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# Language And Globalization Englishnization At Rakuten

## A

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Language and Globalization: 'Englishnization' at Rakuten

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Language And Globalization Englishnization At Abstract. Hiroshi Mikitani, the CEO of Rakuten, (Japan's largest online retailer), is at the helm of an organization that is rapidly expanding into global markets. In a critical stride toward becoming the world's No. 1 Internet services company, Mikitani announces Englishnization—a highly publicized aggressive two-year English proficiency mandate for all 7,100 of Rakuten's Japanese employees. Language and Globalization: 'Englishnization' at Rakuten ... Language and Globalization: "Englishnization" at Rakuten (A) ... As Englishnization progresses, loss of productivity, lack of time to study, and conflicted views among managers impede staff success. Some employees even question the relevance of Englishnization, particularly for staff working exclusively in Japan. ... Language and Globalization: "Englishnization" at Rakuten (A) In the public discourse in Japan, the use of

English as a corporate language has been strongly associated with the challenges of business globalization, challenges that are obviously greater than... Language and Globalization: 'Englishnization' at Rakuten Although there are solutions to try and overcome language barriers in the global market, at the end the best and maybe also easiest is to introduce English ,the Global Language of Business, as the SINGLE WORKING LANGUAGE. With Globalization it doesn't matter where the company is based it matters if they can communicate with the rest of the world. Case Study Review: Language and Globalization:... | Bartleby To expand the company Mikitani believed that a unified business language was crucial. His decision to make English the official language of the company helped: Speed-up post merger integration of acquired companies in all parts of the world. (Priceminister, Buy.com etc.) International communication Language and globalization "Englishnization" at Rakuten ... Globalization, Call Center, and Language Globalization is defined as “accelerated modernization interconnecting all parts of the world” (Haviland, Prins, Walrath, &

McBride, 2008, p. 623). Globalization hastened and intensified collaboration and incorporation among different nations' citizens, businesses, and governments. This progression has influences, both desirable and undesirable, on human wellbeing, natural resources, economies and, predominantly, culture (The Levine Institute, n ... Language and Globalization: Englishization at Rakuten ... Language And Globalization Englishnization At Rakuten A Problem Statement The problem statement refer to the concise description of the issues that needs to be addressed. It identifies the issues or gap between the current and desired type of the organization, and thus requires to be stated in order for the management to look for change. Language And Globalization Englishnization At Rakuten A ... “Englishnization” was done as a Lingua Franca at Rakuten, which could be defined as a common language incorporated aiming towards global expansion and increasing competitiveness (Alley-Young, 2015; Mulken & Hendriks, 2015). Language and Globalization: "Englishnization" at Rakuten ... Globalization and Language Globalization is the process of something

becoming global, being transformed from a local or regional phenomena into a global one. With globalization, there is a movement of people coming together, unifying into a single society and functioning together. This process is not only an economic one, but also affects the technologies, politics, and cultures of the entire world. Essay about Language and globalization "Englishnization ...Neeley, Tsedal. "Language and Globalization: 'Englishnization' at Rakuten: Results Are In! (B)." Harvard Business School Supplement 413-090, March 2013. (Revised April 2013 ...Language and Globalization: 'Englishnization' at Rakuten ...Today Englishnization is still used as the official language policy inside Rakuten. Whether the company will continue to expand successfully overseas depends on many other factors as well though. The English-only policy provides Rakuten the groundwork for a truly global mindset and a strong global future. Just like Neeley argues: The case of 'Englishnization' in Rakuten, Japan | DiggIt ...Language and Globalization: The Mandate to Speak English at Rakuten. Japan's largest online retailer, Rakuten, is rapidly expanding into

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universities around the world. Harvard Prof. Tsedal Neeley: Shaping the language of ... Globalization and Language.

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With globalization, there is a movement of people coming together, unifying into a single society and functioning together.

This process is not only an economic one, but also affects the technologies, politics, and cultures of the entire world.

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“Globalization” is a social process “characterized by the existence of global economic, political, cultural, linguistic and environmental interconnections and flows that make the many of the currently existing borders and boundaries irrelevant”.

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Abstract. Hiroshi Mikitani, the CEO of Rakuten, (Japan's largest online retailer), is at the helm of an organization that is rapidly expanding into global markets. In a critical stride toward becoming the world's No. 1 Internet services company, Mikitani announces Englishnization—a highly publicized aggressive two-year English proficiency mandate for all 7,100 of Rakuten's Japanese employees.

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“Englishnization” was done as a Lingua Franca at Rakuten, which could be defined as a common language incorporated aiming towards global expansion and increasing competitiveness (Alley-Young, 2015; Mulken & Hendriks, 2015).

## Language and Globalization: "Englishnization" at Rakuten (A)

To expand the company Mikitani believed that a unified business language was crucial. His decision to make English the official language of the company helped: Speed-up post merger integration of acquired companies in all parts of the world. (Priceminister, Buy.com etc.)

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Although there are solutions to try and overcome language barriers in the global market, at the end the best and maybe also easiest is to introduce English, the Global Language of Business, as the SINGLE WORKING LANGUAGE. With Globalization it doesn't matter where the company is based it matters if they can communicate with the rest of the world.

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Neeley, Tsedal. "Language and Globalization: 'Englishnization' at Rakuten: Results Are In! (B)." Harvard Business



School Supplement 413-090, March 2013.  
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### **Language And Globalization Englishnization At Rakuten Ha ...**

Today Englishnization is still used as the official language policy inside Rakuten. Whether the company will continue to expand successfully overseas depends on many other factors as well though. The English-only policy provides Rakuten the groundwork for a truly global mindset and a strong global future. Just like Neeley argues:

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