

Western companies can no longer dominate entire markets in the way that General Motors or I.B.M. once did; they are also finding that they have ever less time to make money out of a new product.

By contrast, the best Japanese firms are used to overcrowded markets and instant imitation. Japan has nine car companies compared with America's three. Nothing remains secret in Japan for long. Japanese firms have always lived in a world of «hyper-competition», as some management thinkers have called it, and exactly that same world full of hyper-competition forced Japan and its management to prove the whole world wrong. The outstanding unity and desire to work, that used to be the slogan for people from Showa Era, is no longer applicable in the modern Japanese society. The strive towards simplicity of the younger generation and nostalgic feelings attached to the complexity and diligency of the eldest one, have collided into one big managerial bomb. And the bomb is soon about to detonate, so the consequences of that 'explosion', the influence that the whole world is going to have - the new order of things are provoking my imagination to fantasize about some extreme, previously non-existent new 'apocalyptic' managerial world [1].

In the second part of my Scientific work, I am going to compare the managerial structure intrinsic to most of Ukrainian companies, in particular 'Grand Marine' that I had a chance to have my internship at, with some of the Japanese managerial concepts and values. I will also talk about why most of Japanese management strategies are not applicable to Ukrainian companies, and what Ukrainians have to overcome in order to step on the way of managerial, and as a result, to financial prosperity.

Innovative approach is a key in order to build up a solid ground for the prosper Future. Despite the success of the Japanese managerial system, some do not see Japanese management techniques as the panacea others credit them as being. Even though research has shown that management techniques developed in Japan can be successfully applied in other countries with remarkable results, critics claim that their success comes not from catering to intrinsic values but to an array of stifling constraints

Секція 1. Проблеми стратегічного управління конкурентоспроможністю на основі інновацій

unlikely to be tolerated in the West. Rather than a carefully nurtured atmosphere of trust and common enterprise, they see a restrictive system of internal controls. As Westerners have learned in the past, it is always worth keeping at least one eye on the East.

Ukraine's dithering over innovation and internationalization seems to reflect a failure not just of particular business leaders, but of Ukraine's whole approach to leadership. Therefore, the main directions of our further research are the assessment of the relevance of the Japanese approach to the needs of the Ukrainian market, the assessment of the reality of the existence of a culture of «non-compliance» along with Ukrainian procrastination and complete rejection of development.

Literature

1. Tadahiro Sekimoto. Corporate Challenges in the New Century // a paper prepared for the United Kingdom-Japan 2000 Group Conference, March 17-19, 1995. P. 3.
2. Crawford R. J. Reinterpreting the Japanese Economic Miracle // Harvard Business Review, January/February 1998. P. 179–184.

