Excellent
Reading	Poor	Good	Fair	Good
Writing	Poor	Good	Fair	Good
Note: the participant needs to master the mining knowledge				

Table 4.3 The two-side expected results of Mr. R

Item	Mr. R		Training teacher	
	Before trained	After trained	Before training	After training
Listening	Poor	Fair	Poor	Fair
Speaking	Poor	Fair	Poor	Fair
Reading	Poor	Poor	Poor	Poor
Writing	Poor	Poor	Poor	Poor

Note: there is no need to master reading and writing skill due to the nature of work

3) Develop the professional Chinese language training implementation

The training teacher make the training strategy according to the actual situation of the participants. The teacher pays attention to mining expertise knowledge and relative Chinese language level. The curriculum is implemented according to the time of participants. There are three classes each week within the three months. The participants can request increase or decrease the class after they join the training class based on their condition.

4) Develop the evaluation of professional Chinese language training

After the first class, the training teacher should adjust the teaching schedule based on the achievement evaluation of participants. Besides, the participants ought to evaluate themselves after the class. The following figure shows the study scores of the participants. The scores for poor, fair, good and excellent are 1 to 4 respectively.

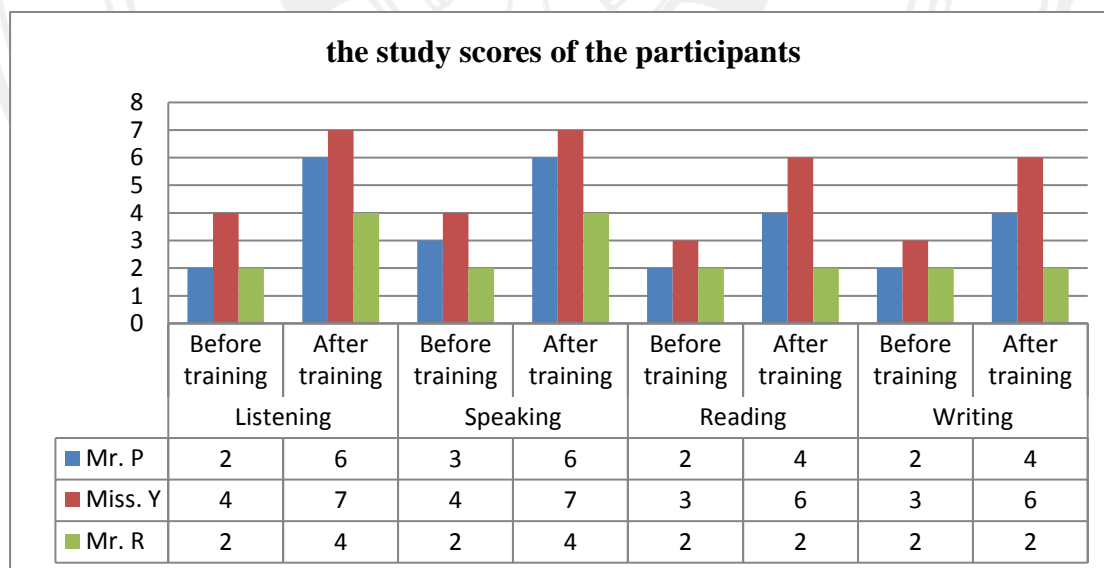
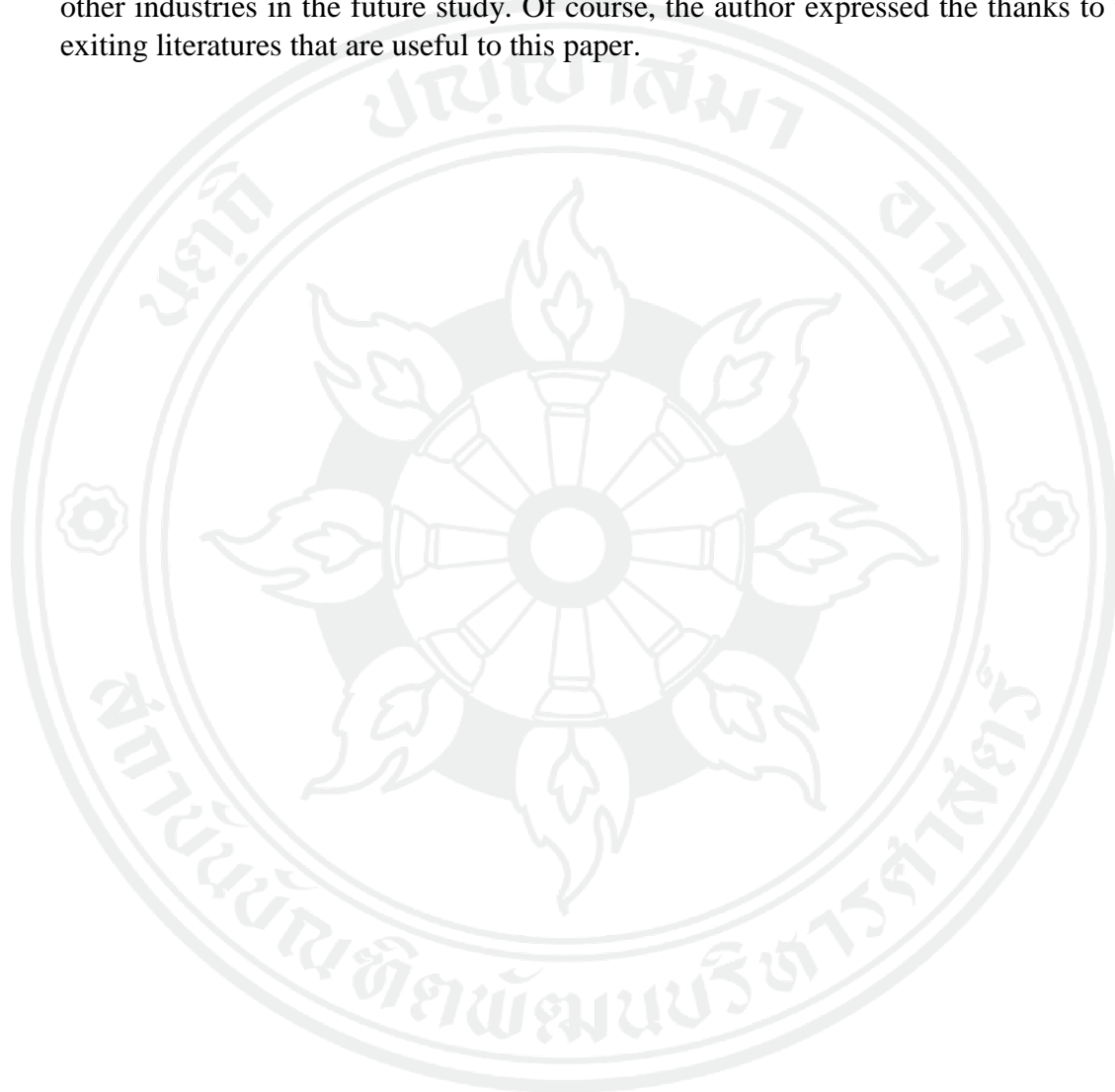


