

社會企業是正當做生意的方法
—共享繁榮的新典範
國家與社會 2016年6月
第十八期 頁39-59
Journal of State and Society
No.18, Jun. 2016.

社會企業是正當做生意的方法

—共享繁榮的新典範

Social Enterprise as a Righteous Form of Doing Business
—Under a New Paradigm of Co-Prosperity

◎王秉鈞*

Bing-Jyun Wang

* 元智大學資訊管理學系副教授與中華組織發展協會理事長

E-mail : imbjw@saturn.yzu.edu.tw

摘要

本文主張一個社會企業的新觀念，那就是社會企業並非是一個初始社會企業的型態，而是一個成熟企業的高級型態。這樣的型態是所有大型且有名的公司所應追求的目標，並且是夢寐以求的榮譽身份。本文仔細的探討了這樣想的理由。希望讀者能夠接受這樣的想法且共同推廣這樣的觀念到所有的企業。

關鍵字：社會企業、典範、共享繁榮

Abstract

A new idea of Social Enterprise is proposed in this paper, the author would like to treat the new form of business not as a primitive form of new-born social business, but an advanced form of mature form of business, which all the big and famous business should try to be admitted as an honorable member. The reasons are fully discussed in this paper, hopefully, the readers will find them acceptable and promote the idea through all the business places.

Key words: Social Enterprise, Paradigm, Co-Prosperity