Management Philosophy

The TAIYO YUDEN Management Philosophy

Employee well-being

Betterment of local communities

Responsibility to provide returns to shareholders

The founder of TAIYO YUDEN, Hikohachi Sato, had researched ceramic materials since before World War II.

As an engineer, he believed in beginning with materials development to create marketable products, and from this belief, he developed and commercialized titanium-oxide porcelain capacitors, founding TAIYO YUDEN in 1950. Sato also held to a human-centric belief that the most valuable thing for a human being is human love. He pursued a three-element management philosophy, believing that helping employees and their families lead happy and prosperous lives enhances the social nature of a company and contributes to the development of culture.

The creed and philosophy of our founder live on as the fundamental spirit of the TAIYO YUDEN Group.



Founder
Hikohachi Sato

The Origin of TAIYO YUDEN as a Corporate Name



Hikohachi Sato had been a researcher of dielectric ceramics before establishing our company. Sato chose TAIYO YUDEN as the name for his new company, TAIYO YUDEN CO., LTD., taking the word *yuden*, meaning dielectric, and adding the Japanese word for sun to demonstrate his desire for the business to be based on dielectric materials. The sun is a bright and warm presence. Like the sun, our company name expresses our wish to be a company that brightens the world and a company with great energy.