

The Japanese Culture is the Foundation of its Progress in the 20th Century



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- **Arigatoo for Program Director - San Diego Shu rista Daigaku no Yoshiko Higurashi, sensei for the wonderful hospitality.**
- **Arigatoo for all the sensei who took time of their busy schedule to teach us.**
- **Arigatoo for the students who helped us in every step along the way.**
- **Arigatoo for the all the unknown solders who worked behind the scene to make this wonderful event possible.**

My Hypothesis

- **The Japanese culture is the foundation of its technological and economic progress in the 20th century**
 - ❑ **What happened in Japan is not an accident, but a natural result of the forces, events, circumstances, and culture.**
- **Student Assignments**
 - ❑ **Investigate the validity/reliability of the above Hypothesis using the scientific research methods**
 - ❑ **Investigate the dynamic interactions among culture, technology, economy, and society in Japan/United States**
 - ❑ **Investigate our institutions can adopt/Americanize/localize the drivers of technological advancement.**

Student Assignments (Continue)

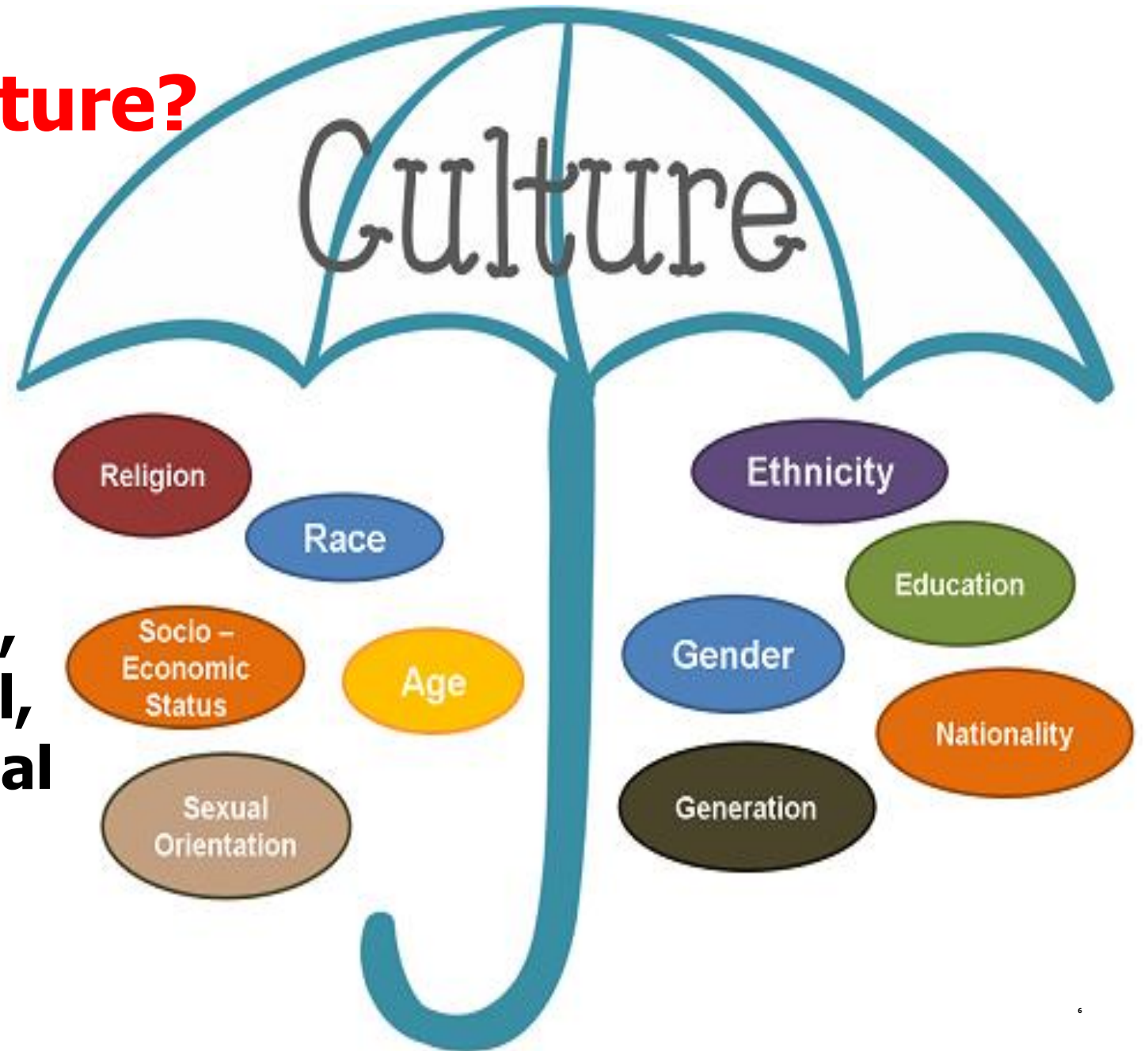
- ❑ How the American and Japanese negotiation styles differ and what are the driving forces behind these differences
- ❑ How the American and Japanese styles of avoiding and resolving construction and engineering disputes differ and what are the driving forces behind these differences
- ❑ Explore the Japanese influences in the engineering, manufacturing, and retail areas in the US.
 - Why these influences were/not successful?
 - How can we can improve this impact?

