

SUMS-Kobe International Research
Workshop 2017

TRANSLATING JAPANESE POPULAR CULTURE: CREATING A DIALOGUE WITH THE WEST ON JAPANESE MANGA(漫画)

April 6th, 2017 1-5pm



 Plenary Lecturer : **Professor Martin Parker**
(University of Leicester, UK)

 Place : University of Kobe, Graduate School of Business
Administration, Daiichi Gakusha 208

 Language: Japanese and English

 Collaborator:

Dr Jerzy Kociatkiewicz (Sheffield University Management School, UK)

 Kobe-SUMS Research Project Organiser:

Dr Naoko Komori (小森 尚子 University of Sheffield, UK) &
Prof Ryuta Suzuki (鈴木 竜太 Graduate School of Business
Administration, Kobe University)

 Programme :

- Plenary Lecture by Professor Martin Parker
- Workshop : Table discussion by participants
- Presentation by participants, Q&A
- Feedbacks from Professor Martin Parker & Dr Jerzy Kociatkiewicz on participant's presentation



Content:

With the burst of the economic bubble and the subsequent influence of globalization, the discourse surrounding Japanese firms and their management practices has changed significantly. The international academic community's keen interest in its management practices (ie. JIT, total quality management, lean production) during the 1960s and 1980s has now been transformed, with its focus on its long-term stagnation ('lost decade(s)'), the boost of the Eastern Asian economy and accounting scandals of large financial institutions and multi-national corporations.

However, the question still remains as to whether we have the language, perspective and framework to fairly translate and transmit the knowledge and practices of Japanese management to the global context.

With this aim in mind, this international workshop is designed to explore and **co-produce** such concepts, language and epistemic frame by **building a dialogue between academic scholars in Japan and the West**. The focus of the discussion is MANGA (漫画), one of the most influential global popular cultures exported from Japan.

By inviting **Professor Martin Parker**, a leading expert in the studies of organisation and popular culture, participants will discuss and make presentation on the following (for example):

- **Production process** of Manga and the relationship between author, reader, publishing companies.
- Context shaping the **Japanese manga industry/culture** and its changes.
- Types of Manga and subscribers (age, gender, occupation etc.)
- Manga's story line, **narrative, languages & their implicit sense of values/messages**.
- How manga illustrates **Japanese corporate organizations/culture** and the people who work there.
- **Significance of Manga** for Japanese people (especially salaryman Manga).
- **Western perception and knowledge** of Manga and Japanese popular culture.
- How Japanese people view Western popular culture and the stereotypes they hold.

SUMS-Kobe International Research Project :
Sheffield University and The University of Kobe Graduate School of Business Administration established a partnership, launching the International Doctoral Program (IDP) in 2016. This SUMS-Kobe International Research Workshop is the opening research project.

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