

## **Challenges and Opportunities for Chinese Enterprises in Southeast Asia: A Case Study in Business Anthropology**

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**ABSTRACT** Chinese enterprises, both private and state-owned, have been noticed to invest increasingly in Southeast Asia, attracting both positive and negative comments in the world. How are the Chinese enterprises doing in Southeast Asia? What challenges and opportunities have they had in Southeast Asia? This paper provides a case study of such a Chinese enterprise located in the north of Lao People's Democratic Republic in Southeast Asia from the perspective of business anthropology. It discusses the development process of this company, economic and socio-cultural problems it has faced, measures it has taken for development, and impacts it has had on the local livelihood. It points out that in the context of globalization, the success of a transnational corporation in a foreign country depends on whether it can communicate efficiently with the employees from various ethnic and cultural backgrounds. It concludes that the unique methodology developed by anthropologists can make particular contributions to the business world today.