

Cha Xu Ge Ju as Social Capital for the Growth of Agricultural Enterprises¹: A Case Study of Wen's Group

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ABSTRACT The purpose of this paper is to indicate the law of the evolution of Cha Xu Ge Ju and organizational social capital throughout the growth of agricultural enterprises. It develops by discussing the connotation, features and connection of Cha Xu Ge Ju and organizational social capital. The paper first expounds the dimensional structure of Cha Xu Ge Ju in China. It then discusses the model of features of Cha Xu Ge Ju under the evolution of social capital. Finally, a case study is used to test the model. The paper finds that organizational social capital of primary type agricultural enterprises has remarkable feature of Cha Xu Ge Ju. The level of trust, strength of network, and emotional behaviors decline in this type of enterprises accordingly. The case of Wen's group indicates the strong connection between the growth process of agricultural enterprises and the operational process of social capital that takes full advantage of Cha Xu Ge Ju. Moreover, the expansion of Wen's group is indeed the process of integrating all kinds of social capital under the law of Cha Xu Ge Ju in social structure and interpersonal relationship.