

企業文化結合佛法及孝道影響之研究：以 C 公司個案為例

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摘要

現代的企業文化是「以人為本」的文化，經營者能夠秉持著以人為主體的理念，尊重、關心與培育員工。對企業領導人而言，須具備同理心才能塑造一個成功的企業文化。人的素質在企業文化中扮演著重要的角色，其中最核心的素質就是道德情操，道德的根本就是孝道。由此可知，若能把孝道納入企業文化來推廣，並予以落實在日常業務中，將會產生水乳交融的相乘效果，企業整體競爭力將大幅提升。本研究個案選擇上櫃電子零組件 C 公司，公司董事長篤信佛教，並將佛法及孝道納入企業文化中，對於企業經營產生的改變與社會影響力予以探討。本研究採取質性深度訪談及焦點團體方法，將蒐集到資料予以分析及歸納而得到結果。研究發現，個案企業在新冠疫情之下，台灣總體經濟不景氣期間，猶能創造業績上升、員工流動率下降與員工向心力提升等優異績效，可知將佛法及孝道納入企業文化中，具體對企業將產生正向之社會價值與影響力。

關鍵字：佛法、孝道、企業文化、同理心領導、企業領導人、社會影響力

A Study on the Influence of Corporate Culture Combined with Buddhism and Filial Piety: A Case Study of Company C

Abstract

The modern corporate culture is a "people-oriented" culture. Operators can uphold the concept of people-oriented, respect, care and nurture employees. For business leaders, empathy is required to shape a successful corporate culture. The quality of people plays an important role in corporate culture. The core quality is moral sentiment, and the root of morality is filial piety. It can be seen from this that if filial piety can be incorporated into the corporate culture to promote, and implemented in daily business, it will produce a synergistic effect of water and milk blending, and the overall competitiveness of the enterprise will be greatly improved. This research case selects an OTC electronic components company C. The chairman of the company believes in Buddhism, and incorporates Buddhism and filial piety into the corporate culture, and discusses the changes and social influence of corporate operations. In this study, qualitative in-depth interviews and focus groups were used to analyze and summarize the collected data to obtain the results. The study found that under the COVID-19 epidemic and during the overall economic downturn in Taiwan, individual companies were still able to create outstanding performances such as increased performance, decreased employee turnover, and improved employee centripetal force. Generate positive social value and influence.

Keywords : Dharma, filial piety, corporate culture, empathic leadership, corporate leaders, social influence