Application of Acquired Knowledge in Classes

- **Contracts and Disputes Resolution**
- **Negotiation in the Engineering Environment**
- **Engineering Economics and Technical Strategic Management**
- **Technological System Assessment and Innovation**
- **Impact of Technology on Society**

What Is Culture?

- **It is the integrated pattern of human behavior that includes thoughts, actions, communications, customs, beliefs, values, and institutions of racial, ethnic, religious, or social group**



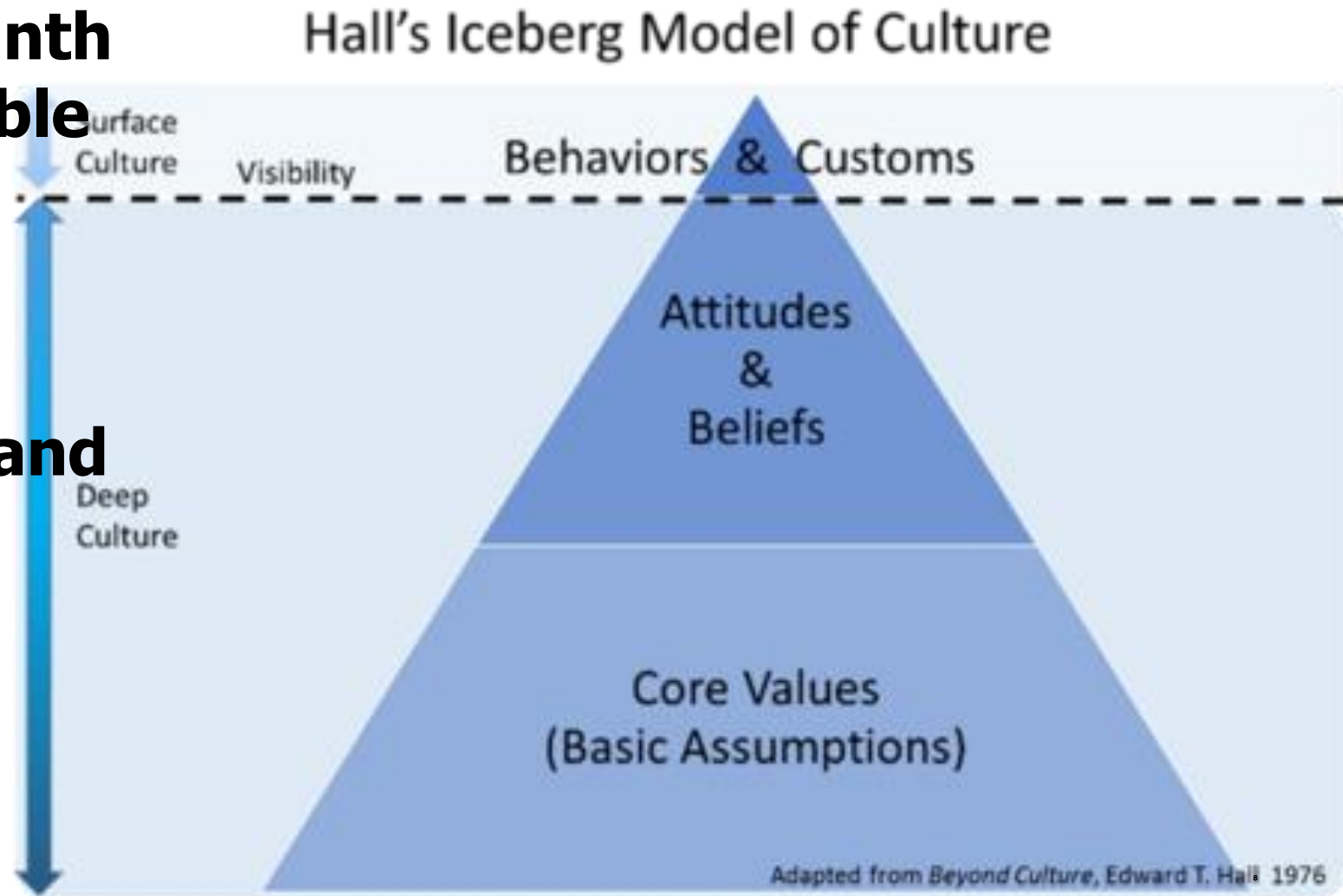
What Is Culture?

