

The marketing discipline which influences the achievement and failure of the entrepreneurs in Bangkok city and its proximity

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Abstract

The objective of this research is to study the factors of the marketing discipline which influence the achievement and failure of the entrepreneurs in Bangkok city and its proximity and how they can lead the achievement and failure to the entrepreneurs. The information consists of the collecting of data by using Five Disciplines, (*The Fifth Discipline*, Peter Senge's : 1990) in order to understand the factors of marketing discipline which can lead the success and failure into marketing organizations. There are *1 System Thinking, 2 Personal Mastery, 3 Mental Models, 4 Share Vision, 5 Team Learning*

This aims to focus on our energies, imagine how we understand the world, practice of shared vision involves the skills of unearthing shared "pictures of the future" that foster genuine commitment, dialogue," the capacity of members of a team to suspend assumptions thinking together and base on system dynamics.

Introduction

Discipline is important to a marketer. The author said that undisciplined people only live for today. Moreover the disciplined people use a little of their time for pleasure, and then invest the rest of their time in the future. Disciplined people get out of their armchair and do something. This takes effort and willpower. On the other hand, undisciplined people squander their time and their money. It takes discipline to be a successful at business and in life.

While I fundamentally agree with this premise, there is something about the concept of discipline that sounded tough...agonizing, even. I had to take some time to think this through. As a person who believes free time and relaxation, how can this still apply ? Can a person be both a pleasure seeker and disciplined?

For marketing to succeed, it is crucial to take the approach of a disciplined practice. And, the more time you invest in each activity, the more you will prosper at all levels of your business. Ultimately,

Have discipline and build relationships, like the ant. Work in a business that is fulfilling to you. And that is the biggest key. Discipline does not make you stodgy if you are investing your time in an endeavor that you feel passionate toward.

Success is an ongoing journey. Each time you return to your disciplined practice, whatever it is, you prosper from the moment-to-moment experience of doing it. As time goes on, your discipline pays off. So, take time to examine your practice of marketing. Is it a disciplined approach? Is it a practice you follow rigorously? Begin to move forward purposefully with an intention to expand your business and invest in your marketing activities every day. By committing to consistent and persistent marketing efforts, you WILL get amazing results.

The Marketing Discipline has a priority of establishing a strong network to assist marketer with their business and their careers. The discipline is supportive of the marketer, 'The B & B Society', and is building on its existing relationships with professional marketing institutes and high profile employers who can offer our graduates exiting careers in marketing. Many of our marketing graduates have international postings while others have senior positions with companies. Others have successfully pursued their own business interests.

Having understood the Marketing Discipline mentioned above, the researcher, then, will point out the five Disciplines of Peter Senge's theory so that it can be the analytical principle for the success and failure in the marketing administration for entrepreneurs in Bangkok city and its proximity as the follow:

The need for learning organizations of Marketing is due to business becoming more complex, dynamic, and globally competitive. Excelling in a dynamic business environment requires more understanding, knowledge, preparation, and agreement than one person's expertise and experience provides. David Garvin of

Harvard University says that “Continuous improvement requires a commitment to learning.”

The five disciplines are *systems thinking, personal mastery, mental models, shared vision* and *team learning*. The first three disciplines have particular application for the individual participant, and the last two have group application. *Those who excel in these areas will be the natural leaders of learning organizations of marketing.*

1) System thinking has the distinction of being the “fifth discipline” since it serves to make the results of the other disciplines work together for business benefit.

System thinking is based on system dynamics; it is highly conceptual; it provides ways of understanding practical business issues; it looks at systems in terms of particular types of cycles (archetypes); and it includes explicit system modeling of complex issues.

Systems Archetypes are basic and understandable cycles that systems go through.

The archetypes from The Fifth Discipline are -

- Balancing Process with Delay
- Limits to Growth
- Shifting the Burden
- Shifting the Burden to the Intervenor
- Eroding Goals
- Escalation
- Success to the Successful
- Tragedy of the Commons
- Fixes that Fail
- Growth and Underinvestment

2) Personal mastery is the discipline of continually clarifying and deepening our personal vision, of focusing our energies, of developing patience, and of seeing reality objectively.

Using the subconscious is important in personal mastery. *The people committed to continually developing personal mastery practice some form of*

“meditation.” Whether it is through contemplative prayer or other methods of simply “quieting” the conscious mind, regular meditative practice can be extremely helpful in working more productively with the subconscious mind.

The entrepreneur who has much personal mastery will succeed more in his business organization.

3) Mental models are deeply ingrained assumptions, generalizations, or even pictures or images that influence how we understand the world and how we take action.

