

**HIDAS, JUDIT**

Professor, Budapest Business School, Social Communication and Media Studies, HUNGARY

*Panel 2.3: Re-Proposal of the Asia Pacific Center in Okinawa*

### **The Merits of Multicultural Formations**

For a long time efforts to understand and respect culturally different worldviews and behavior were mainly directed towards avoiding frustrations and mistrust arising from possible misunderstandings or misinterpretations. It is time, however, to look at multicultural formations as a resource for development. Multicultural academic teams and multicultural collaboration can elevate research and produce new heights of achievement in two dimensions: vertically and horizontally. Teams and groups (orchestras, football-teams, research labs, design studios) wanting to improve their performance in terms of quality, often invite culturally diverse members who are outstanding representatives of their profession. This is a vertical improvement. But teams and groups of the same profession might also benefit from culturally diverse membership in terms of creative development. By inviting people who think differently, thinking 'out of the box' might lead to innovations and new achievements. (Nobel-prize winners are not lonely researchers any more, but multicultural teams.). With the establishment of a forum for international collaboration we expand the pool to scoop from in terms of international and multicultural diversity that gives hope to reaching new heights in scholarly activity and innovation.