

Balanced view of feedback is crucial for creativity

Written by Vincent

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As Thailand moves towards becoming a creative economy, one of the key issues it faces will be how to make the necessary economic adjustments within the cultural context of the country. It's unrealistic to think you can simply import outside solutions to the problem, unless they are well aligned with the cultural parameters within which Thai business operates, in particular the underlying culture of *krengjai*, which helps to guide Thais in terms of their behavioural patterns.

[Read Article](#) by Niall Sinclair, Director of KM Initiatives (IKI-SEA)