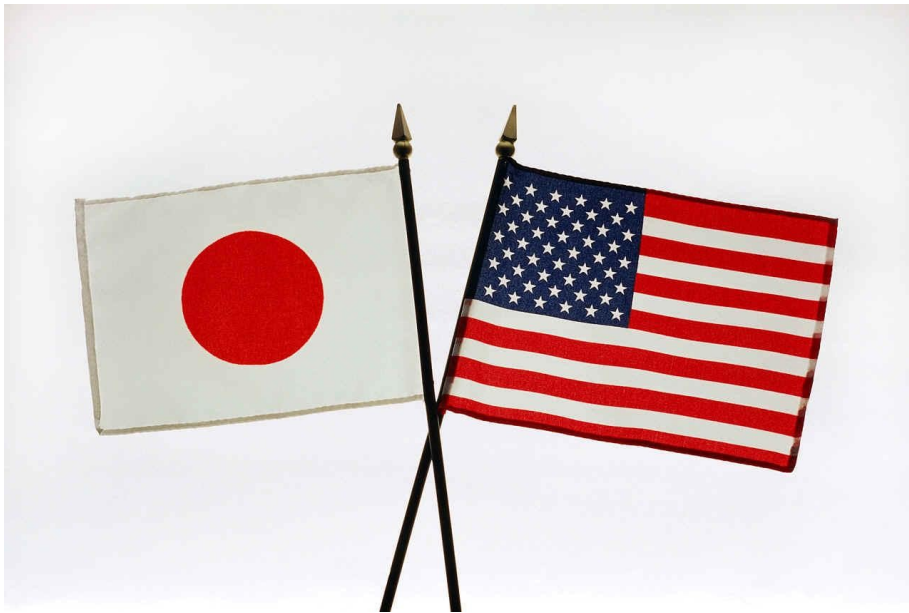


# Business Cultural Difference between U.S. and Japan



The 12th Annual  
SIS Undergraduate  
Research Symposium

Tsuyoshi Takagi  
March 24, 2009

# Today's Presentation

## Topics

Fundamental uniqueness between U.S. and Japan

1. Action V.S. Patience
2. Freedom V.S. Harmony
3. Equality V.S. Hierarchy

Reaction based on the uniqueness

- Japanese Perceptions of American Ways
- American Responses of Japanese Ways
- Conclusion

# Action V.S. Patience

## Business in US

- Risk-taking
- Bold Initiative
- Improvisation
- Clarity and Frankness

## Business in Japan

- Caution
- Deliberation
- Adherence to Form
- Vagueness and Indirectness

# Freedom V.S. Harmony

## Business in US

- Decisiveness
- Protect the Individual
- Providing Oneself
- Individual Independence

## Business in Japan

- Consensus Building
- Maintain the Group
- Humble Cooperation
- Collective Strength

# Equality V.S. Hierarchy

## Business in US

- Specialists
- Opportunities
- Rewarding Performance
- Racial/Gender Equality

## Business in Japan

- Generalists
- Obligations
- Rewarding Seniority
- Racial/Gender Differentiation

# Japanese Perceptions of American Ways

## Business structure and the practice

- Ignorance of foreign ways
- Shortsightedness
- Individual careerism
- Employee disloyalty

## Interpersonal dealings

- Assertiveness
- Frankness
- Glibness
- Impulsiveness

# American Responses of Japanese Ways

## Business practice

- Ignorance of foreign ways ⇔ Clannish community
- Shortsightedness ⇔ Lingering Resentment
- Individual careerism ⇔ Stifled employees
- Employee disloyalty ⇔ Overworked employees

## People's characteristics

- Assertiveness ⇔ Secrecy
- Frankness ⇔ Withheld sentiments
- Glibness ⇔ Cautious intimacy
- Impulsiveness ⇔ Excessive sensitivity

# There are Many Cultural Differences between the US Business and the Japanese Business.



SONY



**YES,**  
**Can't we go along**  
**with each other?**

**Panasonic**  
ideas for life

**Canon**

