

Global

H O R I Z O N S

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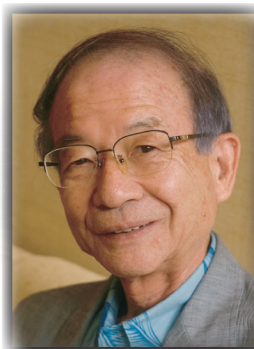
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Keep in Touch!

A Message from JAAMS President Ikujiro Nonaka



On behalf of the JAAMS team, I wish to extend our greetings to you for the holidays and the New Year. We look forward to working with you in our continuing efforts to strengthen JAAMS as the Center for Knowledge Leader Excellence in the global community. Thank you for being a part of the JAAMS experience.

Aloha,

Ikujiro Nonaka, Ph.D.

Happy Holidays

from the JAAMS staff



Excellence in Knowledge Leadership



www.jaims.org

JAIMS is a nonprofit postgraduate institution that provides intercultural management education and executive development. JAIMS was founded in 1972 by Fujitsu Limited.

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The ICMP 2008 Spring Class

JEMBA 2007-2009 Class Departs for Internships in Japan



The JEMBA 2007-2009 Class. Back row L-R: James (Jim) Knapp, Greg Nakajo, Gavin Simon. Front row L-R: Skyler Webster, Deanna Chan, Kenji Yonemoto.

JAIMS wishes the JEMBA 2007-2009 class the best of luck as they embark on their internship experiences in Japan.

The Japan-focused MBA program is held in partnership with the University of Hawaii at Manoa Shidler College of Business. Having completed their Hawaii portion of study, the JEMBA students depart for their three-month internship at a company or organization in Japan. Once there, they immerse themselves in all aspects of Japanese business and communication. Putting all what they have learned to use, these six students will surely achieve great things.

We look forward to seeing them at their Commencement Ceremony in April 2009.

ICMP 2008 Spring BEP Presentations

On September 17, 2008, JAIMS welcomed back the Intercultural Management Program 2008 Spring class for their Business Exchange Program (BEP) Final Report Presentations. JAIMS would like thank the following companies and organizations that hosted our ICMP 2008S interns!

Servco Pacific, Inc. ~ Hawaii Prince Hotel Waikiki ~ Oceanit ~ Honolulu Japanese Chamber of Commerce ~ Tradewinds Global ~ University of Hawaii Department of Philosophy ~ The Broadway League ~ The Kahala Hotel & Resort ~ Kestrel Growth Brands, Inc. ~ Fujitsu Laboratories of America, Inc. ~ iAct ~ Working Mother Media, Inc. ~ Japan-America Society of the State of Washington ~ Japan-America Society of Southern California ~ Japan Society of Northern California ~ Japan-America Society of Chicago ~ Knickerbocker Village, NY, Inc.

"All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible." - Orison Swett Marden

Welcoming the Inaugural Class of the East-West Knowledge Leaders Program (EWKLP) 2008 Fall



In September 2008, JAISMS welcomed the inaugural class of the East-West Knowledge Leaders Program (EWKLP). This diverse group of 25 students represents Australia, France, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, and Vietnam. The EWKLP experience synthesizes the “global best practices” of the East and West. Additionally, Hawaii--being the center of the Asia-Pacific arena--offers participants diverse, enriching, and multicultural learning opportunities and experiences.

In the past three months, these students have excelled in all aspects of the program. Although their course schedule was intensive and rigorous, the students balanced their studies with extracurricular activities. Invited lecturers shared their knowledge and experiences with the students on topics such as East-West Philosophy and Religions, IT Innovations, and Doing Business in Asia.

In December, the group will say their good-byes to JAISMS and each other, return to their home countries, and go their separate ways. Although all initially came from different backgrounds, lifestyles and careers, the students were brought together by the EWKLP and they were all able to experience the truest form of cross-cultural relations....friendship.

The exceptional Instructional Team for the EWKLP:

“Corporate Finance and Capital Markets”-- **Sherman Abe**, Hitotsubashi University

“The Art of Negotiation”-- **John Barkai**, University of Hawaii Manoa Law School

“Organizing Work”-- **Bill Fischer**, IMD

“Business Law”-- **Iris R. Okawa**, Law Office of Iris R. Okawa, Attorney-at-law, A Law Corporation

“Globalizing Hawaii”-- **Jonathan Osorio**, University of Hawaii Manoa, Kamakakuokalani Center for Hawaiian Studies

“Leadership and Ethics”-- **Larry E. Smith**, President, Christopher, Smith, & Associates, LLC

“Global Marketing Management”-- **Masaaki “Mike” Kotabe**, Temple University

“Economic and Financial Environment of Global Business”-- **Jack Suyderhoud**, University of Hawaii Manoa, Shidler College of Business

“Knowledge Management and Innovation”-- **Ikujiro Nonaka**, Professor Emeritus, Hitotsubashi University

“Strategy in Emerging Markets”-- **Zhichang Zhu**, University of Hull Business School

“Special Topics: Capstone Project”-- **Blair M.T. Odo**, JAISMS and **John Creech**, Director--International Business Development, Snap-On Tools International, LLC

As global business opportunities increase throughout the world, JAISMS trains individuals who wish to obtain knowledge, skills, and experiences that are essential for success in the international arena. The EWKLP’s three-month curriculum is intended to sharpen one’s business savvy and build confidence for dealing with global business situations while also minimizing time away from the participant’s career. The ‘holistic’ program integrates business knowledge and skills training with aspects of liberal arts foundation that also includes disciplines such as religion, culture, philosophy, and history.

