arises from Nakamaki’s view of

several other questions can be asked. Using Baumann’s theories about religious transplantation (1994, 1997, 2001) and Bouma’s of religious
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)

Key note 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