

Inspiration for Chinese enterprises Panasonic Team Building

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Abstract

Team spirit is the core of enterprise culture and the most modern enterprise vitality and cohesion “role of factor” survival and development of enterprises has an extremely important role. Contemporary enterprise competition, more and more from the surface of the human, financial, material and technology for deeper, development of enterprise culture wrangling. Therefore strengthen to enterprise culture as the core of soft power, is the modern enterprise challenges, to seek advantages are the fundamental path. Judging from the current economic form, Chinese enterprises are faced with the pressure of economic globalization, how to work hard to mobilize team member production enthusiasm, how to establish the enterprise with Chinese characteristics, forming team cohesion, team spirit, attracting team members together to achieve organizational goals will become the Chinese enterprise managers must consider the question.

This paper first analyzes the connotation of team spirit and team spirit of enterprise’s survival and development of the important role. The analysis of the Chinese enterprise in teamwork building existing each kind of question, finally according to panasonic company team spirit, and puts forward the experience of the construction of our country enterprise teamwork suggestion for improvement.

Key words: Team spirit; Chinese enterprises; Japanese companies

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1. SUMMARY OF TEAM SPIRIT

1.1 The Concept of Teamwork

Team spirit means that team members under the leadership of command and leadership, mutual communication, concerted efforts for a common vision and fighting spirit. The core is a collaboration, is the highest level of solidarity and cohesion unprecedented increase mutual trust among team members, individual and collective interests mutual unity, teamwork and efficient operation of the enterprise. It has three meanings: Firstly, the establishment of a common goal, so that team members strive for a common goal, work targeted. Secondly, with good communication among team members, we trust each other, there is a sense of security and comfort at work. Thirdly, team members help each other in healthy competition, learn from each other, complementary advantages and common progress.

1.2 The Important Role of Business Development Team, Mainly in the Following Four Areas

Firstly, teamwork is the corporate assault horn. The competitiveness of enterprises determines the survival of enterprises, the key to a good team is the real business of winning. Staff indomitable fighting spirit to guide corporate courage, strive first, to win the competition.

Secondly, the team spirit is the spiritual pillar. Different beliefs, different motives, different interests, they need to go to a kind of spiritual inspiration, you need to have a goal to fight, need to have a leader to guide. This spiritual force that can greatly enhance the employees of the corporate identity, a sense of belonging and a sense of responsibility, and thus seek common development of enterprises.

Thirdly, teamwork is the driving force for sustainable development. This spirit not only encourage older employees are more educated new employees, it is the product of the process of enterprise development, thought and wisdom. Organization of different members of the

team to their respective advantages, companies can form each other, inspire each other overall advantage to the enterprise's competitive advantage has been strengthened. Team members in the organization have the opportunity to improve the capacity, the potential growth timber. Manipulation is at work to develop and strengthen capacity. Teams can improve employee relations and enterprises, foster collaboration employees.

Fourthly, teamwork is a self-restraint and self-development employees mirror. Active and healthy team spirit, will create a good and harmonious environment. Continue to promote employee ideological quality, moral quality, service quality improvement. people living in one of the cross contamination, strict discipline, enabling businesses to form courageously rushed, resigned after a lively situation.

1.3 Business Development Team in China

Teamwork concept began in the last century, Japanese firms in the 1970s, as the Japanese economy after World War II created a miracle, after popular in Europe and America, began to enter the field of vision of Chinese business managers. In fact, teamwork in socialist China is not new, but we often say that "unity is strength." In the beginning of the founding of New China, China's industrial base was poor. Thanks to teamwork we have established a relatively complete industrial system, the economy has been developing rapidly. The miracle no less than Japan, but is limited to the East-West cultural exchange when unknown, so that even the "teamwork" has become an exotic.

After the reforms, a large number of foreign companies into China, followed by only a large number of capital as well as advanced management experience. Because China and Japan are close neighbors, so the impact on Japanese companies in China's largest enterprises. Some Chinese scholars and entrepreneurs began to pay close attention to the management of Japanese companies, from which lessons. Today, China has adopted with varying economic ownerships, internal team building considered just getting started. foreign - funded enterprises already have a mature system of self, and many Chinese enterprises in question, only a very few successful businesses, the other did not. Relevant theories everywhere, training experts are everywhere, but really bring these looks and sounds very mature thing to serve enterprises tend to think not the case, even the opposite effect. Corporate team building is part of the corporate culture, which belongs to the enterprise of higher spiritual level building is in an enterprise basis ambience gradually grows up. Any neglect of the environment of the enterprise itself, hoping to get rich by simply imitating the idea of the final outcome can only be counterproductive consequences, so Chinese business team building still has a long way to go.