For more information on the EWKLP and scholarship opportunities, please go to www.jaims.org/leadership.

A Firsthand Look: EWKLP Student Experiences

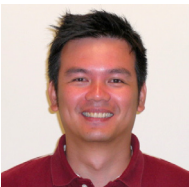
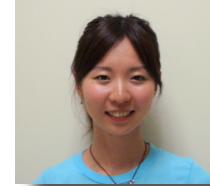


“I believe that from my background and work experience, I can improve my knowledge from participating in the EWKLP and apply the concept of global business and intercultural management to my current job which deals with foreign customers from international companies. Moreover, I can apply the other management working styles that suit me and my work.”

-Wannaporn (Pui) Sriwaranuntakul, Thailand

“I’ve never experienced working together with so many people from different backgrounds and from all over the world. I think this is something beneficial for us to be in such a diversified environment and being able to create relationships with those people.”

-Junko Nakanishi, Japan



“I would like to go into International Business in the future, and currently my division is expanding to support regional countries. Since the main focus of the EWKLP is on how to do business in other countries and regions, this will give me an additional advantage over my co-workers.”

-Mun Choong (Alfee) Lee, Singapore

The EWKLP Experience is...

“Incredible”

- Yani Tria Syahril

“DEEP”

- Makiko Kawamura

“...a **LIFE**
experience”

- Sendil (Prabu) Balashanmugam

“Challenging...fulfilling...”

- Sachiko Sato

“Enriching”

- Gladys Policarpio

“Unforgettable”

- Yoan Setiawan

Increasing Competencies for International Communication Workshop Enhances Communication Styles

Prior to the start of the EWKLP, JAIS offers students an opportunity to enhance their own unique communication style.

The optional four-week Increasing Competencies for International Communication (ICIC) workshop improves and increases student’s knowledge, skills, and confidence in successfully representing themselves in English in formal and informal situations.

“The ICIC program is designed to create greater competence and confidence in the participants as they use English to communicate across cultures,” said Mr. Larry Smith, the program’s lead faculty member. “It is my pleasure to help them achieve this goal. We celebrate every success.”



Mr. Smith engages in lively conversation with students at the morning “coffee talk” sessions.

JAIMS
 Knowledge
 Cafe

Knowledge Cafe

“Pragmatic Strategy: The Winning Formula for Success”



Dr. Blair Odo, Dr. Ikujiro Nonaka, and Dr. Zhichang Zhu

The third session in the Knowledge Cafe lecture series, *Pragmatic Strategy: The Winning Formula for Success*, featured Dr. Zhichang Zhu with commentary by JAIMS President, Dr. Ikujiro Nonaka. Held on September 30, 2008 at the Halekulani Hotel in Honolulu, the event brought together friends of JAIMS from local businesses and organizations, and alumni.

Dr. Zhu lectured on the importance of incorporating pragmatic strategy into one’s life and work. He described this strategy as consisting of four main parts: getting the fundamentals right, envisioning a shared future, realizing a common goodness, and upholding all with timely balance. He then elaborated on pragmatic strategy, using the trials and tribulations of well-known companies such as Toyota and Dell as examples. Zhu stressed that companies should strive to innovate the way that they do business by innovating their products as well as product markets. Since there is no end for innovation, he then noted that companies should “choose to do what they do best,” to get a win-win result.

Dr. Nonaka provided commentary following Zhu’s lecture. Nonaka stressed the importance of finding the right balance while constantly creating new strategies and management systems in an ever-changing business system. A quote from Panasonic CEO Konosuke Matsushita in regards to mobilizing knowledge in organizations stated, “...the more we utilize everyone’s knowledge, the better the company becomes.” Nonaka also focused on the idea of “intellectual muscle” of the ideal pragmatist, or constant contemplation in action—the ideal pragmatist should always ask him or herself “why” at least five times before coming to a decision.

Dr. Zhichang Zhu holds his M.Sc. in Information Management and a Ph.D. in Management Systems and Sciences with a specialization in marketing. He currently works at the University of Hull Business School as a Reader in Strategy and Management. His research interests stem from an institutional and comparative perspective, and include strategy, decision making, information systems, marketing theory, and knowledge management. Zhu frequently provides business consultancy for Chinese corporations, and he is a founding member for the international China Association for Management of Technology.

