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Instructor Name

Course Number

Date

Case study

**Response one**

Hiroshi Mikitani issued an "Englishnization" policy in his company, and there are some motivations behind this implementation of the policy. The first motivation is the company, which was declared as the largest online shopping mall, which had a number of products, and later it started different units of E-Commerce. The second motivation is the globalization; company was expanding around the globe in which English as communication was the only source to incorporate his business in the global market. Third motivation is to change culture of his country where they are limited along with information sharing by media and organizations. Mikitani believes Englishnization is critical for the development of organizations around the globe. Sometimes native language becomes a barrier when it comes to the global business market. For avoiding these issues, one has to understand a common language to survive in the global business market. Another motivation for Mikitani is the cooperation where English is applauded by the top executives.

**Response two**

The long-term effects on Rakuten would help the company to compete in the global market and take the projects by the company seriously. While managers also believe that this policy of Englishnization has motivated them to be part of this healthy competition. Another long-term effect is that Rakuten and the other 29 units of business were able to invest in a number of projects. Englishnization will help Rakuten to compete and to survive in the global business market. After the implementation of new policy, employees had to suffer from stress, which needs to be avoided. However, policy should be continued but these have to ensure work environment stress-free, and the policy of Englishnization has to be implemented from the beginning when employees are hired. To continue this policy, employees need more motivation and support from the company may be in terms of appreciation certificates, bonuses, and increments in their salaries.