

日本商業倫理—新渡戶稻造之商人道

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摘要

Nowadays Japan is a large country having economic power, which is only less than America in the world. Therefore, when we are making studies in the subject about business ethics, that of Japan can never be neglected or excluded. The scope of this thesis is focusing on the assertion “Syonindo” (Japanese business ethics) insisted by Nitobe Inazô, who is popular and famous for Bushido throughout the world. The finding of this deep research clarifies that, in the early 20th century, with respect to the generality and morality of Japanese tradesman, Nitobe persisted that business conducting should be based on spirit of honor-valuing and morality-observing from Bushido, and further recognized tradesman's value by emphasizing personality. Such very view point of Japanese business ethics at the age which Nitobe was in broke through various limitations of hierarchy, boundary, time and space, so as to be the forerunner of assertion about Japanese business ethics with a tinge of individualism and internationalism in Japan.

關鍵字：Nitobe Inazô      Bushido      Syonindo(Japanese business ethics)  
honor-valuing and morality-observing      emphasizing on  
personality