2. CHINESE ENTERPRISES IN THE PROBLEMS OF TEAM BUILDING

30 years of reform and opening up, China has founded a number of very successful business ,for example: Alibaba and Huawei Group, they have formed a unique corporate culture, created a unique corporate team. But confined to a small number of large enterprises, China, Europe and the US companies compared to the soft power there is a big gap, the key is to build corporate culture silent on team building has not attracted enough attention. Their problems mainly in the following six areas:

2.1 Companies Do Not Pay Attention to Team Building

After the reform and opening up, China's large enterprises have carried out shareholding system reform, some companies have taken on the management of Western management mode, to promote free competition doctrine, the company is free to play wit the local employees, as long as employees can create profits for the company, It does not matter what kind of work organization, such "heroic style" talent selection mechanism, to team building is a big shock. A management idea, it will create a management results. The kind of individualistic managers only see its benefits but ignored its disadvantages. Today's companies have not which individuals can leadership, the division of labor that we need to do our best.

2.2 Enterprise-Sided Understanding of the Meaning of Team Building

Enterprises to be seen as team spirit sports activities. Many companies believe that the team spirit is the variety of sports activities, hopes to hold several ball games, engage in several theatrical performances, the club organized several workers trying to achieve a common goal. Companies to team spirit equivalent to ideological education. Some enterprises to team building and our traditional ideological education confused that team spirit is a corporate indoctrination, persuasion and education, is the responsibility of the propaganda department, and this view is particularly prevalent in the state-owned enterprises. In addition, due to the small and medium enterprises is small, less institutional settings, often ideological education and team building belonging to the same sector management. However, because many managers do not understand the profound corporate team building, often confuse the two, which is very detrimental to the corporate team building.

2.3 Enterprise Employees Can Not Be Unified With Organizational Goals Thoughts

Business objectives and the development of ideas are not clear, the employees are prone to ideological confusion, is not conducive to business team building. As a large enterprise is difficult to put together its own development and the development of the company's employees. Sometimes employees are wanted in an enterprise through

their own efforts to achieve the ideal life. They want to be able to go on long-term work, but the reality of social competition, and unstable development of the company at any time may be abolished employees. The interests of the company's employees can not be guaranteed. In addition, it is easy to overlook the big companies let employees depth understanding of business objectives and philosophy. Employees in the enterprise self-contained set of ideology, ideological conflict with the company easily occur. Employees do not know where the direction of their work, drive to work is bound to suffer.

2.4 Companies Can Not Establish Good Communication Channels

The company's planning and decision-making are not well communicated, employees can not perform good business plan, the various views of timely feedback, thus affecting the team spirit building. As a business management, should be promptly communicated to the company's decision to subordinates. Under specific circumstances need to be reported to the company executives to perform and achieve lower communication of information on the company.

2.5 Imperfect Organizational Structure Leads to Poor Team Efficiency

In our part of the large enterprises, the organizational structure is not perfect, resulting in enterprise management confusion, inefficiency. For example, some implementation is the organizational structure of the enterprise business unit system, although the mechanism is set in line with the development requirements of divisional system, but it adds a lot of management, resulting in overlapping agencies, reducing efficiency.

2.6 Enterprises Do Not Attach Importance to the Training of Staff and Harmonious Interpersonal Relationships

The company can not seriously train for staff to adapt to the new requirements of the development of the enterprise, this corporate team building adversely. Employees are the company's greatest asset, the higher the employee's knowledge of literacy, the stronger the strength of enterprises. Through staff training, can eliminate individualism, improve the ability of teamwork. Many companies only focus on staff knowledge and training, do not pay attention to the ideological education of employees, it is very easy to make into a vicious competition relations between employees, is called the higher ability and insight, greater destructive.

3. ENLIGHTENMENT FOR CHINESE ENTERPRISES PANASONIC TEAM BUILDING

A successful company needs to go through several years of development, in the course of this development

accumulated a profound and unique corporate culture, these non-material culture is a very valuable asset. Large enterprises to enhance their physical strength, but also should enhance their spiritual strength. Panasonic team building also grew up from small to big, the construction team measures against Chinese enterprises have a strong inspiration, mainly in the following six areas:

3.1 Strengthening Corporate Culture, Enhance the Company's Soft Power

The 1960s, the company of Panasonic embarked on an international road. Initially, the high cost of making cooperation Panasonic unacceptable. In collaboration with Philips in the Netherlands, Matsushita Panasonic believes the success of management experience and advanced corporate culture as part of the investment. Although Panasonic no top R & D and manufacturing capabilities, but it has a rich cultural heritage and unique corporate culture. Teamwork and labor efficiency of the staff is much higher than other companies in Japan, Panasonic should not evade their advantage. Philips, after careful study and investigation, accepted the Panasonic conditions, Panasonic's cooperation greatly reduced cost. By following this incident, Panasonic recognizes the importance of corporate culture. The company raised the corporate culture is productivity, teamwork is the labor efficiency. Through the establishment of various rules and regulations and the introduction of employee code of conduct, and gradually formed a Panasonic's unique corporate culture and team spirit.

Large corporate team building corporate culture needs to be the parent. Teamwork is the most important part of the core enterprise culture, both global and local relationships are not separated. Therefore, the construction of corporate culture and teamwork are not contradictory, it should be common development.

