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How to Re-strengthen Japanese Multinational Corporations' (MNCs') International Competitiveness, which is Conventionally Based on "Japanese Preference", "Japanese Human Resources" and "Cost-Minimizing Organization", through Enlargement of their Overseas Business

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<Abstract>

The competitiveness of Japanese MNCs is based on their supplying "specialty" goods with the highest quality and competitive prices. Their "cost minimizing" (CM) organization can minimize the sum of "production and transaction costs" with human resources of "Japanese preference", by which preserving transactions with customers over the long term is preferred to maximizing the opportunistic profit in each transaction. However, in the global "commoditization" of "specialty", their advantage is weakened. They have to introduce "market development" (MD) organization to continuously develop new global "specialties", where quite opposite human resources with "non-Japanese preference" are required. Japanese MNCs' integration of CM and MD organization shall be achieved through positive overseas business.

<Keywords>

"cost minimizing" (CM) organization, "(non-) Japanese preference", human resources of "(non-) Japanese preference", "market development"(MD) organization, integrating CM and MD organization