

佛法與心存善念的經營管理

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摘要

本文闡釋深信因果、體悟無常、悲智雙運之經營管理者(企業家或經理人)，其心念、言語及行為必然會遵循諸佛所教：「諸惡莫作，眾善奉行，自淨其意」，而成為身心自在且稱職的主管。說明經營管理者可藉由深信因果、體悟無常、培養慈悲和智慧提升心靈品質，並善用「六和敬」原則，促成企業(組織)善盡社會及環保責任，同時造福顧客、員工、供應商、股東、債權人，提升企業價值和永續績效。本文首先介紹因果、無常、慈悲、智慧等核心佛法，分析為何善用這些佛法能順利的：發揮五種管理職能：計劃、組織、領導、協調、控制；執行六種企業功能：生產、行銷、人事、財務、研究發展及資訊；強化企業五種力量：恆順顧客、供應商、同業，順應新進入廠商及替代商品(服務)，以提升企業之永續績效。最終，同時達成經營管理者之生命價值和企業之價值最大化的目標。

關鍵詞：佛法，經營管理，善念

Dharma and Management with Goodness

Abstract

This paper explains that entrepreneurs or managers who believe in causality, understand impermanence, and have both compassion and wisdom will naturally follow the teachings of the Buddhas in their thoughts, words and deeds: "Do not do evil, do good, and purify your mind." And become a comfortable and competent entrepreneurs or managers. It shows that entrepreneurs or managers can improve their spiritual quality by believing in the law of causality, comprehend the law of impermanence, and cultivate equal compassion and wisdom without self and making good use of the "six harmony and respect" principle, It will enable firms (organizations) to fulfill their social and environmental responsibilities, while benefiting customers, employees, suppliers, shareholders, and creditors, and enhancing firm value and sustainable performance. This paper first introduces the Dharma of causality, impermanence, compassion, wisdom, and analyzes why the good use of these core Dharma can enable business owners or managers to successfully perform five management functions: planning, organizing, leading, coordinating, and controlling; execute six business functions: production, marketing, personnel, finance, research and development, and information; strengthen the five forces of the firm: Harmoniously adapt to customers, suppliers and peers, potential entrants and substitute goods (services), thereby improving the sustainable performance of firms. Finally, it achieve the results of maximizing the life value of managers (entrepreneurs) and the value of firms.

Keywords : Dharma, Management, Goodness