Figure 4.2 The study results of the three participants

The topic of this paper is to have a look at the professional Chinese language training from the perspective of management. The research result shows that the customers of

professional Chinese language training have expanded from students to enterprises that needs further development. The professional skill and relative Chinese language level of the teacher are required and important.

With the research results, the enterprise management training exercise circulation system has been put forward. It is suitable for professional Chinese language training in Thai mining industry. It needs to test that whether the system can be applied to other industries in the future study. Of course, the author expressed the thanks to the exiting literatures that are useful to this paper.



Chapter 5

Conclusion and Discussion

5.1 His part is to make a conclusion of this paper.

1) Chapter one includes the content as follow

Research problem put forward a new topic with a direct expression. The arguments are novel and unique, and the paper is to make contributions to the relative field.

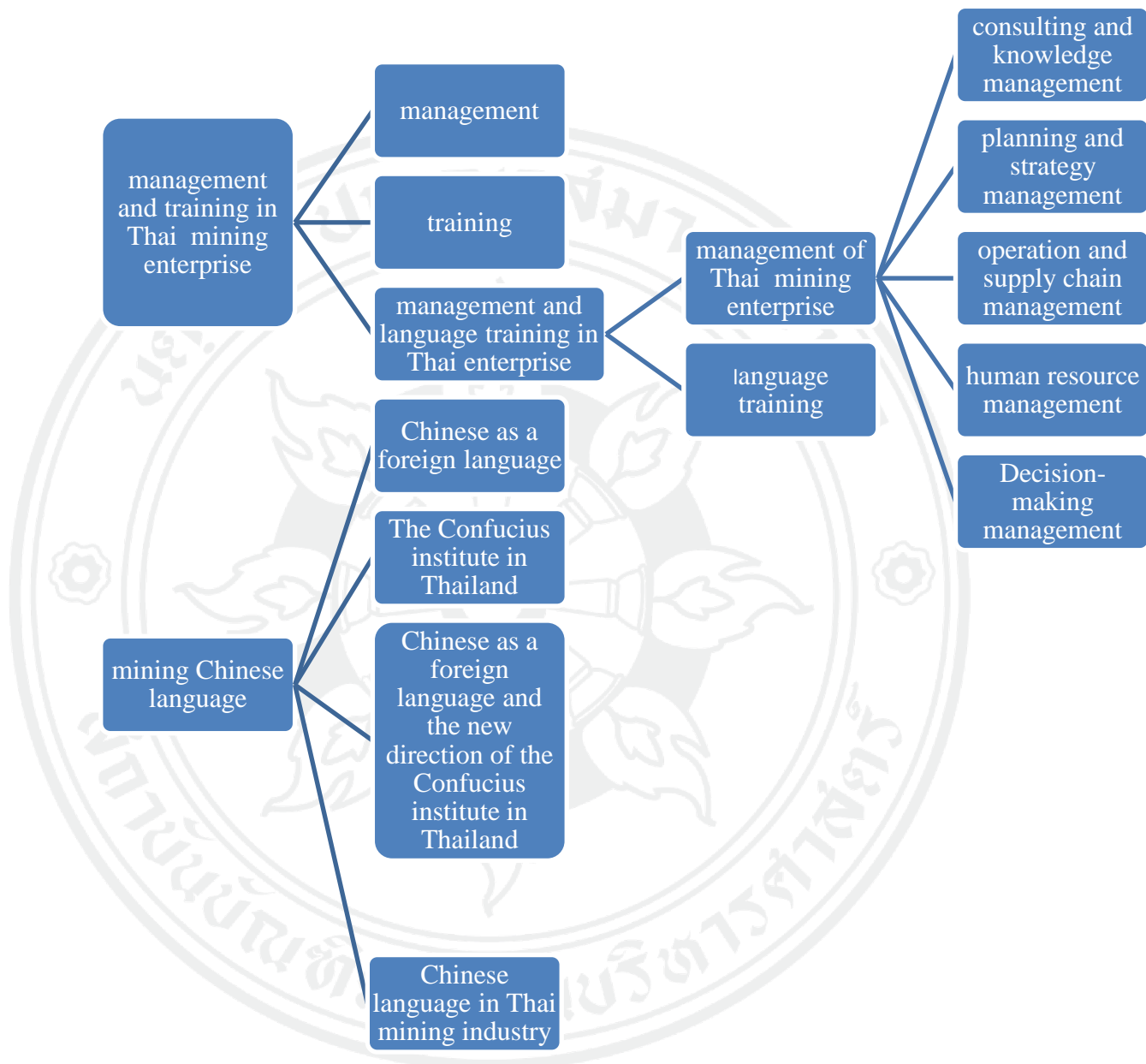
Research objective is to add some contents in the professional Chinese language training in Thai mining industry. The paper explained the importance and prospect of the professional Chinese language training for human resource in Thai company, and it aims to provide a reference for Thai mining industry regarding to the professional Chinese language training.

2) Research background is that the Thai mining industry is emerging in this years.

