

Thesis Title	: A Study of Applying Buddhadhamma to CSR in Thai Society
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Abstract

This thesis is the study of applying Buddhadhamma to CSR in Thai Society. There are three objectives in this research. Firstly, it is the study of CSR in Thai Society. Secondly, it is the study of the Buddhadhamma which relates to strengthen CSR in Thai society. Thirdly, it is the study of applying Buddhadhamma to CSR: Case Study; Wonderworld Product Co., Ltd. This research is a qualitative research focusing on the documents.

This research reveals that it is the Corporate Social Responsibility (CSR) which is the concept with its principles and objectives according to the general and Buddhadhamma. CSR focuses on mutual or social benefits referred to the Buddha's time. Furthermore, the social change has played an important role in the present CSR. CSR focused on mutual benefit to the stakeholders which are executives, shareholders, employees and their families, societies, the surrounding communities, the environment, the customers, the public and the competitive. It should comply to mutual agreement on human rights and transparency, as well. The Buddhadhamma which is Sanghahavatthu, the Four Paths of Accomplishment, the threefold training, and the four noble sentiments, is applied in business to strengthen CSR in Thai society. Wonderworld Product Co., Ltd. is the case study of applying Buddhadhamma to CSR in Thai society. It shows that CSR brings about happy society as whole.