

EFFECTS OF CHRISTIAN MANAGEMENT APPROACHES ON CHRISTIAN BUSINESS SUCCESS

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ABSTRACT

The purpose of this study is to determine and describe Christian management approaches that have an impact on Christian business success for Thai Christian business executives. The design integrated both qualitative and quantitative approaches for descriptive correlational research using a survey method. The result shows five significant predictors of Christian management methods for success ($F = 78.949$, $p\text{-value} = < 0.001$): budgeting with generosity, evaluating with transparency, planning with God's blessing, directing with trust, and coordinating with truthfulness. The equation of regression can predict the success of Christian business executives 61.8 percent of the total variation of success.

INTRODUCTION

The word manipulation and management have a common Latin root in manus, meaning "hand", and both words imply shaping other people's destinies. Whereas manipulation of people has long been associated negatively because it implies exploiting or using them without their full knowledge or consent as to what is going on, management has always been accepted as legitimate, according to Greenleaf (Spears, 2002: 150). Robbins and Mukerji (1994: 6) defined management as "*the process of getting activities completed efficiently with and through other people*". Van Fleet (1991: 8) defined it as "*a set of activities directed at the efficient and effective utilization of resources in the pursuit of one or more goals*".

Christian businesspeople in Thailand have banded themselves together in groups: Catholic Business Executives Group (CBES), Catholic Young Executives Society (CYES), Thai Christian Business Association (TCBA), Daikonos and Full Gospel Business Men in Thailand. There are about seven hundred members in all. As leaders, they have to think 'radically' and as managers, they have to think 'incrementally'. They are to integrate work and religion with full confidence. These individuals can be called "**spiritreneur**"

[pronounced "*spirit-ra-nur*", a combination of the words 'spirit' and 'entrepreneur'], one who fully integrates his/her soul in the workplace (Jones, 2001: xiii).

A large and very successful business in the world chose "ethics over profits" as its overriding business principle. Since companies compete against each other for customers and for the best workers, the company with a reputation for ethical behavior has an advantage over one with a reputation for being unethical (Velasquez, 1998: 5). A large body of research in social psychology has concluded that people in all kinds of social situations react to the just organization with loyalty and commitment. Employees, who feel their company's policies as unfair, will exhibit higher absenteeism, higher turnover, lower productivity and demand higher wages (Velasquez, 1998: 43). No studies, however, have found a negative correlation which would have indicated that ethics is a drag on profits (Velasquez, 1998: 40).

Therefore, the significance of this pioneering study is to open the minds and hearts of all Christian businesspeople to have more confidence in Jesus' teachings and examples in their occupation so that life and religion will be truly unified. The finding is of great importance in their use as a tool for developing management by Christian businesspeople. Also the finding serves