

# Matsushitas culture changes with japan

[Art & Culture](#)



**ASSIGN  
BUSTER**

How did traditional Japanese culture benefit Matsushita during the 1950s-1980s? Did traditional values become more of a liability during the 1990s and early 2000s? How so?

During the 1950s-1980s, Matsushita was able to make use of the post-war effects on the Japanese economy; most Japanese were grateful to receive job security at a time of uncertainty. As the Japanese economy expanded and the workforce grew older, suddenly employees had found the freedom to find a job to best suit their needs. This resulted in a shaky business environment from the point of view of Japanese business, but it greatly benefitted the average employee.

What is Matsushita trying to achieve with human resource changes it has announced? What are the impediments to successfully implementing these changes? What are the implications for Matsushita if (a) the changes are made quickly or (b) it takes years or even decades to fully implement the changes?

Matsushita is trying to offer more options for its employees to be being flexible in working conditions. The impediment to this change is an older generation set in its ways that refuses to either change or move on. If the changes are made quickly, older employees may quit in protest and the company may lose some of its most valuable assets. On the other hand, if it takes too long to implement the changes, Matsushita may grow at a slower pace than its competitors and lose significant market share.

What does the Matsushita case teach you about the relationship between societal culture and business success?

The Matsushita case shows that societal culture and business success are linked. Culture is always changing, so business needs to do the same. If a <https://assignbuster.com/matsushitas-culture-changes-with-japan/>

business remains the same for too long, productivity decreases and workers lose interest in their jobs.