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Creating IT Businesses and Transcultural Management

Kumiko SHIRAI

General Manager, Nihon Unisys, Ltd., HR Strategic Innovation & Training
President & CEO, Nihon Unisys Learning Co.

<Abstract >

Nihon Unisys Ltd. Started a “.NET business” as an IT solution business. This business formed a new earnings base in Unisys. The “.NET business” is progressing as a growth business now. The characteristics of transcultural society that we have encountered during the implementation of the “.NET business” are as follows.

- ① Antagonistic behavior towards new concepts, which differ from stereotypes.
- ② Resistance to the adoption of new technology, which departs from known technology.
- ③ Corporate culture of being slaves to customs and the organization.

This report describes how we managed such characteristics of transcultural society. When we form a new culture, stereotypes, common sense, and common practices are what become transcultural society. Transcultural society management is about pursuing value by considering the ways for mutual understanding between different cultures.

<Keywords>

undertaking a business, P2M program management, profiling management, transcultural society, value creation