

新渡戶稻造之商業倫理-「富貴精神化」與「實業精神化」

簡曉花

外國語文學系

人文社會學院

chienkan88.tw@yahoo.com.tw

摘要

Since Japan entered into the Modern, SAMURAI originally belonging to political organization became the combatant belonging to corporate group. Accordingly, Bushido changed into the basis of Japanese Business Ethics, and such development of Japanese Business Ethics is very interesting and meaningful. With respect to the forgoing, the author of “Bushido: The Soul of Japan,” Nitobe Inazô (1862-1933) is especially important, but there is very tiny research on him. This thesis is focusing on two articles of his best seller “Shû yô” (1911) , “Spiritualization of riches and honors” and “To spiritualize business.” The ultimate and main purpose of this thesis is to integrate those articles and his Business Ethics article, “Bushido and Syonindo,” so as to explore and outline his unknown Business Ethics picture. The study demonstrates three concepts; the first (“Spiritualization of riches and honors”) is a kind of sharing common circulation closely related to socialism economic model, also a sense of riches based on morality. The second (“To spiritualize business”) is to be otherworldly what thought should be, together with an individual realization without purpose of profit-pursuing. The two articles jointly indicating ethical education to be the core. The third (“Bushido and Syonindo”) for the other is substantial practice of such Business Ethics conception, which is individual realization on the spirit of honor-valuing and morality-observing.

關鍵字：Nitobe Inazô Japanese Business Ethics Bushido “Shû yô”
“Spiritualization of riches and honors” “To spiritualize business”