

# What is Transcultural Management Society?

Transcultural Management Society (TMS) was founded in Tokyo in March 2003.

TMS is an interdisciplinary organization whose purpose is to explore and establish the academic field of cross-cultural management or transcultural management.\*

TMS considers collaboration of the academic field and the business circle crucial in its endeavor. The membership reflects this spirit and TMS encourages active exchange of opinions among members of academic and business backgrounds.

TMS holds conferences and workshops regularly and publishes its journal annually. TMS promotes communication and interaction among members of diverse cultures: profession, gender, age, nationalities, ethnic group, language, religion and other attributes.

TMS covers the following fields: Cross-cultural management, international business, diversity management, multinational companies, global corporations, human resources management, strategic alliance, global marketing, personnel motivation, brand management, transplant of production overseas, implication of information technology, business ethics and others.

\*Note: Cross-cultural management and intercultural management can be used interchangeably. TMS prefers to use a new word called "transcultural": "trans" means both "across" and "beyond" and "transcultural" signifies the encompassing of diverse cultures.

## Activities

### Inaugural Meeting

The inaugural meeting was held at Rikkyo (St. Paul's) University, Tokyo on March 11, 2003 to officially launch the Transcultural Management Society.

### Workshop on March 11, 2003 (Saturday 15:00 – 17:00 at Rikkyo University, Tokyo)

- **Speaker:** Emiko MAGOSHI Professor, College of Business and Public Administration, Obirin University

*"Repositioning Transcultural Management toward the New Horizon"*

- **Speaker:** Toshikazu TAKAHASHI Ph.D. Candidate, Rikkyo University, Graduate School of Economics

*"Typology and Reconsideration of Cross-Cultural Management Studies: toward an Integrated Theoretical Framework"*

### Workshop on July 26, 2003 (Saturday 13:30 – 17:00 at Meiji University, Tokyo)

- **Speaker:** Hideko SAKURAI Associate Professor, Faculty of Community Development, Sakushin-gakuin University

*"The Islamic Social System and Business Management"*

\* **Commentator:** Tadao SUMI Executive Adviser, Shibaura Mechatronics Corporation

- **Speaker:** Masayuki KAMIYA Executive Director, Deputy General Manager, Corporate Planning, Asahi Glass Company, Ltd.

*"AGC Group's Globalization and Cross-fertilization"*

\* **Commentator:** Masami KAJIURA Associate Professor, Faculty of Commerce, Aichi Gakuin University

**Workshop on November 8, 2003 (Saturday 13:00 – 17:00 at Rikkyo University, Tokyo)**

- **Speaker:** Risaburo NEZU Senior Executive Fellow, Fujitsu Research Institute  
*"Why the Japanese IT Industry Lost Global Competition and How It Can Recover"*
  - \* **Commentator:** Yojiro II Professor, School of Business Administration,  
Meiji University
- **Speaker:** Hiroo INOUE Special Adviser, Kao Corporation  
*"Kao's Global Strategy: Present and Future"*
  - \* **Commentator:** Takao KOMINE Professor, Hosei School of Policy  
Sciences

**Workshop on March 27, 2004 (Saturday 13:00 – 18:00 at Waseda University, Tokyo)**

- **Speaker:** Masataka OTA Professor of International Business, School of  
Commerce, Waseda University  
*"Metanational Competition and Cross-Cultural Management"*
  - \* **Commentator:** Yoshiharu KUWANA Professor, Faculty of Commerce  
and Economics, Chiba University of Commerce
- **Speaker:** LI, Nian Gu Company Executive, Japan-China Knowledge Center  
**Speaker:** Tatsuya KODAIRA Consultant, Pasona Tech  
*"War for Talent - Global competition starts with China -"*
  - \* **Commentator:** Kenichi HIRASAWA Associate Director, Human  
Resources Development Center, Victor Company of  
Japan, Limited (JVC)

**Workshop on July 3, 2004 (Saturday 13:00–17:00 at Waseda University, Tokyo)**

- **Speaker:** Iwao TAKA Professor, The International School of Economics and Business Administration, Reitaku University

***"Corporate Social Responsibility"***

- \* **Commentator:** Toyokazu ONO Director, Planning & Research Department, Japan Overseas Enterprises Association (JOEA)

- **Speaker:** Toshifumi OKUI President, Harley-Davidson Japan, K.K.

