

Measurement Model for Social Enterprise in Food Business

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Abstract

The purpose of this research is to develop measurement model for Thai social enterprise in food business. It was conducted in a qualitative methodology that include 3 processes: (1) Literature review, (2) Qualitative study by In-depth interviews with Thai social enterprise experts, (3) Analysis and Conclusion. The findings show that there are 4 core sustainable index for social enterprise in Thailand; (1) Input factors: Corporate Governance, Structure, Organization purpose, Legal registration, Finance, Human resource, Fairtrade and Procurement policy, (2) Process/Activities factors: Social innovation, New product development, Production standards, Marketing and branding, Distribution, Made to order and Managing impact, (3) Output factors: Products and service, and (4) Outcome/Impact factors: Social return, Environmental return and Financial return. The sustainable index of this research can apply for food cluster in Thai social enterprise throughout the value chain of operation.

Keywords: social enterprise, measurement model, logical framework, food cluster