- **It is the distinct character of a social group**
 - **It is the values & norms that separate its members from other groups**
 - **It concerns economic, social, political and religious institutions**
 - **It is the foundation for the unique products produced by these groups:**
 - **Art, architecture, music, theatre, and literature**
- **It emerges from the patterned ways they respond to the fundamental problems of social interactions**



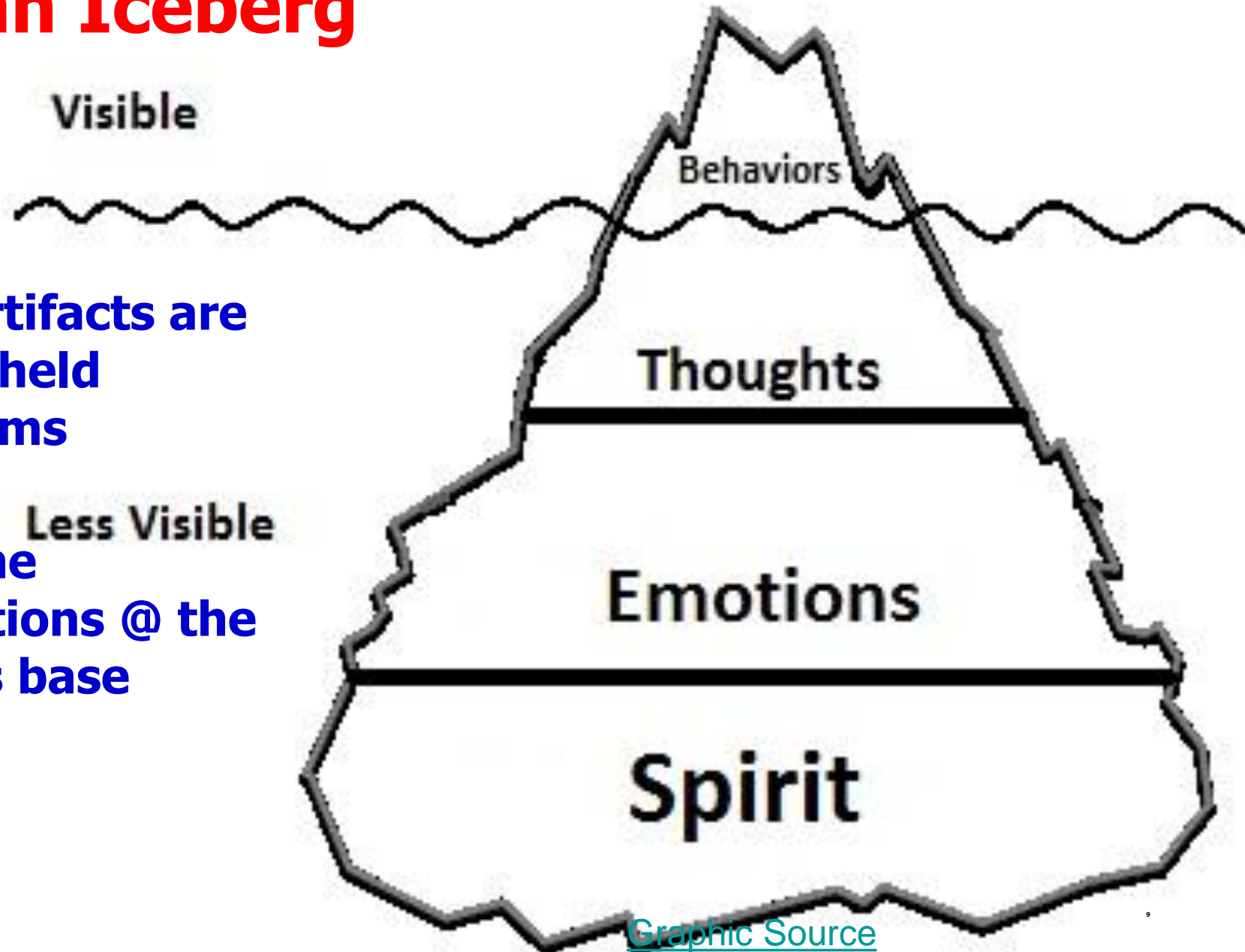
Culture as an Iceberg

- Typically only one ninth of the iceberg is visible with the rest submerged
- This top part is the behaviors, artifacts and institutions that characterize the culture.



Culture as an Iceberg

- **Visible behaviors & artifacts are expression of deeper held values, belief and norms**
- **Driving these values & norms are the fundamental assumptions @ the world at the iceberg's base**



Drivers of Technological Advancement

- **Literacy rate in Japan during the 17th to 20th was among the highest in the world.**
- **Japan's geographical location enabled its people to absorb the Chinese and Korean civilizations**
 - **W/O being occupied by them or other foreign entities**
 - **Relatively long periods of peace and stability**
- **The Japanese societal cohesion enabled better team work**
 - **Good team exceeds their individual collective on the long run**
- **The Japanese work ethics is second to none**
- **Strong entrepreneurial class**

Drivers of the Technological Advancement

- **The humbleness of the Japanese people (due to religion and culture) lead to**
 - ❑ **Accepting the concept that there is room for improvement.**
 - ❑ **Adopting and adjusting to the new environment in pragmatic ways**
