

A HEURISTIC MODEL - THE CASE OF CHALLENGES FACING WESTERN BUSINESS PEOPLE IN JAPAN

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ABSTRACT

This paper is based on an investigation which has utilised the data collected from eleven different case studies. Each case study deals with issues and challenges facing the western expatriates residing in Japan for the purposes of business or education. The case studies were analysed separately and then the commonalities in issues were identified. These challenges were grouped in five different categories of Language, Culture, Work Ethics, Transportation and Red tape. Various scenarios relating to each group were provided and discussed. A heuristics model to measure an index value for the challenges facing the expatriates was explained and presented. This model can be utilised for the purposes of monitoring one's difficulty levels in a manner which allows performing what-if analysis or comparison with other similar scenarios.

The findings indicate that an attempt to familiarise oneself with the basics of the Japanese language and recognition and acceptance of certain attitude differences would certainly contribute to a successful adaption.

Keywords: Networking, Culture, Language, Education