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The Influence of the Culture of the Country of Origin on the Characteristics of Multinational Companies

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<Abstract>

Multinational companies formulate their corporate culture and business models, influenced by their national characteristics and their potential racial and organic characteristics. Thus European companies, such as British and German companies, American companies and Japanese companies each have their own distinctive presence. Furthermore, new international companies from emerging countries develop different characteristics. Therefore, it is necessary for Japanese firms to forge management strategies which understanding the different characteristics and strategies in foreign countries.

<Keywords>

architecture, integral, modular, free-standing enterprise, industrial policy, industrial cluster, Silicon Valley, resource based industry