***"Analysis of Harley-Davidson's Success in Japan from the Viewpoint of Cross-cultural Management"***

- \* **Commentator:** Hiroyuki OKAMOTO Professor, College of International Relations, Nihon University

**Workshop on November 13, 2004 (Saturday 13:00–17:00 at Waseda University, Tokyo)**

- **Speaker:** Rochelle KOPP Managing Principle, Japan Institute Consulting

***"Issues in U.S.-Japan Business Communication"***

- \* **Commentator:** Kenji WATANUKI Assistant Professor, Faculty of Economics, Yokohama National University

- **Speaker:** Kichiro HAYASHI Professor, Graduate School of International Management, Aoyama Gakuin University

***"Mental Model in International Management : with Reference to Japanese Corporations"***

- \* **Commentator:** Takabumi HAYASHI Professor, Graduate School of Business, Rikkyo University

**Workshop on March 19, 2005 (Saturday 13:00 – 17:00 at Waseda University, Tokyo)**

- Speaker: Toyoko KATO Ph.D. Candidate, Hosei University  
*“Human Resources Management of Female Researchers in Pharmaceutical Companies: Factors which Prevent Continuous Working”*
- Speaker: Masataka ASANO Senior Executive Advisor, Mitsubishi Chemical Corporation  
*“The Merits and Demerits of Inviting a CTO(Chief Technology Officer) from Overseas”*  
 \* Commentator: Yoji TANIGUCHI Professor, Graduate School of Economics and Faculty of Economics, Chuo University
- Speaker: Hiroaki NIIHARA Director, Manufacturing Industries, Ministry of Economy, Trade and Industry (METI)  
*“Spontaneous Governance and Corporate Culture: How Excellent Companies are Governed”*  
 \* Commentator: Koji OHIRA Professor, Faculty of Economics, Meiji Gakuin University

Workshop on July 30, 2005 (Saturday 13:00 – 18:00 at Waseda University, Tokyo)

- Speaker: Masato INOUE Ph.D. Candidate, Meiji University  
*“Case study : Brand Management – Marketing Center of Matsushita Electric Industrial Co., Ltd. and the Office of Brand Management of Nissan Motor Co., Ltd.”*
- Speaker: Fumikatsu TOKIWA Former Chairman, Kao Corporation  
*“In Pursuit of the Third Wisdom”*  
 \* Commentator: Hiroshi TANAKA Professor, Faculty of Business Administration, Hosei University
- Speaker: Hotaka KATAHIRA Chairman, Marunouchi Brand Forum  
*“How does a global power brand remain powerful across different culture?”*  
 \* Commentator: Hirokazu TANAKA Chief Consultant, Integrated

Workshop on November 26, 2005 (Saturday 13:00—17:30 at Waseda University, Tokyo)

- Speaker: Toshikazu TAKAHASHI Ph.D.Candidate, Graduate School of Economics, Rikkyo University

*“Transcultural Management of Japanese Companies in France”*

- Speaker: Yoshikazu HANAWA Emeritus Chairman, Nissan Motor Co., Ltd.  
*“Management Reform of Nissan Motor from the view point of Transcultural Management”*

\* Commentator: Isuke KOHTOH Professor, Department of Business Administration & Commerce, Waseda University

- Speaker: Ken Sakuma Research fellow, Chuo University  
*“Strategic Management of Building Trust in Workplace : International Comparative Study of Leader Member Exchange”*

\* Commentator: Tetsuo SEKIYA Adviser, NSK Ltd.

Workshop on March 11, 2006(Saturday 13:00 — 17:30 at Rikkyo University, Tokyo)

- Speaker: Hirohisa NAGAI Professor, Graduate School of Business Sciences, University of Tsukuba

*“Global Leadership Competency”*

\* Commentator: Steve Hoffman Manager, IHR center, Sony Human Capital Ltd.

- Speaker: Nikole WATANABE Japan Intercultural Consulting  
*“What Do Japanese Workers Want to Know About Intercultural Communication? — An Analysis of Nikkei vs. Gaishi-kei kigyō Employees —*

- Speaker: Toyohiro MATSUDA Director & General Manager, Global Human

Network, Co. Ltd. / Global HRD Team Leader, HRD Center,  
Mitsubishi Corporation

**“Pathways found in pursuit of a GHRD Methodology Originated from Japan—Lessons taken from 10 years’ attempt for GHRD by a Japanese corporation—”**

\* Commentator: Hisato NAKAMURA Professor, Faculty of business  
Administration, Toyo University

**Workshop on July 22, 2006 (Saturday 13:00—17:45 at Meiji University,  
Tokyo)**

□ Speaker: Kazuhiro ASAKAWA Professor, Graduate School of Business  
Administration, Keio University

***“Seven Dilemmas in Metanational Management”***

\* Commentator: Hiroo TAKAHASHI Professor of International  
Management, Graduate School of Business, Hakuou  
University

□ Speaker: Atsushi FUNAKAWA Managing Partner, Global Impact Inc.

