

Welcome Jack Ma to Thailand!

Last week, Prime Minister Prayut Chan-ocha welcomed Jack Ma, Alibaba owner, to work with the Thai Government on several issues such as the Eastern Economic Corridor, human capital development, digital issue and tourism.

I used to assign several groups of students to review "The Alibaba Way" Book. There are some recommendations I would like Prime Minister Prayut Chan-ocha's government to consider developing the country.

The success of Alibaba in China does not focus on only B to B or Business to Business. However, the focus is on the Chinese grass-root entrepreneurs to strengthen and energize the customers' base. The Chinese grass-root people's potential is involved in Alibaba's core business to be able to lessen gap in China. This should be a good lesson for Thailand.

I would like to congratulate Prime Minister Prayut Chan-ocha's government on this matter. If the Thai Government adopts Alibaba's strengths like the focus on grass-root people, the use of entrepreneurs' potential, innovation and digital system, they can make great contributions to the country.

Nowadays, the Thai government has a policy on digital system development at the grass-root level. However, there is no entrepreneurial spirit implant as it is in China.

From the analysis on Jack Ma's entrepreneurship, there are several interest issues.

First, entrepreneurs must always have positive view. They must have can-do attitude and not be discouraged.

Second, good entrepreneurs must not work alone. They should think that the team members have capability to reach success.

Third, entrepreneurs must sacrifice because life is not a bed of roses but pain like my 3L's Theory.



- Learning from Pain
- Learning from Experiences
- Learning from Listening

We must face failure. I apply this theory to change Mindset that we must firstly face failure.

Those who never fail usually have fixed mindset. They should learn from those pains. It is like "No Pain, No Gain".

Fourth, do not follow fads. The entrepreneurs must not do what is in trend only. Many Thais follow hot business trends. For example, everyone opens coffee shops. Jack Ma recommended differentiation or doing something different.

Finally, do not wait until everything is ready. Some gaps must be fulfilled. Do not wait for money before implementing ideas. Jack Ma recommended starting small and doing step by step instead of waiting for readiness of all aspects.

Such lessons are the important points of Alibaba's success. The grass-root people must be empowered in term of entrepreneurship and 5 concepts. They focus on 2R's Theory: Reality and Relevance. The best reality is each country's environment. Thais must adapt Jack Ma's success to Thai context.

In conclusion, do not craze for Jack Ma. However, please well analyze how his way is appropriate for Thailand.

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