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A Historical View of the Cultures and Business Philosophy of MNCs

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<Abstract>

The new order of the global economy is emerging at the beginning of the 21st century, and multi-national corporations (MNCs) including Japanese corporations will play more important roles in the global economy. MNCs in the 21st century have a “global” view but act “locally” ; they will take “glocal” roles. These new roles need a new business philosophy that has a historical view of cultures and ecological perspectives. In the new era, the only MNCs having such a new business philosophy will be sustainable in the new global economy.

<Keywords>

culture and civilization, culture as identity, culture as hybrid, business philosophy of MNC, diversity of capitalism, “global” “local” “glocal” organization cultures