



大同同仁深信克服貧窮，造福社會為我們工業人的使命；能給利益與社會、國家、顧客、股東時，大同同仁亦將由此自己獲益。創辦人林尚志先生的「正誠勤儉」創業精神，以大同大學高中公司工廠站店、政府、家長、顧客、股東、債權人、協力廠、同學、同仁與一般社會大眾均衡的利益置於自己利益之前的「民務員」受託之精神，實踐大同經營理念：「建教合一研究發展；勞資一體工業自治；社會投資公眾公司；創造利潤分享顧客」。

#### 1. 建教合一研究發展：

依照大同公司章程，公司與大同高中、大同大學為建教合作，公司與學校為建教合一研究發展共同體，教授從事基礎研究，充分準備教材上課；導師盡家長部分責任指導同學在公司工廠實習，與學業相輔相成；與公司經理、工程師相配合實施「理論」與「實際」相結合的工業教育，培育自立經營、自立技術，開發新產品行銷全世界。

Tatung Company was founded by Mr. Shan-Chih Lin, founder and first chairman of Tatung Company, in 1918. He laid the solid foundation of Tatung Company by adhering to giving the best possible service to customers.

The founder managed his business under his own pioneering spirit -- honesty, integrity, industry and frugality. He placed the balanced best interests of all concerned including Tatung schools-company, government, parents, customers, shareholders, creditors, distributors, suppliers, faculty and students, colleagues and the community at large ahead of his own interests.

To realize his ideals, the founder created four unique management principles: Education-Industry Integration for Research and Development, Labor-Management Cooperation for Industrial Autonomy, Social Investment for Publicly-owned Company, and Creating Profits to Share with Customers.

#### 1. Education-Industry Integration for Research and Development:

As indicated in Tatung Bylaw, Tatung Company teams up with Tatung High School and Tatung University to establish the education-industry cooperative program. Tatung professors are engaged in teaching and basic research. They always prepare teaching materials and conduct classes well. As tutors, the professors play part of the role of parents by giving individual instruction and counseling. In addition, the professors render guidance to students in their internships at the plant, so that they can carry out

#### 4.1 經營理念

#### Management Philosophy





### 2. 勞資一體工業自治：

大同三萬六千同仁中，國內的二萬同仁為公司股東，持有股權達二十%，「工者有其股」實踐「勞資一體」，「工作人員」成為「雇主經營者」。依產品別、地區別，設立八十利潤中心與投資公司，實施「化大為小充分委任」經營，兼有大規模之世界名聲與小規模之靈活、專精。



### 3. 社會投資公眾公司：

林挺生教授校長董事長早在民國40年11月11日即發表「工業化與股份有限公司」一文，闡釋富國裕民之道莫過於鼓勵民營企業發展工業化，而發展工業化最需要的是人才、資金。民國46年大同公司首創公開招募優先股，透過郵局在三小時內即完成增資，實現「社會投資公眾公司」，促成政府於民國52年成立「台灣證券交易所」。

industrial education by integrating classroom theories with practical work experiences. In essence, the cooperative program is able to cultivate talented managers and to develop independent technology for making new products which sell well all over the world.

### 2. Labor-Management Cooperation for Industrial Autonomy:

As mentioned above, the 20,000 employees in Taiwan own 20 percent of Tatung stock. Since Tatung carried out the employee-ownership program, it has become an organization of labor-management integration, and the workers have played as “owner-managers.” Categorized by products and regions, Tatung has set up 80 profit centers and subsidiaries, which have adopted decentralization in management. As a result, Tatung has enjoyed both a good reputation for a global company and the advantages of nimbleness and expertness of a decentralized organization.

### 3. Social Investment for Publicly-owned Company:

As early as November 1, 1951, Dr. T. S. Lin wrote an article, “Industrialization and a Limited-liability Company,” which dealt with the fact that the best road to the affluence of a nation is to encourage the industrialization of the private sector. In addition to talented people, capital plays a most important role in industrialization. In 1957, Tatung took the initiative to issue preferred stock to attract capital from the general public. The fund-raising campaign completed in three hours through the post office. The success of the campaign led to the establishment of Taiwan Stock Exchange.



#### 4. 創造利潤分享顧客：

大同同仁們得到股東的支持及協力廠商的互助，以民務員、工程師的工業報國奉獻精神，不斷推出性能優越、品質可靠的新產品，使國內外各界顧客能享用豪華型與民生型大同產品（如戰後一兩黃金買一台耐用電扇，現在一兩黃金可買十多台更新、更好電扇），致力改善經營而創造利潤，回饋國內外大眾。

#### 無污染地球村

近年來台灣工業蓬勃發展，而污染亦不斷增加，因此我們呼籲產業界在發展工業的同時，應注重工業減廢、污染預防及環境管理，使產品在生命週期中，所耗用之資源及所排放之污染降至最低，以避免對環境造成衝擊。

地球的資源有限，若產業過度耗用資源及製造污染，未來發展將必有極限；唯有公司發展與環境保護兼籌並顧，才能使資源永續利用，產業永續發展，實現「無污染地球村」的目標。

#### 4. Creating Profits to Share with Customers:

Through the support of shareholders and suppliers, coupled with the combined efforts of Tatung people, Tatung Company continues to introduce high-quality new products into markets. (For example, in 1949 a Tatung electric fan cost a tael of gold, which can buy more than 10 better fans nowadays.) In a word, Tatung always commits itself to innovating management to create value and profits to share with worldwide customers.

#### Clean global village

In recent years, the rapid pace of industrial development in Taiwan results in severe pollution to the environment. We actively seek to play a leading role in prompting the work of industrial waste reduction, pollution prevention, and environmental management. We are trying to reduce the consumption of resources and the generation of pollutions within products' life cycle to prevent the impact on the environment.

## 4.2 願景

### Vision

