

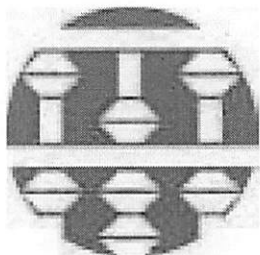
AJBS

**ASSOCIATION OF JAPANESE BUSINESS
STUDIES**

24th ANNUAL CONFERENCE

**WINC Aichi
Nagoya, Japan**

24th - 25th June 2011



AJBS

Association of Japanese Business Studies

24th Annual Conference
Nagoya, Japan
24th - 25th June 2011

Program Overview

TURSDAY, JUNE 23rd

09.30 – 17.30 **AJBS Paper Development Workshop**
 (for those who registered for the workshop)

FRIDAY, JUNE 24th

09.45 – 10.30 **Registration** (Registration Desk; the 12th Floor)

10.30 – 12.00 Session 1: Opening Session (Room 1203; 12th Floor)
Opening Plenary and Keynote Speech

12.10 – 13.10 **Lunch**

13.10 – 14.30 Session 2: Concurrent Presentation Sessions
 Session 2.1: **Global M&A and Alliances for Japanese Firms** (Room 1203)
 Session 2.2: **Gender and Diversity Issues of Japanese Firms** (Room 1208)
 Session 2.3: **Japanese Business/Management from Consumers/Customers Viewpoint** (Room 1207)

14.30 – 15.00 **Refreshment Break**

15:00 – 16.20 Session 3: Concurrent Presentation Sessions
 Session 3.1: **New Horizons in Japanese Business** (Room 1203)
 Session 3.2: **Career Development of Pre- and Post-Entry Workers in Japan** (Room 1208)
 Session 3.3: **Challenges in Entrepreneurial Activity and Small- and Medium-sized Enterprises** (Room 1207)

16.30 – 17.30 Session 4: Concurrent Presentation Sessions
 Session 4.1: **FDI and Global Networking** (Room 1203)
 Session 4.2: **Japanese Business/Management from a Comparative Perspective** (Room 1208)

Session 4.3: Expatriation and Localization Issues of Japanese and Foreign Firms (Room 1207)

18.00 –

AJBS Dinner/ Reception (TBA)

SATURDAY, JUNE 25th

08.50 – 09.20

Registration

09.20 – 10.40

Session 5: Concurrent Presentation Sessions

Session 5.1: **Leadership Challenges of Japanese Firms (Room 1203)**

Session 5.2: **Strategic Implications for Knowledge and Technology Management (Room 1208)**

Session 5.3: **Performance Implications for Japanese Domestic and Overseas Firms (Room 1207)**

Session 5.4: **Finance and Market in Japan (Room 1205)**

10.40 – 11.10

Refreshment Break

11.10 – 12.30

Session 6: Concurrent Presentation Sessions

Session 6.1: **Dynamics of Innovation and Knowledge Creation by Japanese Firms (Room 1203)**

Session 6.2: **Human Resource Management and Development Practices in Japan (Room 1208)**

Session 6.3: **Challenges in Japan-India Business Relationship (Room 1207)**

Session 6.4: **Fresh Perspective in Japanese Business Studies by Young Scholars (Room 1205)**

12.40 – 14:00

Lunch

14.00 – 15.20

Session 7: Special Session (Room 1203; 12th Floor)

AJBS 2011 Best Papers Session

15.25 – 16.00

Closing Session (Room 1203; 12th Floor)

AJBS Business Meeting and Palgrave Macmillan Best Paper Award Presentation

CONFERENCE SCHEDULE

FRIDAY, JUNE 24th

Friday, June 24th: 09.45 – 10.30 Registration (Registration Desk, 12F)

Friday, June 24th: 10.30 – 12.00 Session 1: Opening Session (Room 1203, 12F)

Opening Plenary and Keynote Speech

Opening Remark by Professor Toshihiro Kanai (Kobe University/ AJBS 2011 Program Chair)

Keynote Speech by Hideki Yoshihara (Nanzan University)

Title: “Management Belatedly Follows Strategy at Japanese Multinationals”

Friday, June 24th: 12.10 – 13.10 Lunch (TBA)

Friday, June 24th: 13.10 – 14.30 Session 2: Concurrent Presentation Sessions

Session 2.1 (Room 1203)

Global M&A and Alliances for Japanese Firms

Chair: Elizabeth L. Rose (Aalto University)

Are Japanese Targets Better off Getting Overtaken by Asian Firms?

Ralf Bebenroth (Kobe University)

Katsushi Suzuki (Kobe University)

Two Approaches to Conflict in Multinational Mergers and Acquisitions: The Case of Japanese and American Mergers

Patricia Robinson (Hitotsubashi University)

The Effects of Trust and Trust Expectations on Satisfaction in International Joint Ventures

Gokhan Ertug (Singapore Management University)

Ben Bensaou (INSEAD)

Ilya Cuypers (Singapore Management

Session 2.2 (Room 1208)

Gender and Diversity Issues of Japanese Firms

Chair: Chikako Usui (University of Missouri-St. Louis)

The Resilience of the Rice Paper Ceiling: Reconciling Differing Views on Gender Roles in Japanese Corporations

Markus Pudelko (Tübingen University)

Helene Tenzer (Tübingen University)

Eriko Varkey (Tübingen University)

Gender Differences and Subjective Career Success: Applying a Boundaryless Career Perspective to East Asian Workers

Yuhee Jung (Meiji University)

Norihiko Takeuchi (Aoyama Gakuin University)

Workforce Diversity's Positive and Negative Consequences in Japan

Takashi Sakikawa (Niigata University)