***“Transcultural Management 2006—Human beings and Globalization”***

\* Commentator: Takeshi FUJII Professor, Graduate School of Business,  
Hakuou University

**Workshop on November 18, 2006 (Saturday 13:00—17:40 at Meiji  
University, Tokyo)**

□ Speaker: Tetsuya USUI Assistant Professor, College of business  
Management, J.F. Obirin University

***“Relations between Organizations and Transcultural Communication  
Competence”***

□ Speaker : Mitsuhide SHIRAKI Professor, School of Political Science &  
Economics, Waseda University

***“Comparative Analysis of International Human Resources Management  
from viewpoint of Multinational Internal Labour Market”***

\* Commentator: Hiromasa SUZUKI Professor, School of Business  
Administration & Commerce, Waseda University

□ Speaker: Akio KATSURAGI President, Lehman Brothers Japan Inc.

*“The Conduct of US Financial Firms and Characteristics of Internal Communications”*

\* Commentator: Shigeki TEJIMA Professor, Graduate School of  
International Politics and Economics, Nishogakusha  
University

Workshop on March 17, 2007 (Saturday 13:00 – 17:45 at Meiji  
University, Tokyo)

□ Speaker: Yu YASUMOTO Ph.D. Graduate, Hitotsubashi University

*“The Investment Banks in Japan – Lessons from failure of internationalization”*

□ Speaker: Mitsuyo HANADA Professor, Faculty of Policy Management, Keio  
University

*“Guidance and Support for Training within Companies – Paradigm for Autonomous career development”*

\* Commentator: Noritake KOBAYASHI, Emeritus Professor, Keio  
University

□ Speaker: Kumiko SHIRAI General Manager, HR Strategic Innovation &  
Training, Nihon Unisys, Ltd.

*“Transcultural Management at undertaking creative IT Businesses”*

\* Commentator: Takeshi OYABU Assistant Professor, Graduate School of  
Business Administration, Keio University

Workshop on July 21, 2007 (Saturday 13:00 – 17:45 at Meiji University,  
Tokyo)

□ Speaker: Hiroshi OKUYAMA Adviser, NEC Corporation

*“IT Industries in Japan – Management Strategy for Dominating Situation in the Global Market”*



\* Commentator: Norio GOMI Professor, Graduate School of Business  
Design, Rikkyo University

□ Speaker: Kenichi YASUMURO Professor, Faculty of Business Administration,  
University of Hyogo

*“Alternation of Transcultural synergy at ‘area’ and ‘system’ on a basis  
of Economic Geography by Richard Florida”*

\* Commentator: Shiro TAKEDA Emeritus Professor, Yokohama National  
University

### Workshop on December 1, 2007 (Saturday 13:00 – 17:45 at Meiji University, Tokyo)

□ Speaker: Hiroki KOMAZAKI Representative Director, NPO Florence

*“The challenges of Sick child care NPO Florence”*

□ Speaker: Sadanori ARIMURA Professor, Faculty of Economics, Yamaguchi  
University

*“The essence of Diversity Management”*

\* Commentator: Kimiko HORI President, NPO GEWEL

□ Speaker: Yoshinobu NAKAMURA, General Manager, Personnel and  
Administration Group, Tokyo Branch Office, Panasonic Corporation

*“Diversity Management of Panasonic”*

\* Commentator: Masami TANIGUCHI Professor, Graduate School,  
Waseda University

### Workshop on March 22, 2008 (Saturday 13:30 – 18:00 at Meiji University, Tokyo)

□ Speaker: Yu BYOUNG-SUB Ph.D. Candidate, International Business  
Management, International Relations, J.F.Oberlin University  
Graduate School

*“Servant Leadership: Theories and Case Studies”*

□ Speaker: Takabumi HAYASHI Professor of International Business, Rikkyo

University

*“Knowledge Creation and Multicultural Management from the Viewpoint of Project Leaders’ Multicultural expertise”*

\* Commentator: Hiroo TAKAHASHI Professor, Hakuoh University

- Speaker: Kazuo TOKUBO Corporate Officer, Responsible for Basic Global R&D, Shiseido Co., Ltd.

*“Japan of Skincare, France of Perfume, America of Cosmetic Surgery, Classical Chinese Opera of china – The cultural influence on doing makeup”*

\* Commentator: Yoshiharu KUWANA Professor, J.F.Oberlin University

### Workshop on July 26, 2008 (Saturday, 13:30–18:00 at Meiji University, Tokyo)

- Speaker: Yoshihiro OISHI Professor, Department of Business Administration, and Chairman of Graduate School, Meiji University

*“A suggestion of Super-Cultural Management”*

\* Commentator: Masahiko AGATA Adviser, General Electric International

- Speaker: Norio OTSUKI Ex-President, Teijin Holdings Netherlands B.V.