The discipline of working with mental models starts with turning the mirror inward; learning to unearth our internal pictures of the world, to bring them to the surface and hold them rigorously to scrutiny. It also includes the ability to carry on “meaningful” conversations that balance inquiry and advocacy, where people expose their own thinking effectively and make that thinking open to the influence of others.

The principle of mental models can be applied to business administration for the achievement by understanding of natural business which is going to do and have right experience in both in and out organization. In addition, one should have further version and ability to analyze what will be happen in the future. It is the ability to solve the problem immediately and lead the business organization to the achievement.

4) Shared Vision The practice of shared vision involves the skills of unearthing shared “pictures of the future” that foster genuine commitment and enrollment rather than compliance. It has two elements as the follow:

- Openness
- Pictures of the future

The shared vision is a prominent which organization or big company should require high experience because it is the important factor which will make understanding between employer and employees. It will make them understand the aim of work toward the same way for without understanding of each other the business cannot achieve the goal.

5) Team Learning The discipline of team learning starts with “dialogue,” the capacity of members of a team to suspend assumptions and enter into a genuine “thinking together.”

The discipline of dialogue also involves learning how to recognize the patterns of interaction in teams that undermine learning. The patterns of defensiveness are often deeply engrained in how a team operates. If unrecognized, they undermine learning. If recognized and surfaced creatively, they can actually accelerate learning.

Team learning means working together that has the member more than one which everyone in the group must have the same destination, plan and the acceptance of each others. For team working is important in all organization so it is necessary for more quality and effectiveness of the administration. Team working has important role of leading to goal of work which depend on joining hand of everyone in the group. It is can be said that team learning can immediately indicate the success and failure of business organization.

How is the five disciplines relate to business needs?

It can be concluded that the theory of five disciplines is related to business directly as follow:

Individual learning should prepare the individual for being a part of the group (*personal mastery*), and what is learned needs to prepare receptivity to others' learning, experience, questions, and manner of thought (*mental models*). A viewpoint that is sufficient for understanding business cycles and system relationships is required for working with cycles and toward better relationships both of systems and with people (*systems thinking*). Without a guiding purpose and shared values (*shared vision*), corporate effort will have the Tower of Babel problem and the confusion resulting from different languages. For everyone to learn together (*team learning*), a receptive process of listening to one another is needed.

Result

The study from the entrepreneurs in Bangkok city and its proximity find out that the using of the principle of five disciplines in business administration has its personal factor; namely,

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|-------------------------------|---------------------|
| 1. <i>Gender</i> | 2. <i>Ages</i> |
| 3. <i>Nationalities</i> | 4. <i>Language</i> |
| 5. <i>Family environments</i> | 6. <i>Religions</i> |
| 7. <i>Educations</i> | 8. <i>Attitudes</i> |
| 9. <i>Occupations</i> | 10. <i>Revenue</i> |
| 11. <i>life-style.</i> | |

All these influence so much upon the success or failure of entrepreneurs.

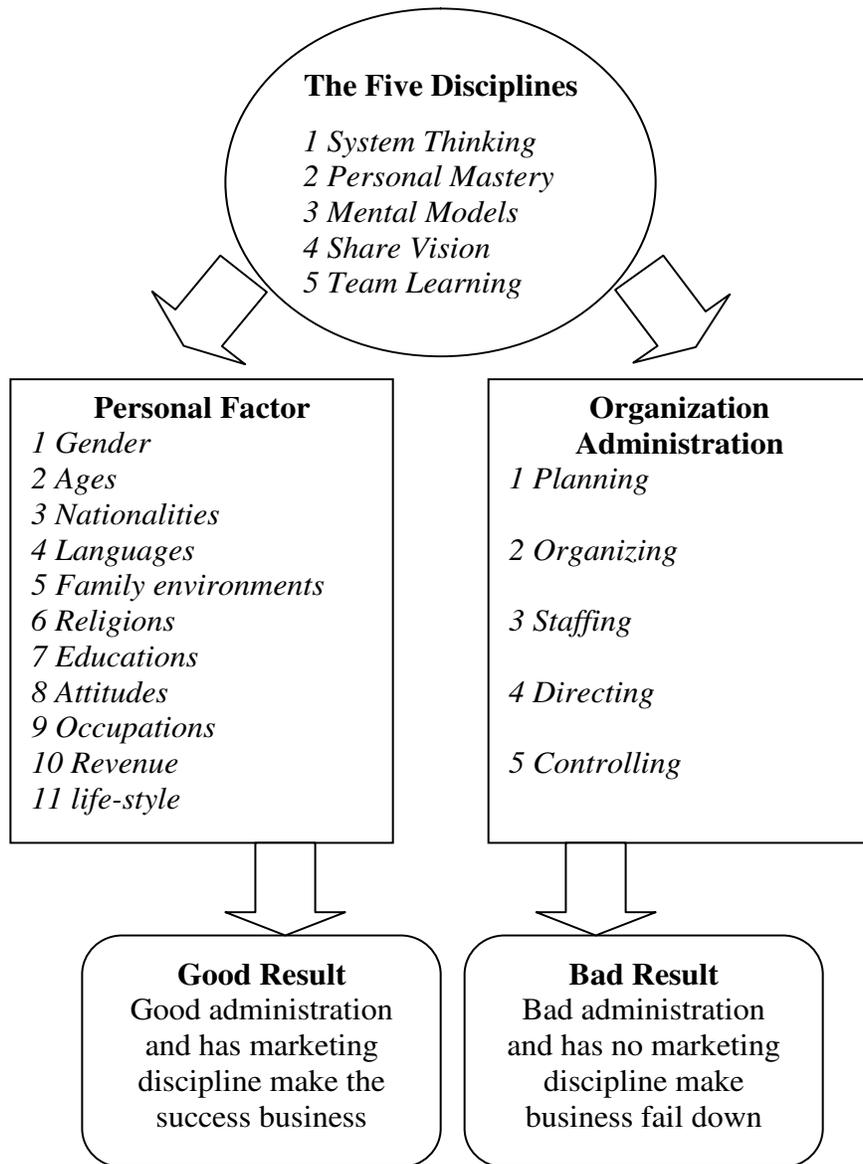
As Bangkok and its proximity is the main city and is being lived by a lot of people that come from many provinces so it becomes the big and weak society especially, in business activity. That is why, the marketing principle should be used for the success in any business.

