

Conference to study Japanese business success

By Tom Shelton

The success of business in Japan, a topic which a UNL professor called the "hottest topic in management today," will be discussed at a Japan-United States business conference Oct. 4 through 7 at the Nebraska Center for Continuing Education.

Sang Lee, a UNL management professor and general chairman for the program committee of the conference, said the conference offers people in the United States an opportunity to learn about Japanese business practices.

"We're trying to learn why the Japanese are doing so well in business," Lee said.

"They're (the Japanese) number one in so many things," Lee said. "Automobile production, electronics, TV sets, video set recorders, cameras, watches — this they took over from Switzerland — ship building, steel production, even in fashion designing, overtaking the French," he said.

Lee said the Japanese have made a rapid rise in world

business. "We used to think Japanese were good imitators," he said. "No longer is this the case. They're showing creativity."

Lee said this is the first such international conference of its kind in the United States involving business representatives from the two nations. He said it had been the practice of U.S. business executives to travel to Japan to observe Japanese business operations.

Lee said faculty members of the College of Business Administration are "happy to be holding the conference in Nebraska." He credited Gary Schwendiman, dean of the business college as being influential in enabling the conference to be in Nebraska.

Lee said the fact that Kawasaki Motors is in Lincoln is a reason the conference will be here.

Representatives of American and Japanese business and scholars from both countries will be featured at the conference.

Of the 250 persons expected, 50 represent American business and 25 are Japanese businessmen or scholars.

American business will be represented by executives from the automobile, insurance and service industries, as well as by other heavy manufacturing and marketing industries.

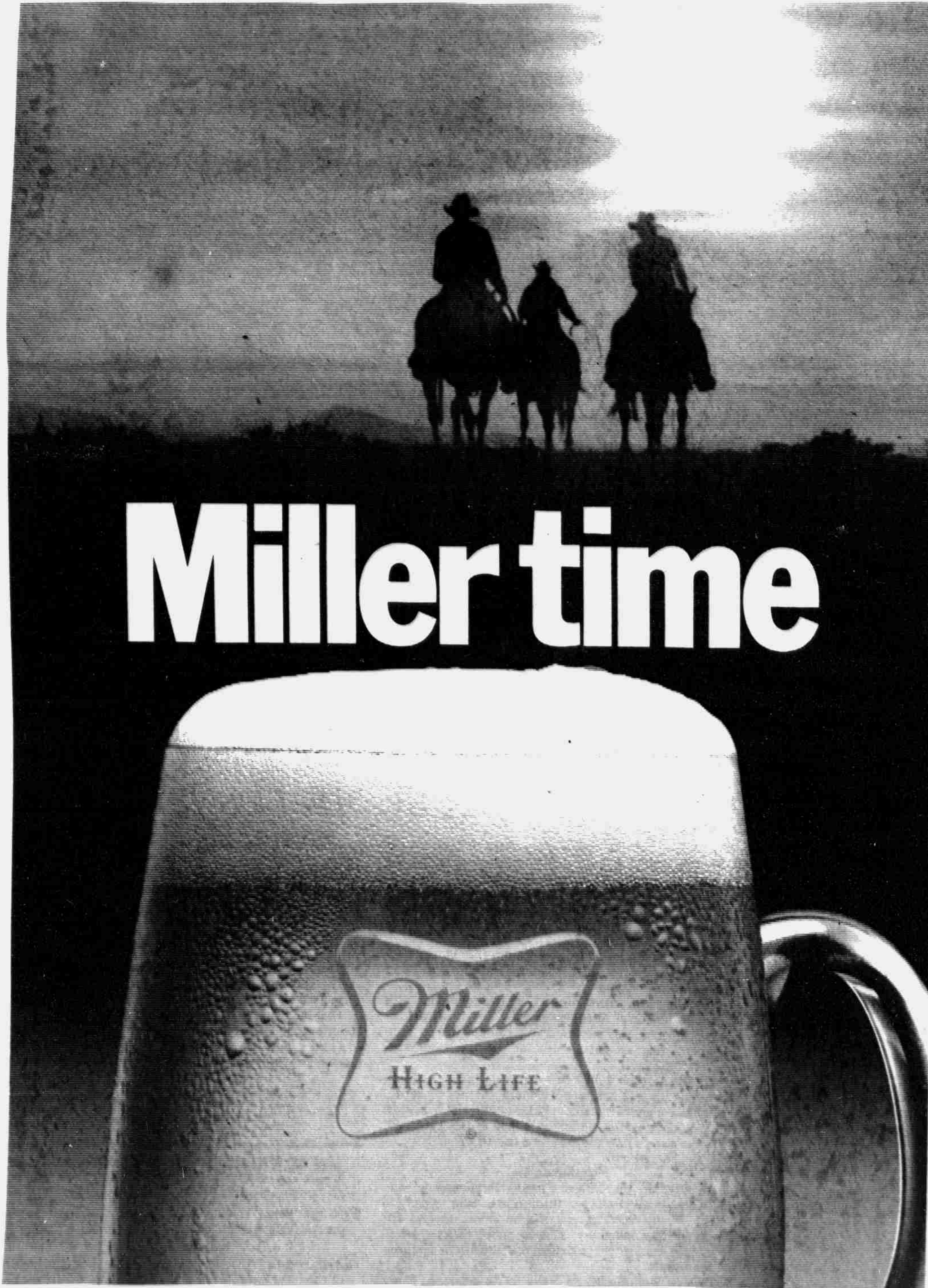
Japanese representatives are from Toyota, Honda, Yamaha and Kawasaki companies.

Japan's ambassador to the United States, Yoshio Okawara, will attend Sunday evening's opening ceremonies.

Other participants in the conference include: Ezra Vogel of Harvard University; William Ouchi of UCLA; Robert Angel of Washington, D.C.; Jinichiro Nakane, professor of management at Waseda University in Tokyo; Eugene J. Kelley, dean of the College of Business Administration at Pennsylvania State University; Motto Kaji of the University of Tokyo, Daniel M. Kasper of Washington, D.C.; and several others.

A complete listing of the speeches and presentations of the conference is available in the Japan-U.S. business conference schedule of events.

The conference is sponsored by UNL and the College and University Partnership Program.



Rape abuse . . .

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"Sometimes it's advantageous to have a male on the phone, especially when it's a call from a male victim," she said.

"Domestic violence should not always be identified as a woman's problem, because it's a problem for both the sexes," she said. "Men need to become involved, too."

FSA also sponsors internships and practicums, Ryan said. One student is currently working on a master's degree in educational psychology there.

"For people who are into social services, it's good experience and good resume material," she said.

The association is staffed by Ryan and JoAnn Dunn, coordinator, and they are planning to hire a third staff member, who will serve as a part-time coordinator of volunteer services.

The rape victim services of the FSA have been in operation for about seven years, Ryan said, and the spouse abuse services were initiated about three years ago.

Because the programs are part of the FSA, she said, partial funding comes from the United Way, and the State Department of Public Welfare provides funds for the spouse abuse portion of the services.

The program's total annual operating budget is about \$42,000, she said.

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