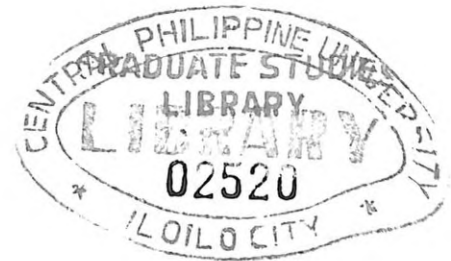


**FUNCTIONS OF MISSIONS IN ENTERPRISE DEVELOPMENT OF FOUR TOP  
INTERNATIONAL IT COMPANIES: A QUALITATIVE ANALYSIS**

**A DISSERTATION**

**Presented to  
The Faculty of the School of Graduate Studies  
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# **FUNCTIONS OF MISSIONS IN ENTERPRISE DEVELOPMENT OF FOUR TOP INTERNATIONAL IT COMPANIES: A QUALITATIVE ANALYSIS**

**by**

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## **ABSTRACT**

Humans are born with life. Once a person is born, he can live. As long as he is provided with the basic survival conditions, he will have the ability of self-sustaining, and he can live on. The enterprise is not a life organism, and it must be endowed with life and soul by the people to survive and keep on growing. The mission is an important management element that endows life and soul to the enterprise. Mission is very crucial for a company's operation and development.

This study aimed to determine what kind of organization's role the mission plays in enterprise development. Specifically, this study sought to determine what the mission of the company is; what its functions are, how the mission is reflected in the company's business model; how the mission affects the organizational structure of a company; and how the mission affects the company's operating system, entrepreneurial culture and its final performance.

This is a descriptive-qualitative study of the four top international IT companies; two in China and two in the United States of America. The two Chinese companies are

Alibaba Group and Huawei Corporation. The other two companies are Google Incorporated and Microsoft Corporation. The four top companies are very famous not only in China and in the USA, but also all over the world. They set a good example for other Chinese companies.

The findings of the study show that mission can decisively affect the business model, organizational structure, operating system, entrepreneurial culture and final performance of a company. During its development and management, the mission has the functions of guiding, cohering, motivating, coordinating and maintaining. The recommendations given about mission management in this research are as follows: The top management should believe and follow the mission of the organization; the top management should practice seriously what it preaches and lead by example. The top management should give up personal power to build rational authority, awaken the mission awareness of its staff continue to strengthen the indoctrination and the propaganda of its mission; persevere in fulfilling the enterprise mission. Undoubtedly, if one company would take the above measures, its final performance will be greatly improved.