In addition to marketing discipline mentioned, the entrepreneurs must depend on organized administration; they are (POSD-C).

1. **Planning** *Good planning has Cleary aim and can be used.*
2. **Organizing** *Construct the structure or of organization relating to duty*
3. **Staffing** *Allocating personality accord with the quality of person*
4. **Directing** *Cleary orders according to situation*
5. **Controlling** *Controlling the time, financial, communication along with the objectives*

If the entrepreneurs follows well the marketing discipline, including efficient administration by the process team work of capacity employer and employee, it can be the factor that explains the future of organization whether it will success or fail down.

Figure: Expectations



Conclusions

The research finds that marketing discipline are the five disciplines which consists *systems thing, personal mastery, mental models, shared vision* and *team learning*. can be applied to all organizations, especially marketing organization which depend on the learning and changing according to the will of consumer movement to movement. When they are used by entrepreneurs in Bangkok and its proximity, there are another eleven personal factors concerning the achievement and unsuccessful in the business for the people living in it are average educated and higher educated. Those have higher desire and attitude including higher individual thinking, therefore, the efficient marketing discipline is necessary and administration organization must move on according to situation.

The most important is marketing discipline; the entrepreneurs will fail without applying it to administration of organization. There are the planning, working, controlling, evaluating of the work and changing according to the world situation all the time. The business organization that has no changing along the new world situation will not succeed and will despair. Even the business is strong and has been standing for long if there is no change along with the world situation it cannot go on like Charles Darwin said:

“It is not the strongest of the species that survives, not the most intelligent; it is the one that is most adaptable to change.”

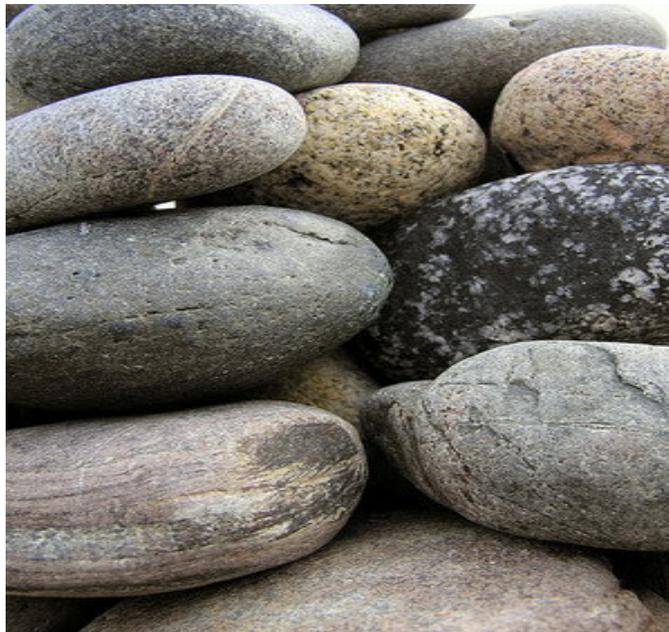
“It is not enough that we do our best; sometimes we have to do what is required.”

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