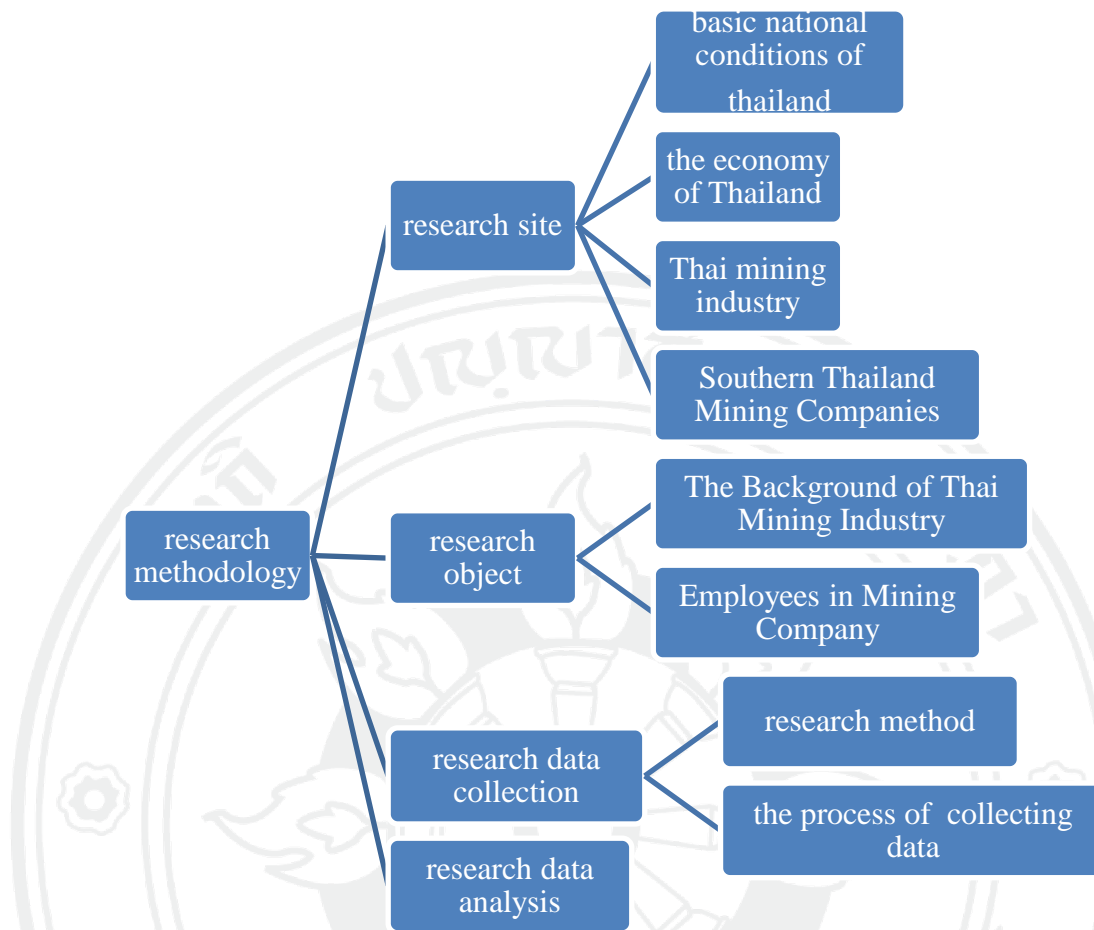
The research information is not rich in this field. With this consideration, the paper has its valuable research direction. The paper analyzed the whole situation of professional Chinese language training in Thai mining industry from the perspective of language training which is one of the major factors of enterprise management. The paper is to provide a reference value for the research on the professional Chinese language training in Thai mining enterprises.

Research framework is formed with reasonable data that shaped the backbone of the whole paper.

3) Chapter two is the literature review and the content is as follow.



4) Chapter three is the research methodology. The content is shown as follow.



- 5) Chapter four is the findings of the research, and it studied the professional Chinese language training in Thai mining industry from the prospective of management. The study order is as follow.
- i. Research results. The result is the exercise circulation system table of the enterprise management training.
 - ii. Research explanation in two aspects that are enterprise management in Thai mining industry and professional Chinese language training in Thai.
 - iii. Research support and examples. First-hand information is the basic requirement. The researcher should state objectively and show the argument.
- 5) Chapter five is the conclusion. To some extent, it is not a real conclusion. The author just recorded the research process objectively as possible. This paper has its unique view that is from one-on-one daily professional Chinese language training, to training institutions carry out the professional Chinese language training course then to enterprises choose the proper people to have the training class. It aims to provide some constructive opinions for future study and some relevant suggestions for professional Chinese language training in Thai mining industry.

5.2 Discussion

There are many traditional industries with plenty of new industries. Therefore, it is impossible to collect the data in various industries. This paper takes a long time from

opening to now. However, in view of the existing literature in Thailand, there is no professional Chinese language training at workplace. After the research, the circulation system table is achieved. However, that whether it is available to other industries remains to be seen.

