

International Symposium on
Management and Marketing of Globalizing Asian Religions

Organizers: International Institute for Asian Studies (IIAS)
National Museum of Ethnology (Minpaku), National
Institute for the Humanities

Cosponsors: The Society for International Cultural Exchange
Grant-in-Aid for Scientific Research of Japan Society for the
Promotion of Science (JSPS) through Taisho University
Oyasato Institute, Tenri University

Period: Tuesday, Aug. 11 – Friday, Aug. 14

Venue: National Museum of Ethnology, Osaka

Objectives

This symposium arises from Nakamaki's view of new religious movements (NRMs) as multinational organizations (2003), further developed in a special issue focus on Asian Religious Movements published in the International Institute for Asian Studies (IIAS) Newsletter #47 in 2008, edited by Smith. From this small beginning we would like to create a wider forum of discussion and publish a more substantial volume of papers, in both Japanese and English.

In developing theories of the management, leadership and organizational structures of globalizing religions, the successes of Asian NRMs and established religions as global players from their earliest days, such as Tenrikyo and Zen Buddhism, is striking. A newly emerging topic is how do NRMs market themselves to potential converts in a global context? (Reader and Tanabe, 1998) What is the nature of their approaches to non-diaspora communities with different cultural and linguistic heritages and what media do they use for proselytization? This workshop brings the insights of theories of management, human resource development and marketing to give an alternative view of the dynamics of NRMs as global organizations.

Once patterns of global religious organisation are identified, several other questions can be asked. Using Baumann's theories about religious transplantation (1994, 1997, 2001) and Bouma's of religious settlement (1997, 2000, 2004) the relationship between types of organisation and settlement can be explored. This exploration will lead to questions of the relationship between types of organisation and the management of competition and conflict, both internal to the groups and between them and other religious groups. It may well be that some types of organisation are more likely to facilitate the development of harmonious inter-religious relationships.

In order to develop and extend this pathbreaking theoretical perspective on globalizing Asian religions, we aim to call together a group of scholars of Asian religions and ask them to recast their data in terms of the way the organizations are managed in an overseas or global context by examining the structure, organizational culture, management style and leadership principles of the religious organizations they have hitherto studied from the perspective of the sociology of religion or religious studies. We propose to convene an international workshop for which 18-20 scholars would write papers focusing their knowledge of a particular Asian religious organization according to the above emerging paradigm and ask them to recast their data in terms of the way the organizations are managed in an overseas or global context, and how they market themselves in the midst of existing local religious traditions, by examining the structure, organizational culture.... etc.

Aug.11

Welcome Address (13 : 30—13 : 45)

Ken'ichi Sudo (National Museum of Ethnology)

Manon Osseweijer (IIAS)

Introduction (13 : 45—14 : 15)

Wendy Smith (Gervinus Visiting Professor, University of Hildesheim, Germany/Monash University, Australia) and

Hirochika Nakamaki (Professor, National Museum of Ethnology)

Keynote Lectures (14 : 30—15 : 45 ; 16 : 00—17 : 15)

Peter Clarke (Professor, University of Oxford, U.K.)

Yoshihide Sakurai (Hokkaido University)

Reception Minpaku Restaurant (17 : 30—19 : 30)

Aug. 12

Panel 1: East Asian Religions (10 : 00—12 : 30)

Chair: Susumu Shimazono (Professor, University of Tokyo)

Jeong Min Suh (Professor, Yonsei University, Korea)

Hiroshi Iwai (Professor, Tezukayama University)

Benjamin Penny (Research Fellow, Australia National University, Australia)

Panel 2: Southeast and South Asian Religions (13 : 30—17 : 00)

Chair: Yoshitsugu Sawai (Professor, Tenri University)

Shamsul Amri Baharuddin (National University of Malaysia, Malaysia)

Hidetake Yano (Associate Professor, Komazawa University)

“The propagation of Theravada Buddhism in foreign countries: The Case of the Dhammakaya Temple in Thailand”

Wendy Smith (Gervinus Visiting Professor, University of Hildesheim,
Germany/Monash University, Australia)
Barbara Andaya (University of Hawaii)
“Marketing Modernity: Pentecostalism in Southeast Asia”

Aug.13

Excursion to Tenri (9 : 00 departure from the hotel)

Visit to the Holy Sites of Tenrikyo

Panel 3: Japanese Religions in the Americas (13 : 30-18 : 00)

Welcome Address

Akio Inue (Professor, Tenri University)

Chair: Nobutaka Inoue (Professor, Kokugakuin University)

Tomoe Moriya (Associate Professor, Hannan University)

“The Eastward Transmission of Buddhism across the Pacific: The
Development of the Nikkei Buddhist Missions in Hawaii and
Mainland United States”

Masanobu Yamada (Associate Professor, Tenri University)

“The Management and Marketing of Tenrikyo in its Globalization
Effort”

Ronan Pereira (Professor, University of Brasilia, Brazil)

“Japanese Religions in a Globalized World – some considerations
based on case studies in Brazil”

Hideaki Matsuoka (Professor, Shukutoku University)

“On Guarapiranga, a Sacred Place of the Church of World Messianity
of Brazil: Its Significance in Proselytization”

Hirochika Nakamaki (Professor, National Museum of Ethnology)

“Habitat Segregation and Epidemization of Japanese Religions
Abroad”

Aug. 14

Panel 4 Japanese Religions in the Global Context (10 : 00–12 : 30)

Chair: Michihito Tsushima (Professor, Kwansei Gakuin University)

Louella Matsunaga (Teaching Fellow, SOAS, U.K.)

“Jodo Shinshu in Europe”

Susumu Shimazono (Professor, University of Tokyo)

Nobutaka Inoue (Professor, Kokugakuin University)

“Modern New Religions’ Responses to Globalization and New
Religious movements in the age of Globalization”

Final Discussion (13 : 30–15 : 30)

Chairs: Wendy Smith and Hirochika Nakamaki

Panel Summary by Chairpersons

Discussants (throughout the symposium): Yoshio Sugimoto (Minpaku), Kojiro

Hirose (Minpaku), Keishin Inaba (Kobe University), Yashavantha Dongre (University of Mysore/Minpaku), Masakazu Tanaka (Kyoto University)

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Those who wish to participate as observer, please contact the above.