

<Title>

Cultural Conflicts in Narrative: Social Constructive Approach

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<Abstract>

Narrative interviews are conducted with executives who have had long-term international business experience focusing on their “serious cultural conflicts”. The main goal is to describe the processes of how cultural conflicts constructed through second-order interpretations of actors’ first-order meanings are embedded into their discourses of symbols and institutions. The representative category of cultural conflicts are elaborated as a result of their shared meanings of symbolized institutions colored with cultural meanings such as “Job descriptions”, “Quarterly closings” and “Futsal-like management” among partners. Finally, the paper provides a model that explains cultural conflicts that refine Hatch’s model from the perspective of fragmentation.

<Keywords>

Critical experiences, symbol, categorization, second-order interpretation, fragmentation perspective