

<招待論文>

Sogo Shosha's Business Philosophy in Indonesia

Djumadi M. Anwar *

Abstract

Indonesia National Development Program focuses on 22 economic development activities attracts a Japanese company, Sogo Shosha, to participate in achieving the goals. This research aims to investigate The Sogo Shosha's philosophical values and its business in Indonesia. The research question is 'What business sectors are Sogo Shosha most interested to invest in?'. To approach this, we use the concept of national interest and the nature of multinational corporations. Understanding Japan national interest to secure the supply of raw materials from developing countries, we hypothesized that Sogo Shosha invest in all strategic business; nearly all aspects of economy related business have been fulfilled by 100's of the professional progressive Japanese companies. The research result noted that company philosophy and corporate culture performed by many Japanese employees who work in Indonesia motivate employee to show business conduct to which Indonesian young people can learn something from. To secure safety guarantee for continuation of Sogo Shosha operation in Indonesia in the future, these values should be greater socialized to millions of Indonesian University students, because they are the Indonesian future leaders and the heritage owner of Indonesian abundance natural resources. There is an open opportunity to organize research collaboration on the above subject.

Key words: Sogo Shosha, corporate philosophy, business code of conduct, university students

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* ムハマディア大学、Muhammadiyah University of Yogyakarta