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Public Management

#3 Management in private sectors(2) from P. F.
Drucker's view

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Today's Goal

Know the basic outline of the idea of P. F. Drucker's *management*

Thinking relationship between Drucker's argument and modern management theories in private sector

Peter Ferdinand Drucker (1909-2005)

He started his career of researcher from the opportunity of deep observation at GM; mega firm in US.

→ "Concept of the Corporation"(1946)

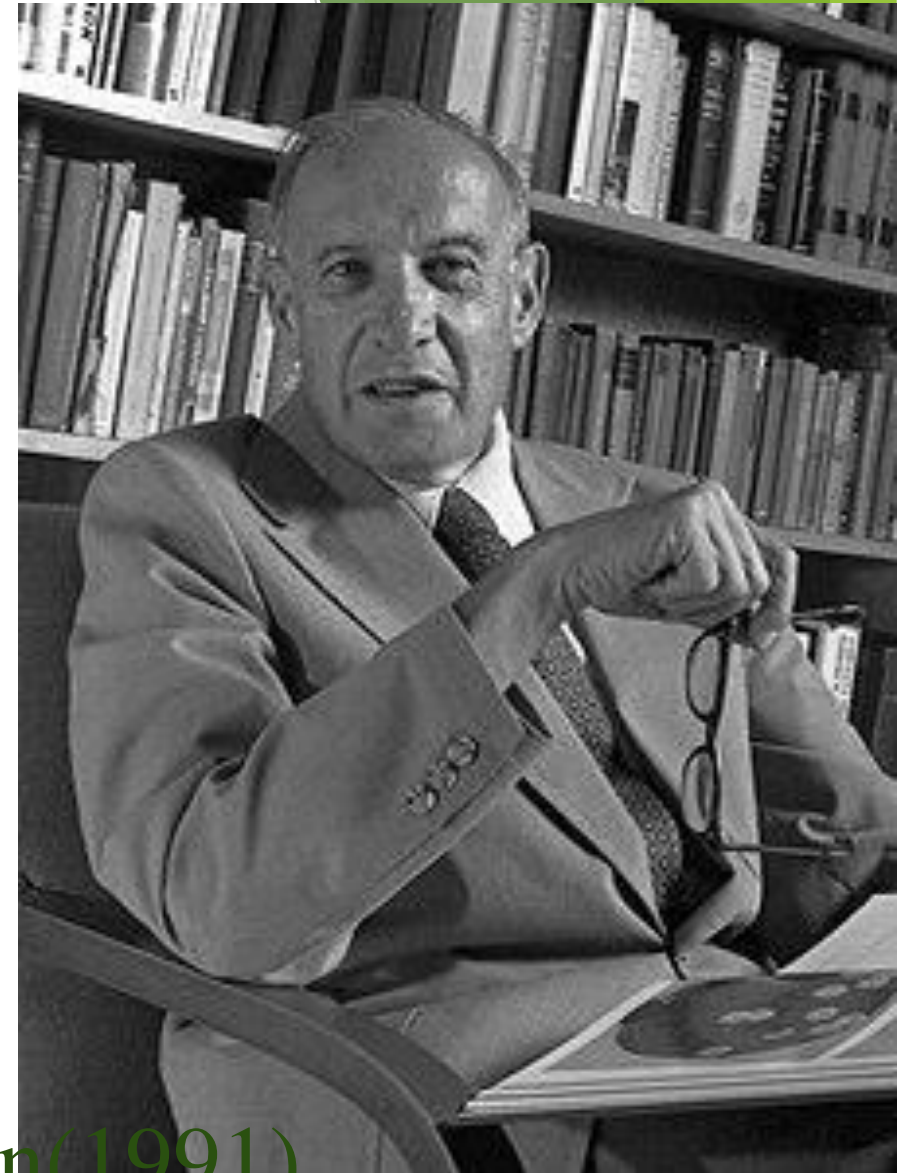
Privatization

Knowledge workers



Management (1974)

Management for Non Profit Organization(1991)



