

**TRANSNATIONAL ENTERPRISE POLITICAL-LEGAL
STRATEGIC TALENT STUDIES
—A CASE STUDY OF THE SOUTH KOREA’S LOTTE GROUP**

ABSTRACT

Title: Transnational Enterprise Political-legal Strategic Talent Studies
—A case study of the South Korea's Lotte Group
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In recent years, the world's largest economy , the United States to pursue its global hegemony and the "American First" policy, breaking the relatively harmonious international political and economic environment, causing some transnational enterprises to suffer serious adverse effects. In order to establish a new political and economic order, China carries out "A human community with shared destiny", which is characterized by co - operation, co-commerce, co-construction and sharing, has been recognized and supported by many countries and international organizations. In 2017, the global transnational enterprises ,the South Korea's Lotte group had a major criminal case caused by political and economic factors occurred.

It can be seen that the new political and economic era has arrived. This objectively requires political-legal strategic talents to provide them with timely and accurate political and legal information to provide decision makers with adequate decision-making. Enterprises are economic organizations and must not play politics, but they must know politics. In the face of political and legal decision-making, enterprises must have political wisdom and legal thinking. The success or failure of the Lotte Group is a textbook worth learning for world entrepreneurs. Taking the case of Lotter Group as an example, this paper uses the methods of

literature research and functional analysis to reveal the unique role of the political-legal strategic talents, and hopes to have a positive reference for other transnational enterprises.

Key words: Transnational Corporations, Political-legal Strategic Talents , Lotte Group, Research

摘 要

标 题：跨国企业政法战略性人才研究—以韩国乐天集团个案为例

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近年来，世界第一大经济体美国推行其全球霸权主义和“美国优先”政策，打破了原本相对和谐的国际政治经济环境，致使一些跨国企业遭受严重的不良影响。为了建立政治经济新秩序，中国推行构建以合作共赢为核心、以共商、共建、共享为特征的“人类命运共同体”，受到了许多国家和国际组织的认可和支持。2017 年全球型跨国企业韩国乐天集团发生了由政治经济因素导致的重大刑事案件。

新的政治经济时代已经到来。这就客观上要求政法战略性人才为他们提供适时、准确的政治和法律信息供给企业决策人物作充分的决策考量。企业是经济组织，不可玩政治，但不可不了解政治。企业在面对涉及政治和法律领域的决策时必须要有政治智慧和法律思维。韩国乐天集团的兴衰成败的历程对世界企业家都是值得研读的教科书。本文以乐天集团个案为例，采用文献研究法、功能分析法等方法进行分析，揭示政法战略性人才的独特作用，希望对其他跨国企业具有积极的借鉴意义。

关键词：跨国企业；政法战略性人才；乐天集团；研究