5.3 On the needs of research group

This paper is the dissertation of master degree of National Institute of Development Administration. The paper is also providing the reference for the people who interest in management, Thai mining enterprise and professional Chinese language training. The author used the negation of three *single* to enhance a certain context and result recognition. At the same time, the author want to share the views with readers after research, and hopes to expand the research in the future as follow.

The first no longer *single*, is no longer single Chinese language training. Nowadays, faced with the increasingly development of society, changing world, and to enhance Thailand's leading position in ASEAN the Thailand's education market, whether Confucius institutes or training institutions, it is the time to add some suitable for their own professional Chinese language training.

The second no longer *single*, no longer single type of customer base and training teachers. Thailand, as the Four Little Tigers in Asia, attracts tens of thousands of foreigners at all levels, carrying out various forms of social activities such as traveling or working, visiting relatives or studying abroad, long live or short home and so on. In order to meet these diverse groups, as well as the same needs to improve and change the local people in Thailand, the education training institute in Thailand should be equipped with professional training teachers with professional skills and equivalent language proficiency.

The third no longer *single*, is no longer having the alone ability. For the current Thailand's education market, Thai educators, training teachers and industry managers will be more open-minded and analyze the capabilities of various aspects to maximize their own quality and brand.

5.4 Future research considerations

What is the future research to pay attention to? The author gives the advice is that not too small research direction is better if the author will study the qualitative research papers again in the future. Because the small public type of paper in the fourth chapter of the research results, reflected in the data support is not much, and the results are not objective enough. But it cannot be a popular research topic, because there will not be enough new and worthy of research in the direction. It is very likely that when the topic is open, the instructor will tell you that they are repetitive and have no research value.

This thesis focuses on professional Chinese training in Thai mining enterprises, and in other industries, it is also required to customize professional Chinese language training.

According to the attention of the enterprise, between China and Thailand and geographical position, it is seldom to use the most used professional Chinese language. As for the example of Chinese translating professional Chinese in Thailand, there are

few studies on the use of professional Chinese in Thai mining enterprises. So, this section is want to provide for the future researchers some reminder, and give the author herself a suggestion. In the following studies, qualitative and quantitative research is used to avoid the problems that are unnecessary in the paper. The author hopes these will give a note to herself and people in the future, and this is a key point to pay attention to.

5.5 Future possibilities of Professional Chinese training

The author uses the famous "porter five forces model" in management to make finishing touches. To learn more about these aspects, such as enterprise management, Thai mining enterprises, professional Chinese training, etc., the paper provides some future development trends. The five forces are as follow.

1. Industry rivalry

Competition is quite fierce in single point language training industry. There are many strong and word-of-mouth brand language training institutions. Like China's new Oriental foreign language training, Thailand has Chulalongkorn University's Thai language training and other competent language training institutions. The Chinese training of a professional that this article advocated repeatedly, faces cruel, and severe environmental test in language training this industry.

2. Threat of new entrants

As the foreign language training institutions of the early capital investment and the latter part of the operating costs are relatively low, the new threat is there because there are too many Chinese training institutions in Thailand.

3. Threat of substitute

Traditional school education is a systematic mode of education. There is no specific aim, and the training institutions just the opposite. It can be said that the language training market itself is a substitute for traditional school education. Therefore, there is no substitute threat for training.

4. Bargaining Power of Suppliers

Language training industry focused on software construction, its resource supply is human resources. There are two parties in the mining industry in Thailand to act on the establishment of the professional Chinese training. One is the teacher, whether the teacher has the professional skills and the same professional Chinese. Second is the student, whether there is a certain number of students need specific professional Chinese training. If these two conditions are met, supplier is capable of bargaining.

5. Bargaining Power of Buyers

For consumers, the cost of language training is the same as that of the school, and there is no bargaining power.

