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Knowledge Creation and the Management of Diversities : Comparative Analysis of Kao Corp. and P&G

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<Abstract>

The focus of the paper rests on the relationship between knowledge creation within the product development process and the diversity of context, cognitive approach and cultures, as well as boundary management. This paper examines the relationship between knowledge creation and diversities, through analysis of the outcome of R&D activities of Kao Corp. and P&G. With regard to electronics industries, in particular, open innovation systems have become quite common. While these industries are rather culture free, such living ware industries as toiletries are quite culture bound. The paper finds the interesting relationship between knowledge creation and diversities in a culture bound industry.

(For the full paper, please refer to pp. 85–96)

<Keywords>

knowledge creation, cognitive approach, domain specific knowledge, cultural diversities, boundary management