
William G Ouchi

Promoting Theory Z and the Japanese word “Wa” is how the Japanese economy became so powerful. And also because the Japanese show a high level of enthusiasm to work, some of the researchers claim that Z in the theory Z stands for “Zeal”. Ouchi wrote a book called Theory Z How American business can meet the Japanese challenge (1981), in this book; Ouchi shows how American corporations can meet the Japanese challenges with a highly effective management style that promises to transform business in the 1980s. The secret to Japanese success, according to Ouchi, is not technology, but a special way of management. Theory Z was presented by William Ouchi in his 1981 book, “Theory Z: How American Management can meet Japanese Challenge.” Ouchi is Professor of Management at UCLA, Los Angeles, and a board member of several large US organisations. Theory Z was first identified as a unique management approach by William Ouchi. Ouchi contrasted American types of organizations (Type A) that were rooted in the United States’ tradition of individualism with Japanese organizations (Type J) that drew upon the Japanese heritage of collectivism. Request PDF on ResearchGate | On Feb 1, 1981, William G. Ouchi and others published Theory Z: How American Business Can Meet The Japanese Challenge. In many cases it is caused by hiring process and staff turnover problems. The Japanese management system is based on the principles of high loyalty, motivation and commitment to the corporate culture (Ouchi, 1981). Trying to adapt this model in Russia, Japanese companies face high personnel turnover because of the differences in the business cultures and management practices. Investment climate in Russia and challenges for foreign business: The case of Japanese companies. Article. Full-text available.