

# Peter Drucker's Philosophy in China

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**19, NOV 2009, Vienna**



# 1 Introduction

2 Dr. Drucker and China

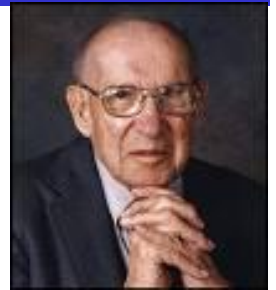
3 Past influences in china

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## Dr Peter Drucker



- the father of modern management
- turned modern management theory into a serious discipline
- coined the terms "management by objectives" and "knowledge workers."
- respected the values of education, businesses' accountability and personal responsibility to society
- Most of his 39 books had been published in Chinese and were well known by Chinese business and academic circles.

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## 2.1 Dr. Drucker is well known by Chinese managers and academia

- 364,000 Chinese web pages that are about Peter Drucker will be shown if searched by Google
  - 382 books in Chinese that are about Dr. Drucker are on sale by the most popular Chinese online bookshop ([www.dangdang.com](http://www.dangdang.com))
  - 13,500 research papers (in Chinese) from the Google Scholar are about Dr. Drucker.
  - Drucker was ranked the 3rd of top 12 managerial masters who had made biggest influence on Chinese enterprises in the past 30 years
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## Dr. Drucker is well known by Chinese managers and academia

- 14 Drucker academies in Beijing, Shanghai, Xi'an, and other Chinese cities
  - Since 2006, Peter F. Drucker Management Forum in China had been held 3 sessions annually.
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## 2.2 Dr Drucker cared about China

- Dr. Drucker visited China in 1980s and made training program for Chinese entrepreneurs.
  - From 1999 to 2005, Dr. Drucker spent a lot time to help Mr. Shao to establish Beijing BrightChina School of Management
  - Dr. Drucker said, “China should rely on the managers of their own culture since they are deeply rooted in Chinese culture and be familiar with and understand their own countries and peoples. Only the people in China can build China. ”
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## **3.1 His influences in business circle**

**Dr. Drucker was ranked the 3rd of top 12 managerial masters who had made biggest influence on Chinese enterprises in the past 30 years**

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- In May 2008, Haier ranked 13th on Forbes' Reputation Institute Global 200 list.
- Haier's CEO, Zhang Ruimin, a fan of Dr Drucker, said, "Reading his book is a kind of enjoyment, because there is often a sense of insight."
- Based on practice and Dr drucker's thoughts, OEC (Overall, Everyday, Everyone, Control, and Clear) was established.
- Mr. Zhang said, "Thanks to the working method of OEC, and more thanks to Dr. Drucker, we won the gold medal."

# Haier

海尔



- TCL is one of the world's leading producers of flat panel TVs, DVD players, air conditioners, and GSM, CDMA mobile phones.
- Mr. Li, chairman of the board of TCL, said, “Dr Drucker’s thought represents the accumulation of modern management philosophies since the Western industrial revolution and is the foundation and driving force of modern society. It is necessary for Chinese entrepreneurs to study Dr Drucker's management philosophy to make their businesses competitive in the global market.”

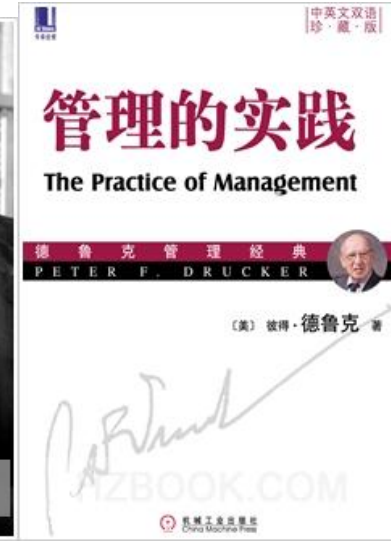
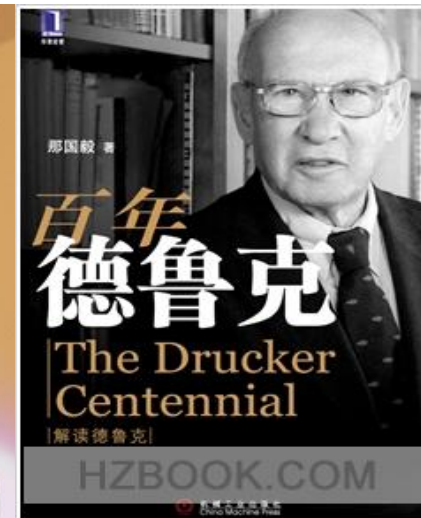


## 3.2 His influences in Chinese management education and research

- With Drucker's encouragement, the BrightChina Management Institute was launched .



- Represented by Professor Zhao Shuming and Professor Na Guoyi, Dr. Drucker's students have played important roles in management studies in China.



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## 4.1 Impacts on Business circle

When Drucker wrote about leadership, he said that integrity must come first.

Chinese enterprises are known for horrific industrial assault on the environment, abuse of quality, and exploitation of labor. Some people in China see 'making profit' and 'being ethical' as mutually exclusive.



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## 4.2 Impacts on Government agencies

- In 2007, the proportion of fiscal revenue in GDP was more than 20%.
  - Compared with the industrial and commercial enterprises, the performance of the government agencies is poorer.
  - Dr Drucker knew how to improve the performance of government agencies and provided some measures to fulfil it. it is necessary to determine what the agency is and what the agency shall be.
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Although he passed away, he is still the man of the moment in China because of his thoughts. The changing China needs his value system. Not only the business circle, but also the government agencies, nonprofit organizations and communities even all the society will benefit from Dr. Drucker's philosophy.

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# THANK YOU!