3.2 Team Spirit Construction to Implement, Can Not Be Floating in the Form

Survival of SMEs is always the top priority, because of the weak forces are facing a crisis at any time on the run. Many companies just put a team as a slogan and furnishings, that it is a non-essential things. Panasonic believes a difficult time for the company to stay true talent is equipped with the company in mind, while those who dare to stand out in a crisis are the real talent.

For example, after World War II Panasonic suffered heavy losses. Companies want to restore to go through a very long time to rebuild. Even Matsushita also acknowledged Panasonic recovery time after five years at least. But Matsushita employees voluntary overtime, to help enterprises to resume production, it only took two years to complete the reconstruction. Panasonic will seriously do teamwork reality. No fanfare, no variety of slogans, but in earnest to put the fate of enterprises and employees linked together, so that employees understand

the company is good as long as the individual is like, everyone should make their own contribution to the company.

3.3 Unified Staff Thought, Establish Common Development Goals

Employees of many large companies there, the staff thought it complicated reconciliation difficult. This requires deep thought for staff training, so that employees can unify thinking, goal can be clear. Furthermore, we need to strengthen the moral level of education employees' knowledge, allow them to learn new knowledge, new technology and also change their outlook on life and values. Panasonic After becoming the first large-appliance maker in the country founded Matsushita Institute of Technology. For each new employee conduct pre-job training for new staff was Matsushita corporate culture of education, so that employees understand the importance of teamwork Panasonic. In addition, new employees be tested for teamwork skills, develop teamwork concept employees. Today, there are hundreds of thousands of employees of Panasonic factories all over the world, different races in different countries, but share a common goal and pursue, that is to provide consumers with the best service and products. Therefore, the business development goals require employees to go into action, employees need to work together to put it forward. Only companies that everyone sees themselves as part of the company, the company can be bent and external, courageously.

3.4 Establish good Communication Mechanisms to Increase the Cohesion

Communication is not just staying in the vertical or horizontal, should be equal. Team members truly feel "communication without hindrance," the scope of communication should permeate all aspects of the business, not just internally, but also externally on the formation of good communication. Panasonic has done to communicate better. Employees can always be made out own good suggestions for discussion. If you think practicable, department heads will be submitted in the form of reports to the company, the company will send someone to be responsible for the implementation of the recommendations and results of practice to inform staff himself. If the proposal is adopted by the company, the entire staff of the Working Group will be celebrated for the employees. If not adopted, department heads will adopt individual conversation way to tell employees to lessen the burden of thinking employees, encouraging them to continue their efforts.

A full range of communication and excellent team building plays an important role. Good communication allows employees to properly understand the leadership's intention to act correctly, it can improve teaching and guiding force led force, enhance the prestige of the leadership team. Therefore, communication among team

members is conducive to mutual understanding, enhance team cohesion, enterprises should take it seriously.

3.5 Establish an Appropriate Organizational Structure, Improve Employee Productivity

Management of large companies operates mainly on the organizational structure. Reasonable structure can strengthen coordination and cooperation between the various management levels, is conducive to rapid implementation of the company's planning and decision-making to improve work efficiency, saving time cost. Panasonic proposed a "high efficiency, high income" of incentives to encourage employees to strengthen cooperation and improve work efficiency. Every year, each department working group named outstanding, then each group of employees named outstanding contributions year. These measures greatly improve labor efficiency Panasonic, inspired enthusiasm corporate staff. Team building requires companies to have a fair and reasonable organizational structure and incentive system. These practical system that can effectively stimulate the enthusiasm of employees, strengthen the cohesion of the team members.

3.6 Adhere to the People-Oriented, and Create a Friendly Environment

Enterprises should fully respect people, caring for people, so that everyone felt the warmth of the team. Try different levels to meet the needs of each employee, respect for employees, concerned about their lives. All this will greatly stimulate their dedication, loyalty and commitment to the team's confidence. Second, the team needs to play a corporate gathering different types of talent. This requires the selection of staff at the time, adhere to the people-oriented, selection of personnel, after the staff into the enterprise, continues to train them in charge to provide the most powerful intellectual support for the enterprise as a team. In addition, pay attention to employee relations within the enterprise, regulating conflicts between departments and employees to a healthy and positive corporate culture to fusion employee relations. Efforts to create a caring, trust, friendship and interpersonal atmosphere, which are essential to shape corporate teamwork. Whenever a new employee into the Panasonic train operators who say this sentence: "Panasonic is the place to manufacture the product, but before the first manufactured products to nurture talent." Outstanding corporate team culture is the deciding factor for business success. Panasonic is because they have such a good, unique corporate team culture, to make the business a success.

CONCLUSION

Competition in the modern economy is the talent competition, talent come together to make concerted

efforts must strengthen teamwork building. So as to create a strong cohesion, and thus enhance the core competitiveness of enterprises. Enterprises in the economic crisis conditions can be wider, bigger and stronger. The relationship between the enterprise workers, there must be helped each other. In this era, there is no spirit of teamwork, power of one person alone in any case less than ideal work results. Only through a collective effort, with the spirit of unity and cooperation, with the efficient team, to work together to create a better future.

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