

ABSTRACT

As in other countries, international joint ventures have recently become the most popular form of foreign direct investment in China. The purpose of this research study is to examine the critical factors for success as well as the problems which emerged in those ventures in China in terms of their uniqueness. By portraying organisational experiences, this study hopes to provide some indication of best practices in penetrating the Chinese market. A case analysis of a Thai successful manufacturing joint venture was undertaken, considering problems and critical success factor issues. Results indicate that problems which seem unique to China stem from the combination of the system of state socialist industrial governance and the continuing strength of Chinese traditional culture, Understanding the Chinese ways of doing business and cultivation personal relationships with people in power are the most important success factors.