Before Drucker

After industrial revolution



Ford
GM

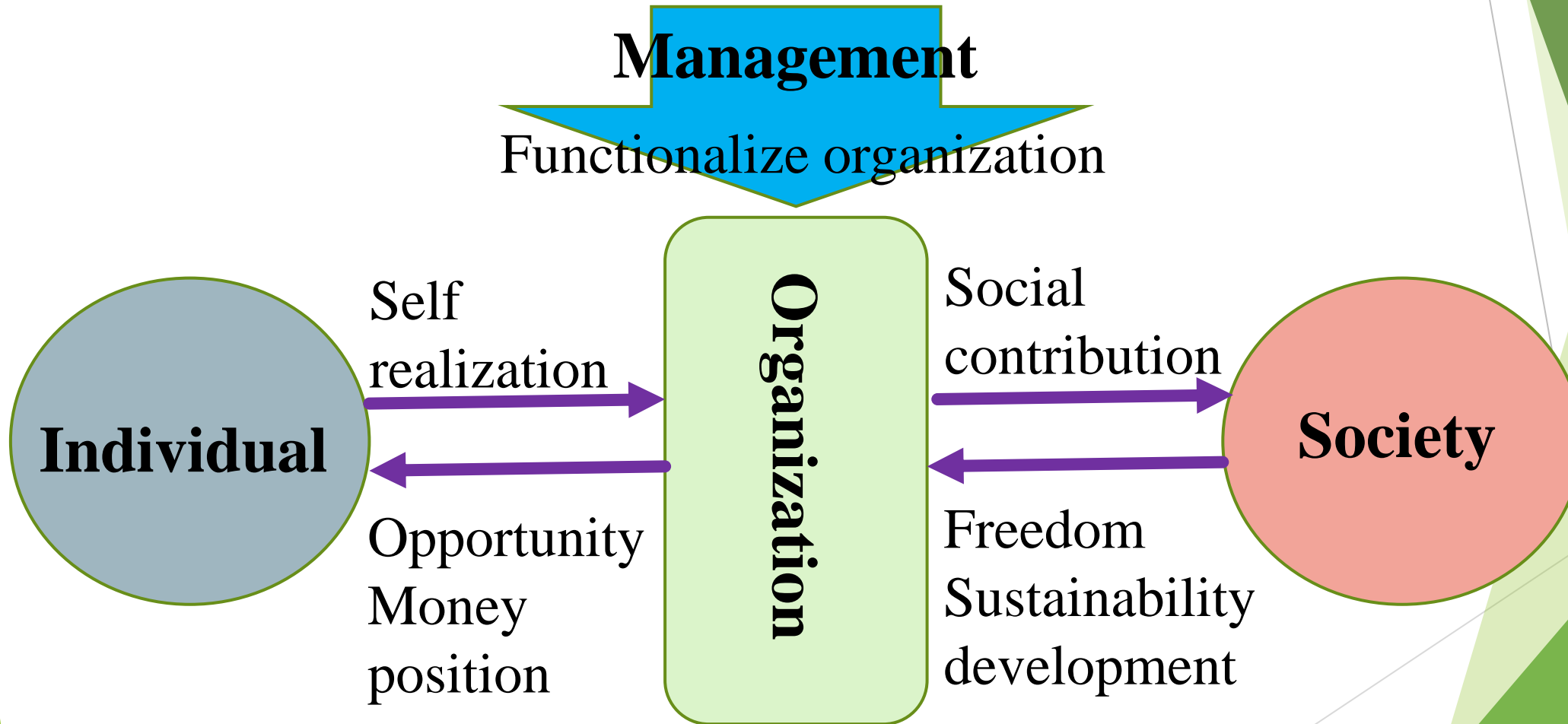
the age of mass production



Scientific management

Human alienation

Most basic idea of management in Drucker's view point



- **Organization (private firm) takes central role of social and human activities.**
- **For individual, even though earning money or capturing high status in business, sufficiency of *self-realization* should be very critical.**
- **For organization, when they tend to take advantage in the market, keeping freedom and sustainability *as a compensation* of social contribution are essential.**

Creation of managerial circumstances



Drucker's contribution

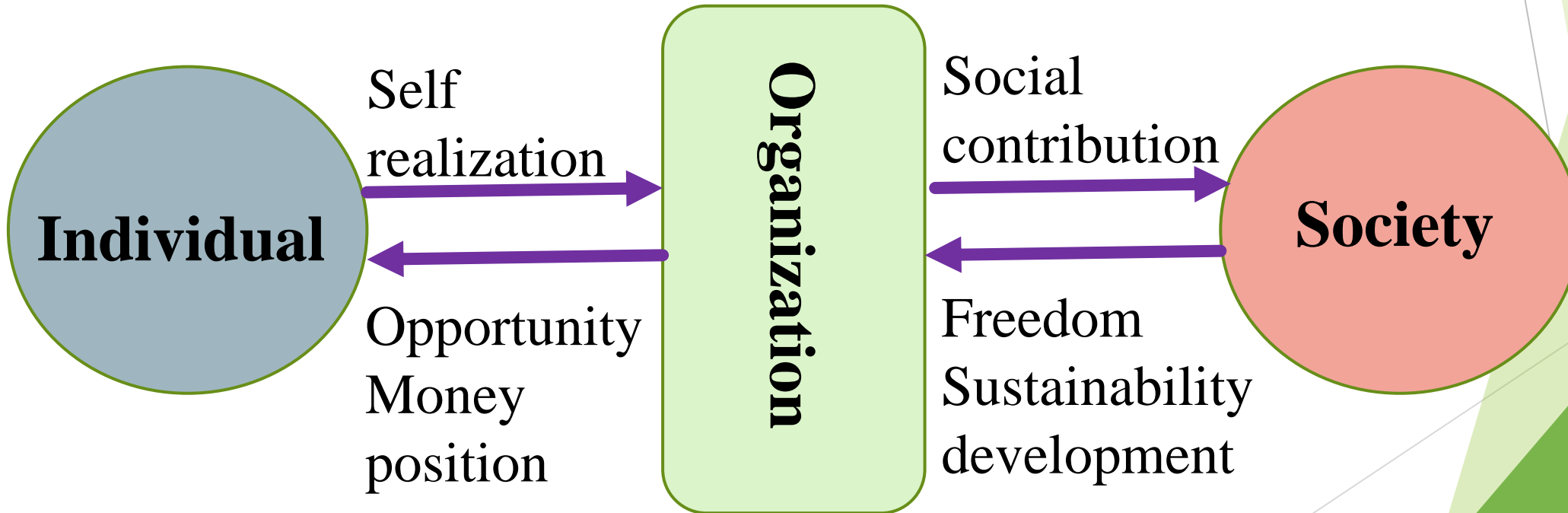
Looking not only at private enterprise= for profit organization management, bur also at Not For Profit one.

Why he did so

Because.....

Management

Functionalize organization



Modern management in private enterprise

Should be required

Appropriate consideration for managerial environment

➔ Responsibility to the global warming etc.

Satisfying the need of worker's well-being

➔ Support Work=life balance
Self identification

Presenting accountability to the society

➔ Openness of financial information
Replying "ethical consumers"

Public entities

Can learn from the revolution of management in private enterprise

There are more rooms to think about

“implementing appropriate social responsibility in public?”

“using money more appropriately?”

“workers in public organization happier than private?”

Questions and communications