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Diversity Management at Panasonic

Yoshinobu (Yoshi) NAKAMURA

General Manager, Personnel and Administration Group, Tokyo Branch Office,
Panasonic Corporation

<Abstract >

Our company is promoting its mid-term “GP3” plan aimed at maintaining growth in continuous innovation to achieve "global excellence" supported by all stake-holders through the prosperous and active conduct of business in the global market. I think participative management through collective wisdom, a basic idea of our company, is exactly the same as diversity management of various people to demonstrate the unification of mixed individualities toward one direction. I would like to introduce the diversity management of Panasonic by the form of a case study.

< Keywords >

management philosophy, deconstruct and create, diversity, work- life balance,
e-Work