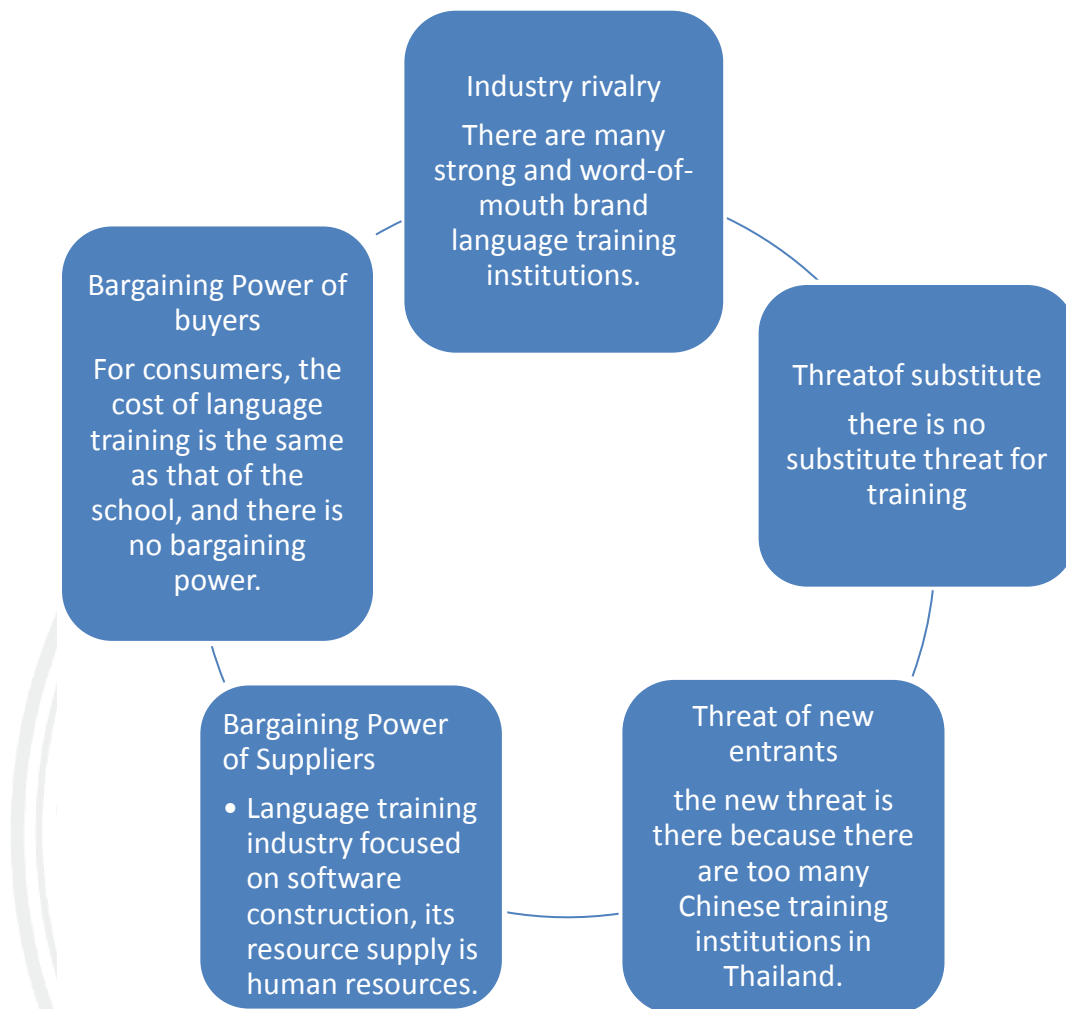


Figure 5.1 Porter's Five Forces Model

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APPENDIX

Investigation on participants of Chinese language training in mining industry.

1. Personal information

- 1) Do you have a few foreign languages besides your mother tongue?
- 2) which foreign language you use the most?
- 3) which language you can best apply?
- 4) which language is the most like to study?
- 5) why do you want to learn this foreign language?

2. Individual requirements

- 1) Which Chinese skill do you think is the most difficult?

A. Listening B. Talk C. Reading D. Writing

- 2) Which Chinese skills can you master quickly?

A. Listening B. Talk C. Reading D. Writing

- 3) Which Chinese skills are you most interested in learning?

A. Listening B. Talk C. Reading D. Writing

- 4) To what extent do you have Chinese proficiency?

A. Basis B. Fair C. Skilled D. Excellent

- 5) How do you like your Chinese proficiency?

A. Basis B. Fair C. Skilled D. Excellent

3. Personal expectations

- 1) Do you want to study alone? Or a group study? Why?
- 2) How much energy can you devote to learning this foreign language? Why?
- 3) How long do you want to learn this foreign language? (attached personal schedule)
- 4) What other aspects of Chinese do you want to learn besides the customized courses?
- 5) What else do you want to add to this customized course?

BIOGRAPHY

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EXPERIENCES 2005-2006 Kunming Daosen Economy & Trade CO., LTD.
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Staff business and language interpreters.
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