Case study readings link https://moodle.esc.edu/pluginfile.php/3179257/mod\_resource/content/1/cases15cat2994xcase4.pdf Log in:username Text book readings- amazon kindle Message me I can send you the readings Read the Case Study (4-4) on Japanese Salespeople and the assigned chapters ( especially Chapter 17) from the textbook. Answer questions 1, 2, 5 and 6. I suggest you to start working on the assignment by doing research aimed at disclosing cultural differences between American and Japanese cultures. I expect to see at least 5-6 sources about cultural differences between American and Japanese cultures ( in your list of works cited and in the body of your paper). Please note that the assignment is NOT just about motivational systems or the company’s history. The main idea of the case is motivational systems that should be developed according to the social and competitive contexts in each country and each motivational system should be examined for cultural compatibility. NABMC needs to address the problems associated with business culture in Japan ( to succeed, a company cannot change the culture but should adjust their strategies to it) Only after you learn about the cultural differences you will be ready to analyze the influence of culture on the development of reward systems (this should be reflected in your introduction and conclusion) and begin to answer the questions in the case. Check the course schedule see the due date for this assignment. Guidelines: Use fonts 11-12 (times new roman, arial), spacing 1.5 , write 5-6 pages.

Your list of references should include no less than 4 - 5 sources other than the textbook (about the cultural differences). Substantiate your conclusions using facts and data. Make it clear when you are using facts, data and other information from the textbook (or other sources). For referencing, use APA style. When using tables and graphs, provide your comments. Don't forget to proofread before submitting. Case Study: A typical case study is a written narrative of some real life event, situation, or experience centered in a problem or issue faced by a person, group of persons, organization, community, or even an entire society. Case studies actively engage students in the learning process as they analyze cases and develop solutions to the problems posed in cases. Case studies are used in a wide variety of disciplines. While their usage is most prominent in business schools, they are also used in teacher education, faculty development, social work, political science, economics, public administration, medicine, nursing, and engineering programs. Because case studies are written in such a way that they are incomplete, there is always some uncertainty about what happened and why. As a result, cases are open to multiple interpretations, allowing students to use acquired concepts and frameworks to "fill in the blanks" so to speak. Case studies, therefore, provide an excellent vehicle for illustrating conceptual issues, refining knowledge, and developing skills by using them to "read" the case. Most importantly, case studies help students learn how to relate knowledge to action as they see how different "readings" of a case entail different solutions to the problems posed in that case. Case studies can, therefore, empower students by giving them the ability to deal with problems which they could face, not in a naive fashion, but in a more informed manner. The central purpose of preparing cases is to improve your ability to identify and isolate major problems and to offer practical solutions for an organization in a particular situation. Put another way, the purpose is to improve the analyst's skill in offering penetrating insights into marketing problems.

Click here to read More about Case Studies. Evaluation: Normally, it will take me 1-2 weeks to grade your work. I will be using the following rubric: 1) timeliness - 1 point; 2) format and style - 1 point; 3) additional sources - 2 points; 4) theoretical concepts used (you have to demonstrate that you have gained new knowledge from the textbook; citing relevant pages is compulsory) - 2 points; 5) logical, coherent answers reflecting your understanding - 4 points. Maximal amount of points - 10 Submission. Under the Title enter your full name and the title (or number) of the assignment (for example, ). It's much better to use either .doc or .rtf formats. To solve technical problems, contact the helpdesk. Please read the SUNY Empire State College statement on Academic Integrity before submitting any work for this course. Be sure to cite any and all sources correctly so that your academic integrity is not called into question.