In this article the authors develop a new renormalization group (RG) approach to matrix models. The new approach is made possible by applying the large-N RG method of Brézin and Zinn-Justin [1] to a  $\phi^4$  scalar field theory on fuzzy sphere, or a matrix realization of non-commutative two-sphere [2]. In the ordinary large-N RG method the matrix reduction prescription (from  $N \times N$  matrices to  $(N - 1) \times (N - 1)$  ones) is artificial and arbitrary but use of fuzzy sphere in the large-N RG method allows suitable treatments for such reduction in terms of the representation of SU(2) or the matrix size N. Taking advantage of such treatments, the authors carry out fixed point analysis of the  $\phi^4$  theory on fuzzy sphere and calculate (nontrivial) fixed points of the coupling constants in the large N limit. The results are consistent with numerical studies (see, for example, [3]). This article is a digest version of the original paper [4] where the reader can find full details of the material.

## References

- E. Brezin and J. Zinn-Justin, Phys. Lett. B 288, 54 (1992) [hepth/9206035].
- [2] J. Madore, Class. Quant. Grav. 9, 69 (1992).
- [3] X. Martin, JHEP **0404**, 077 (2004) [hep-th/0402230].
- [4] S. Kawamoto, T. Kuroki and D. Tomino, JHEP **1208**, 168 (2012) [arXiv:1206.0574 [hep-th]].