

"Self Recognition in Western and Eastern Culture: Exploring Selflessness in the Japanese "ba(place)" Concept"

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Self Introduction



Emiko Tsuyuki
 Professor in Chuo Business School, Graduate School of Strategic Management. One of the major business school in Japan.

BA and MA in Sociology
 Working in a manufacturing company from 1991 to 1998
 MS in Knowledge Science
 Ph.D. in Knowledge Science (2003)

Main research topic at the moment is **Ba and collective Creativity**.
 "how people work together"
 Teaching Subject : Organizational Development, Organizational Behavior, Knowledge Creation, Entrepreneurship

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Knowledge is a **dynamic** human/social **proses** of justifying personal belief towards **the truth**.

Professor Ikujiro Nonaka
 "Knowledge Creating Company"



Two Types of Knowledge

<p>Tacit Knowledge</p> <p>Subjective and experiential knowledge that can not be expressed in words, numbers or formulas.</p> <p>Cognitive skills (beliefs, images, perspectives mental model)</p> <p>Craft skills, Know how</p>	<p>Explicit Knowledge</p> <p>Objective and rational knowledge that can be expressed in words, sentences, numbers or formulas</p> <p>Theoretical approach Problem solving Manuals Database</p>
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Interaction
Ba=Place

Japanese Culture and Self



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Image of Japanese Management

和 (Wa) → Harmony

場 (Ba) → Shared Context

集團主義 (Group Oriented)

間 (Ma) → Among

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How Do We Define Self?

How many words express the concept "I" ?

In Japanese, many words represent "I" – watashi, ore, boku, jibun, washi, sensei, mama, emiko, shousyoku.

→ Human being –人間– means **among people**.
I exist because I am among people.

↔ **Cogito ergo sum**

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High Context Society

People **assume** that everyone shares **the same context**.

Grammar is **not** important. Meaning **depends on context**.

Tacit Knowledge > Explicit Knowledge
Shared context means shared **expectations**.

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Movable self

Western Culture	Japanese Culture
<p>Self should be centered and stable.</p>	<p>Self is constantly shifting.</p> <p>Relationship with others defines self</p>

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Japanese Self

Self plays different roles in each group, community and association.

Self is **constantly shifting**.

It is more important to **adapt** to the different situations in each group than to be consistent.

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Self and Environment

In Western Culture	In Japanese Culture
<p>Self defines others Analytical, Integral</p>	<p>Defined Self by others Adapting, Classified</p>

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Different Structures of Self

	Japanese Culture	Western Culture
Structure of self	Relatively defined self	Independent self
Dependence on others	Yes(more)	No(Less)
Ba	Impacts self	Less impact self

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What is *ba*?

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What is Ba?

場 Ba is a unique word. It is similar to place but Ba includes **context**.

Edmund Husserl, a philosopher, mathematician, and founder of the phenomenology movement, described **intersubjectivity** between people. He argued that intersubjectivity exists throughout the world. Maurice Merleau-Ponty, a French philosopher, believed that a human being exists because s/he has a body. He created the idea of **(bodily) space**, which is close to the idea of "Ba".
Ba consists of intersubjectivity and inter-body; intercorpority (emotional and internal feeling).

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Many expressions about Ba in Japanese

場 Ba chigai (Being wrong in Ba)= something doesn't fit people's expectations

Ba ga kowareru(Ba breaks)= people feel unpleasant in a ba

Ba ga moriagaru(Ba warm up)= people feel present and excited in a ba

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Space is not the setting

Space is not the setting (real or logical) in which things are arranged, but the means whereby **the position of things becomes possible**. We must think of it as the **universal power enabling things to be connected**.

-M. Merleau-Ponty

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Ba Model

Ba (visible)

Verbal communication

Thinking ↑ ↓ Thinking ↑ ↓
Feeling ↑ ↓ Feeling ↑ ↓

Emotional communication

Ba (invisible)

Living World

*Emotional communication is the base of verbal communication.

Ba is influencing upon thinking and behavior

Ba is like an iceberg

Thinking and behavior

Ba Model in Phenomenology

*How we feel is more important than what we talk. Tacit dimension.

Nature of Ba

- Ba sets up a **boundary**, but the boundary is permeable.
- Ba is the **context shared** by those interacting with each other, and through such interactions, **the context itself evolves to create knowledge**.
- Ba participants are **committed** to Ba through **action and interaction**.

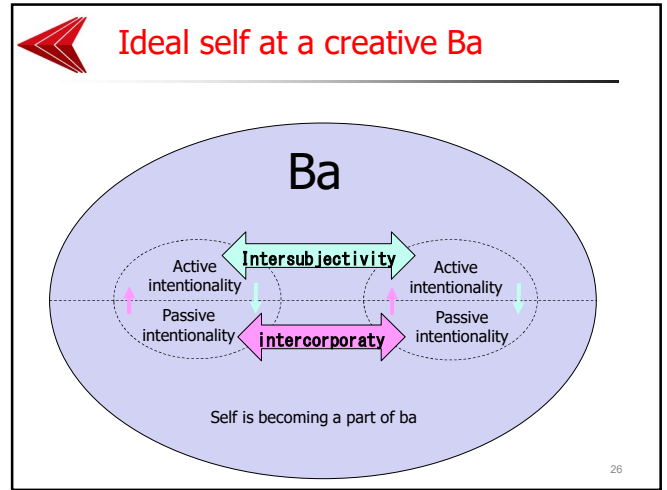
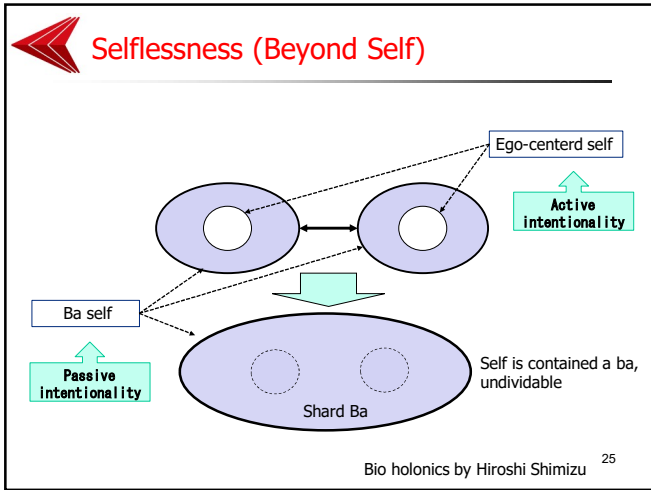
SECI MODEL

Ideal self for creativity as Japanese concept

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Egg Model

Bio holonics by Hiroshi Shimizu



How we can create a good *ba*?

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How a good *ba* emerge?

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