

Plenary

Japanese Management in an Era of Change

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The tight lending environment that has weighed so heavily on Japan's economy is at last seeing some improvement, and new demand is beginning to appear as stagnant demand levels have taken a turn for the better. Japan is now ready to begin the fundamental structural reform of its economy.

Against this backdrop a range of new microbusinesses are also taking shape, spurred by the increasingly diverse needs of consumers, the rise of new financial services and information-related businesses making use of the Internet, changes in individual lifestyles, and a jump in corporate outsourcing. Management will have to rise to some tough challenges as Japan is swept along by the forces of globalization, addressing questions concerning the competitiveness of Japan's industries and the ways in which markets will change from now on.

