

Glocalization refers to the way in which globalization and localization affect each other, and in particular to the effect of localizing global processes and products. Glocalization was defined as “the simultaneity --- the co-presence --- of both universalizing and particularizing tendencies” in Robertson, R., Comments on the "Global Triad" and "Glocalization", *Globalization and Indigenous Culture*, INOUE Nobutaka (Ed.), Institute for Japanese Culture and Classics Kokugakuin University, 1997 (retrieved at [www2.kokugakuin.ac.jp/ijcc/wp/global/15robertson.html](http://www2.kokugakuin.ac.jp/ijcc/wp/global/15robertson.html)).