

"Englishnization" at Rakuten



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Company Background

warmup question

1. When did Mikitani founded Rakuten?
2. Who were Rakuten's main competitors?
3. Which search engine did Rakuten partner with to enter China?



Founder

- Hiroshi Mikitani
- graduate Harvard Business school in 1993
 - former investment banker
 - founded Rakuten in 1997



Hofstede's culture dimension



Rakuten

- Japanese electronic commerce and Internet Company
- 2010 ranked as Japan's largest online shopping mall
- Rakuten earned revenues :
 - fixed monthly fees,
 - advertising sales services, a percentage of gross merchandise sales

Englishization

Englishization is the process of adopting English language and culture in a non-English speaking country. It is a complex process that involves the adoption of English language, culture, and values. Englishization can be seen in various aspects of society, including education, business, and media.

Englishization

- a.) Phase 1: Assessment & Measurement
- b.) Phase 2: Education
- c.) Phase 3: Proficiency

compare Japanese and English

- Japanese :
- Indirect expression language as a high-context communication (message is surrounded by some unspoken information)
 - Such as "maybe" = "no"
- English :
- Low-context communication-as the content is the exact message, and no invisible message.
 - Such as "no" just mean "no"



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Rakuten

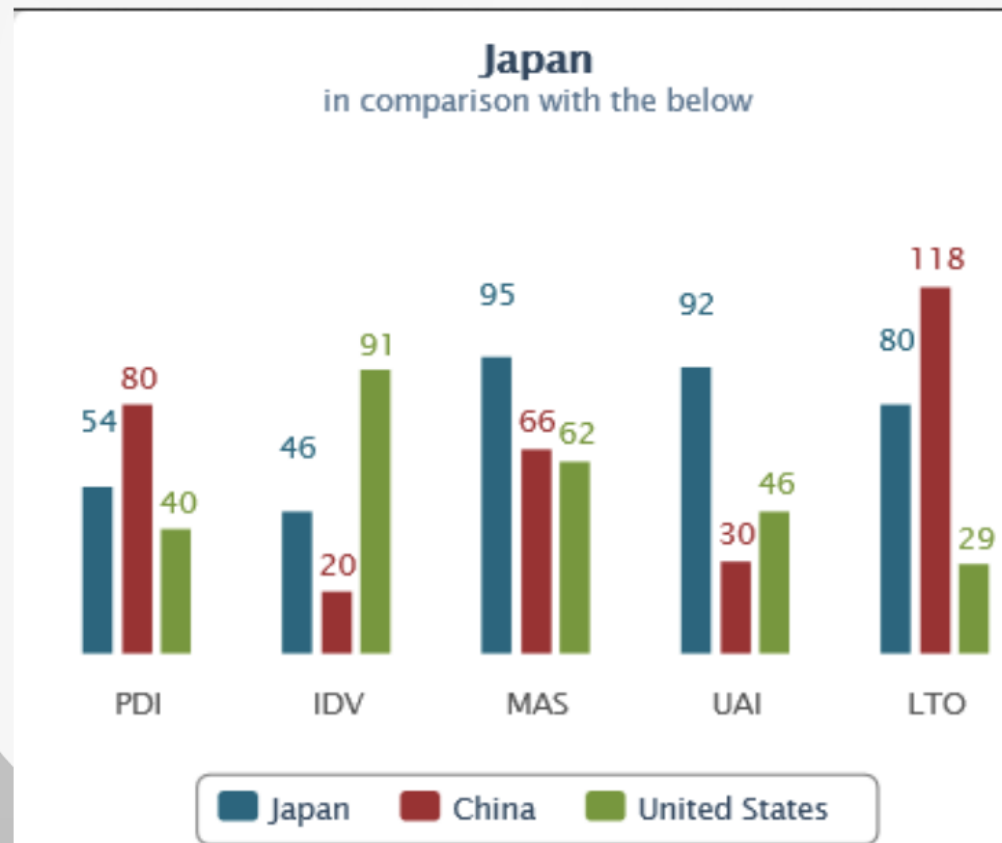
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Englishnization

- created by Mikitani- he believes global expansion= speaking English.
- a language is the repository of the history of a people, and Japanese culture is completely different with English culture, so Englishnization is actually challenge for Japan.

Hofstede's culture dimension



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