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Relationship between the Philosophy and How it Disseminates throughout the Organization

-- While Paying Attention to their Connectivity in the Electrical Machinery Industry --

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This study reveals the connectivity between philosophy and its communication programs in the electrical machinery industry in Japan. Today, due to various environmental changes surrounding organizations, how well the philosophy is disseminated throughout the organization is emphasized and its necessity is increasing. Such factors include, for example, from a viewpoint of corporate governance due to consolidation or the like, a viewpoint of communicating the intentions of the top management throughout the organization to prevent misconduct, and a viewpoint of organizational innovation to realize organizational change. Under this kind of environment, workers who comprise the organization should act showing self-discipline based on the policy and will of the organization. In other words, the philosophy, which is a strong organizational will and policy, must be permeated throughout the organization so that it should be a real guiding principle in daily activities of the workers. Therefore, this paper clarifies the relationship between the philosophy and its communication programs for the purpose of disseminating the philosophy throughout the organization in accordance with the below flow.

1. Philosophy and Organizational Activities: Discussion of meaning of philosophy and its positioning and importance derived from the theories of organization and management as well as a viewpoint of relationship between organizational activities and R&D.

2. Philosophy and Communication Programs in the Electrical Machinery Industry: Survey of relationship between corporate performance and patterns of programs to communicate the philosophy through pattern classification of philosophy communication programs in the electrical machinery industry. Here, the author discusses the relationship between patterns of philosophy communication programs and mid- and long-term corporate performance as well as the relationship between excellent companies and patterns of the programs to communicate philosophy.
3. Problems in Connectivity between Philosophy and its Communication Programs in Organizations: Discussion of “organizational development and programs for philosophy and its dissemination” which is a stage to promote dissemination in the process to communicate the philosophy throughout the organization. Here, the author discusses the possibility of utilizing the knowledge creation process to solve problems in connectivity between the philosophy and communication programs.

Finally, the importance and characteristics of the programs to communicate the philosophy and elements for activities to disseminate it are summarized with opinions on the connectivity between the philosophy and its communication program so that problems are presented.