



Berlin Institute for International Business Studies (BIIBS)

Symposium

Challenges in Japanese Management

Wednesday, **10 February 2016**, 14.00–18.00 h

Schöneberg Campus, Badensche Str. 52, building A, **room A 2.04**

- 14.00 h **Welcome and opening remarks**
Prof. Dr. **Andreas Zaby** (Vice President, HWR Berlin)
- 14.15 h **Opportunities and challenges for management in Japan**
Background history and current developments in Japanese Economy
Prof. Dr. **Yuji Kajiwaki** (Ryūkoku University)
The current economic framework and political initiatives
Mr. **Hitoshi Masuda** (Director-General, JETRO Berlin)
Managing opportunities and risks – the perspective of Japanese »SOGO SHOSHA«,
a global integrated business enterprise
Mr. **Masahito Hiratake** (General Manager, Mitsubishi International GmbH)
- 15.45 h **Panel discussion:** Prof. Dr. **Yuji Kajiwaki**, Mr. **Masahito Hiratake**, Mr. **Wilfried Schmidt** (Board Member,
Deutsch-Japanischer Wirtschaftskreis), Moderation: **Prof. Dr. Silke Bustamante** (HWR Berlin)
- 16.15 h **Break**
- 16.45 h **Selected issues in Japanese management**
Cultural aspects in Japanese management – the perspective of a European company
Mr. **Henning van Ackeren** (Ableton AG)
Diversity in the workplace: deployment and issues of discussion in Japan
Prof. Dr. **Takeshi Matsuda** (Komazawa University)
Challenges of CSR management in Japanese companies
Prof. Dr. **Kanji Tanimoto** (Waseda University)
CSR in Japan – the perspective of Japanese graduates
Prof. Dr. **Silke Bustamante** (HWR Berlin)
- 17.30 h **Panel discussion:** Mr. **Henning van Ackeren**, Prof. Dr. **Silke Bustamante**, Prof. Dr. **Takeshi Matsuda**,
Prof. Dr. **Kanji Tanimoto**, Moderation: Dr. **Elena Groznaya** (FH Frankfurt)
- 18.00 h **Get together**

The event is open to the public, with advance registration requested: nicolas.wagener@hwr-berlin.de