

Title	海外現地拠点における離職率減少のための経営管理 ～ラオス進出した N 工務店の事例分析～
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Abstract

This paper will discuss business management to reduce turnover in SMEs. The main purpose of the study was to test the hypothesis that training locals in small and medium-sized enterprises (SMEs) operating in Southeast Asia contributes to a reduction in local employee turnover.

Currently, small and medium-sized enterprises (SMEs) are actively expanding overseas. Many managers consider the key to success when expanding overseas is to secure excellent local employees. However, securing local employees is also a problem. This paper will focus on reducing employee turnover. It will analyze examples of employee retention with a focus on training that takes into account cultural practices and backgrounds.

The following findings were made as a result of case study analysis and interview analysis regarding education focusing on cultural backgrounds in Southeast Asian expansion. As the main research question in this paper, culturally sensitive education contributes to a reduction in turnover. As a sub- research question, (1) inviting local people to Japan reduces cultural friction. (2) Training core personnel is a factor in stopping turnover. (3) Managerial motivation influences optimal strategy in small and medium-sized enterprises. In this paper, we conducted research based on previous studies and case studies, analyzed a case study of a construction company that has expanded into Laos, and interviewed the company's president. We conducted a SCAT analysis of the interview and attempted to construct a theory.

The following findings were made as a result of case study analysis and interview analysis regarding education focusing on cultural backgrounds in Southeast Asian expansion. Education that is culturally sensitive will decrease turnover. However, the extent to which Japanese culture is incorporated into the local culture has proven to be a challenge for SMEs. The method of inviting and educating people to Japan can help them understand the culture. In addition, the difference in understanding of learning may vary depending on whether one or more locals are invited. Developing locals into key personnel, such as managers, has an impact on the turnover rate. Or, it can be said that a system to develop key personnel has an impact on reducing the turnover rate.

In conclusion, for SMEs, local education contributes to the reduction of turnover and also affects local quality control. In addition, it is necessary to create a system to develop core local personnel. It can also be said that management motives influence the optimal strategy.