*“Half step advanced Management and Human Resources in Holland as a Cosmopolitan country”*

\* Commentator: Motomichi IKAWA Professor, Graduate School of Business, Nihon University

### Workshop on November 29, 2008 (Saturday, 13:30 – 18:00 at Meiji University, Tokyo)

- Speaker: Zhang Hu Doctoral Student, Chuo University

*“Large Shareholders/owners and Foreign Investors in Korean Companies”*

\* Commentator: Mutsumi Sakai Professor of Finance, J. F. Oberlin University

- Speaker: Shigekatsu Yamauchi President, International Communication Institute

*“Japanese Culture Woven in the Language: An Insight into Japanese Mindsets as Compared with English”*

\* Commentator: Yukiko Adachi Former Professor & Director of the Library  
Tokyo Fuji University

- Speaker: Jun Onishi Professor & Deputy Director International Exchange Center  
Hirosaki University

*"Cross-cultural Conflict and National Culture: A Case of Japanese  
Manufacturers in Thailand"*

\* Commentator: Ken-ichi Hirasawa Professor, Department of Management and  
Design Junior College of Aizu

- Special Guest Speaker: Shinichiro Watari CEO, Corns and Company Ltd.

*"Living and Doing Business in the Multicultural World"*

Workshop on February 28, 2009 (Saturday, 13:30 – 18:00 at Meiji  
University, Tokyo)

- Speaker: Katsushi Yamaguchi Doctoral Student Waseda University

*"Creating the Value of Life and Happiness through Work for Employees"*

\* Commentator: Ryozo Murakami Professor, Graduate School of Beauty  
Business Hollywood University of Beauty and Fashion

- Speaker: Shinichi Kakegawa Professor, College of Business Management J. F.  
Oberlin University

*"Overseas Business of Kirin Group: its Cross-cultural Challenge"*

\* Commentator: Toshiko Suda Professor, Graduate School of International  
Management Aoyama Gakuin University

- Speaker: Masanori Kojima President, Grace Mate Limited

*"Multicultural Experiences in Business: Did Japanese Management Work in  
the Cross-cultural Settings?"*

\* Commentator: Teiichi Igarashi Chairman, International Air Cargo  
Terminal Co. Ltd.

- Special Guest Speaker: Toyokazu Ono Professor, School of Political Science  
and Economics Tokai University

*"Youth Friendship Exchange Program between Japan and China: 1255 Years  
after Jian Zhen's Visit to Japan"*

**Workshop on July 25, 2009 (Saturday, 13:30–18:00 at Meiji University, Tokyo)**

- **Speaker:** Nguyen Chi Nghia Doctoral Student, Graduate School of Economics and Management, Tohoku University

*"Research on Business Solutions for Development – Paradigm Shift from Conventional Business and Research Directions"*

\* **Commentator:** Tetsuya Usui Associate Professor, College of Law, Nihon University

- **Speaker:** Rolf Schlunze Professor, Faculty of Business Administration, Ritsumeikan University

*"Hybrid Managers Creating Synergy in the International Workplace"*

\* **Commentator:** Hideko Sakurai Professor, Faculty of Policy Studies, Chuo University

- **Speaker:** Hideshi Sawaki Business Consultant

*"Japanese Management Styles (JMS) in the Globalizing Environment - an Empirical Research on Japanese Organizations in Malaysia "*

\* **Commentator:** Hideo Ueki Professor of International Management, Tokyo Keizai University

- **Special Guest Speaker:** Noboru Notomi Professor, Faculty of Letters, Keio University

*"Oeconomicus in Ancient Greece"*

**Workshop on November 28, 2009 (Saturday 13:30 – 18:00 at Meiji University, Tokyo)**

- **Speaker:** Chitose Furukawa Doctorial Program Student, IMO (International Management and Organization), Birmingham Business School

*"Case Study: Leadership Competencies and Effectiveness in Multinational Teams"*

\* **Commentator: Takabumi Hayashi** Professor, Graduate School of Business,  
Rikkyo University

- **Speaker: Wang Junhong** Doctoral Student, Intercultural Education Course,  
College of Education, Hokkaido University

**"Impression of Chinese Students of Japanese Major on Japanese Companies:  
Perspectives of Intercultural Communication Education"**

\* **Commentator: Takao Yamamoto** Associate Professor, Department of  
Commerce, Economics and Management Chiba University  
of Commerce

- **Speaker: Motomichi Ikawa** Professor, Graduate School of Business, Nihon  
University

**"Leadership Style in Multinational Organizations "**

\* **Commentator: Yoshiharu KUWANA** Professor, Graduate School of  
Business Administration, J. F. Oberlin University

- **Special Guest Speaker: Eiichi Eddie Maiwa** Nature Guide, Pacific Links

**"Maui- Alaska Project: Discovering the Instinctive Sense of Native Culture"**

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