

# *A Cultural Essay on Several Features of ROK Corporate Scandals: With a focus on the behavior patterns and psychological attributes of ROK people*

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## **Summary**

The aim of this study was to close in on some of the characteristic features of ROK corporate scandals. In so doing, while arbitrarily comparing Japan and the ROK, centered on the behavior patterns and psychological attributes of ROK people which had not been looked at in the prior research on corporate scandals, I confirmed anew the differences between the two countries.

The suggestions obtained through this research were the following three points. First, one of the characteristic features of ROK corporate scandals was that they were uncovered with the *jaebeol* [*chaebol* conglomerates'] owners themselves participating in the wrong-doing. In order to make redress, the best strategy with respect to the owners themselves would be to encourage responsible behavior, and to make decisions under correct ethical standards. In this paper, however, I did not focus solely on the individual ethics of owners, but rather sought background factors that would have owners end up embarking on wrong-doing, and among them I posed the problem of collective egoism in political and business circles.

Second, as a factor forming collective egoism, I revealed some of the behavior patterns and psychological attributes of ROK people. I introduced the differentiation into "*uri* [we]" and "*nam* [others]" in the formation of human relationships for ROK people, and pointed out the aiming at the expansion of "*uri*" via "*uri*-enclosing". In addition, I raised the hypothesis that their own ethics and collective egoism influence the occurrence of corporate scandals in some way.

Third, it was confirmed that as a factor connecting to an "*uri*" relationship, ROK people's "*jeong* [affection]" is an important one. ROK people's "*jeong*" does not take into consideration their own benefit, but is something which fits in with human relations within "*uri*", and if it is overactive, there is the possibility of it turning into emotional behavior for the sake of protecting "*uri*". I pointed out that this is one factor which invites collective egoism, and on top of that becomes a principal culprit in the occurrence of corporate scandals.

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