- **Studying what happened in the world and learning from it**
 - ❑ **Egypt's debt to UK and France during the 19th century**
 - ❑ **Opium trade in China and India**
 - ❑ **Sending scholars to advanced nations to learn from these nations**
 - ❑ **Paying high salaries to experts to come to Japan and establish new industries**

Drivers of the Technological Advancement

- **Strong competitive team drive**
- **The wisdom to realize that you cannot beat your opponents**
 - **Join the opponent's team and learn from them**
- **Customer orientation towards fulfilling civilian needs**
 - **Products and services designed, manufactured, and marketed to satisfy customer needs worldwide.**
- **Long term orientation**
 - **Individualistic societies are more likely to be short-term oriented**

Short vs. Long Term



- **Short-term oriented societies have a strong concern with**
 - **Establishing the absolute TRUTH.**
 - **Standardizing their thinking.**
 - **Respecting traditions**
 - **Small saving for the future**
 - **Focusing on achieving quick results.**
- **In societies with a long-term orientation, people believe that**
 - **Truth depends very much on situation, context and time.**
 - **Adaptability to changed conditions is good**
 - **Saving, investing, & thriftiness are good**
 - **Preserving achieved results.**

Collectivism in Japan

- **Collectivistic societies focus on relationships and building and maintaining the team**
- **Collectivist cultures emphasize the adjustment**
 - **Individualistic focus on influence & control**
- **People view their organizations & work groups as fundamental part of themselves.**



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Questions