Dr. Ikujiro Nonaka’s valuable contributions to the field of management have been awarded with a Purple Ribbon Medal on behalf of the Japanese government; he was also recently named as one of 20 Influential Business Thinkers by the *Wall Street Journal*. Nonaka serves as Professor Emeritus at Hitotsubashi University, as Distinguished Faculty Scholar at the University of California Berkeley, and as the first Distinguished Drucker Scholar at the Claremont Graduate School.

The Knowledge Cafe lecture series is held several times a year in Honolulu and Tokyo. The next cafe is tentatively scheduled for February 18, 2009, featuring Dr. Steve Vogel of UC Berkeley.



Participants Refresh Skills with a Learning Adventure Seminar

Fourteen participants from Japan traveled “off the beaten path” with JAIME-planned activities designed to enhance their English communication skills, global skills, and appreciation of different cultures. The week-long Global Skills Refresh Program, held during the last week of October, featured interactive workshops--delivered entirely in English --on International Adaptability, English as an International Language, Intercultural Negotiations, and Critical Thinking.

“As a learning-travel cultural experience, this program is ideal for those new to Honolulu as well as those who have been here many times,” said Dori Lyn Hirata-Fujimori, JAIME Director of Educational Programs. “We were delighted to see the return of Masasumi Sakai who graduated from JAIME in the 1980’s and who has indeed become a lifelong learner.”

Participants’ extracurricular experiences--on their own and with their home-stay families--included sightseeing, hiking, shopping, swimming, and participating in Halloween festivities. “My host mother took me to places and introduced me to many people,” said Kiyoko Tamura, program participant. “It was a good experience to practice my English conversation with people I had just met.”

The Global Skills Refresh Program is open to anyone who is a non-native English speaker with a minimum TOEIC score of 600. For more information on the next program, write to info@jaims.org.



The 2008 Global Skills Refresh Program participants

AMP 3 Alumni Group “Aloha Rainbows” Celebrates 35th Anniversary



The AMP 3 “Aloha Rainbows” meet in Tokyo

Arata Ichikawa, and Yoshikazu Sekiguchi,” said Dr. Odo. “The members shared such happy and funny stories about their AMP experiences, and all of them reaffirmed the value of the JAIME experience. We are looking forward to the next celebration of the Aloha Rainbows.”

On November 3, in Tokyo, Japan, the AMP-3 class, famously known as the Aloha Rainbows, celebrated the 35th anniversary of their graduation from JAIME. Sixteen members reminisced about their student days in Hilo and Hawaii Kai. The celebration also marked the 83rd birthday of Shouji Daigo, leader of the Aloha Rainbows. Guests included Koshiro Kitazato, first JAIME Vice President; Shuji Uno, first Chief Engineer; Yoshihiko Inoue, former JAIME staff; Blair M.T. Odo, JAIME Executive Vice President and Chief Operating Officer; Haruhiko Yonezu, former JAIME Japan Office Director; Makoto Takenaka, former JAIME VP; and Kumiko Iguchi, JJO Director.

“It was an evening of wonderful fellowship that began in 1973 at JAIME and has continued throughout these past 35 years, under the leadership of Toshihiro Sunohara,

JAIMS Transitions



Akiko Tyler

is the new Special Assistant to the Chief Operating Officer / Admissions Officer. Prior to joining JAIMS in August 2008, Akiko was the Director of International Services at TransPacific Hawaii College.



Kristen S. Kano

joined JAIMS in August 2008 as Communications Specialist. Kristen recently graduated from the University of Hawaii Manoa with a BA in Communications.



Katsumi Tsubaki

joined the “Field Innovators Program” of Fujitsu Limited on October 1, 2008. Katsumi, former Manager at the JAIMS Japan Office, demonstrated incredible dedication and worked tirelessly with the JAIMS team for 11 years. Mahalo and Aloha to Katsumi!



The JAIMS staff bid a fond farewell to **Masato (Mark) Uchida** who returned to Fujitsu Limited in Japan in December 2008. Mark came to JAIMS in 2004 to serve as the Vice President for Administration and also as the General Manager of the Hawaii Representative Office of Fujitsu. He worked to ensure that operations ran smoothly between Hawaii and Japan. Being an avid golfer, Mark spent his free time enjoying all of Hawaii’s scenic golf courses. Best of luck to Mark!

Donors Make Generous Contributions to the JAIMS Knowledge Leaders Advancement Fund

Contributions made to the Knowledge Leaders Advancement Fund will enable JAIMS to design programs that address innovations in leadership, and deliver lectures, workshops, seminars, and other events to the JAIMS communities throughout the world.

On behalf of JAIMS, we would like to recognize the generosity of our most recent donors listed below. Their contributions impact the scholarship, excellence, and legacy of JAIMS. We truly appreciate the continued support from all of our donors.

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