Session 2.3 (Room 1207)

Japanese Business/Management from Consumers/Customers Viewpoint

Chair: Florian Kohlbacher (German Institute for Japanese Studies)

Managers' Rhetorical Strategic Action in Legitimizing a New Consumption Practice: A Case of 'Jibun e no Gohoubi' [Self-Reward] Consumption in Japan

Satoko Suzuki (Hitotsubashi University)

A Cross-national Comparative Study of Customer Demands and Behaviors towards Business-to-Business (B2B) IT Services from a Dynamic Capability Perspective: Japan and Europe

Chitose Furukawa (Birmingham Business School)

Joanne Duberley (Birmingham Business School)

Linda Hsieh (Birmingham Business School)

<p>University)</p> <p>Managerial Ties with Local Firms and Governments: The Effect on Foreign Firm Performance Naoki Ando (Hosei University) Daniel Z. Ding (City University of Hong Kong)</p>	<p>Foreign Employers and Career-Minded Japanese Women: Professional and Emotional Attractions Markus Pudelko (Tübingen University) Helene Tenzer (Tübingen University) Eriko Varkey (Tübingen University)</p>	<p>The Effects of Brand-Cause Fit and Campaign Duration on Consumer Perception of Cause-Related Marketing in Japan Emmanuel Chéron (Sophia University) Florian Kohlbacher (German Institute for Japanese Studies) Kaoru Kusuma (NOK Precision Component Singapore Pte Ltd.)</p> <p>The Response of Japanese Consumers to the Portrayal of Older People in TV Commercials Florian Kohlbacher (German Institute for Japanese Studies) Michael Prieler (Hallym University) Shigeru Hagiwara (Keio University)</p>
<p>Friday, June 24th: 14.30 – 15.00 Refreshment Break</p>		
<p>Friday, June 24th: 15.00 – 16.20 Session 3: Concurrent Presentation Sessions</p>		
<p>Session 3.1 (Room 1203) New Horizons in Japanese Business Chair: James M. Hagen (Hamline University)</p> <p>Silver Advertising in Japan: Advertising Practitioners' Opinions about the Communication Objectives for Older Spokespersons and their General Views on Older Models Florian Kohlbacher (German Institute for Japanese Studies) Michael Prieler (Hallym University) Shigeru Hagiwara (Keio University)</p> <p>A Typology of Niche Strategy Based on the Dynamic Relationship between Niches and Hub-Firms Tatsuhiko Inoue (Waseda University)</p>	<p>Session 3.2 (Room 1208) Career Development of Pre- and Post-Entry Workers in Japan Chair: Vesa Peltokorpi (Japan Advanced Institute of Science and Technology)</p> <p>Career Development of Japanese College Students through Part-Time Work: The Role of Leader-Member Exchange and Taking Charge Behavior Tomoki Sekiguchi (Osaka University) Yiwen Tian (Osaka University)</p> <p>Soft Power and Applicant Attraction to Prospective Employers Fabian Jintae Froese (Korea University) Yasuyuki Kishi (University of Tokyo)</p>	<p>Session 3.3 (Room 1207) Challenges in Entrepreneurial Activity and Small- and Medium-sized Enterprises Chair: Gary A. Knight (Florida State University)</p> <p>The Co-dependence of Entrepreneurial Flair: The Development Process of East Asian Film Festivals Jin-ichiro Yamada (Osaka City University)</p> <p>Japan's Entrepreneurial Activity in Comparative Perspective Richard A. Colignon (Saint Louis University) Chikako Usui (University of Missouri-St. Louis)</p> <p>Can We Modernize the Training in Small-Medium Manufacturers? A Study on Skill in the Workplace and Initial Training in Small-</p>

<p>Susumu Nagayama (Waseda University)</p> <p>Managing the New Energy Industry in Emerging Countries: Implications for Japanese Firms Kazuhiro Asakawa (Keio University) Mariko Watanabe (Keio University)</p> <p>Issues and Stakeholders of Corporate Social Responsibility Reports in Japan Nila Firdausi Nuzula (Ritsumeikan Asia Pacific University) Ming-Ray Hsieh (Ritsumeikan Asia Pacific University)</p>	<p>The Role of Proactive Behaviors for Promoting Newcomer Adjustment: Evidence from Japanese Employees Tomokazu Takeuchi (Gakushuin University) Norihiko Takeuchi (Aoyama Gakuin University)</p> <p>Subjective Career Success at Early- and Mid-Career Stages: Evidence from Japanese Employees Yuhee Jung (Meiji University)</p>	<p>Medium Shipbuilders Yuzuru Utsunomiya (Nagasaki University)</p> <p>Achievement Motivation of Latin American Descendant Japanese Entrepreneurs in Japan Khondaker Mizanur Rahman (Nanzan University) Sheikh F. Rahman (CQUniversity Australia)</p>
<p>Friday, June 24th: 16.30 – 17.30 Session 4: Concurrent Presentation Sessions</p>		
<p>Session 4.1 (Room 1203) FDI and Global Networking Chair: Ilya Cuypers (Singapore Management University)</p> <p>International Input-Output Dynamics as a Measure of the Geography of Value – Distribution across Asia and of Market Integration in Three Industries Gabriele Suder (SKEMA Business School) Satoshi Inomata (Japan External Trade Organization) Irina Jormanainen (Aalto University)</p> <p>The Spatial Distribution of Japanese Investment in the UK between 1991 and 2010 Sierk A. Horn (University of Leeds) John Stillwell (University of Leeds) Adam R. Cross (University of Leeds)</p> <p>Determinants and Effects of Access to</p>	<p>Session 4.2 (Room 1208) Japanese Business/Management from a Comparative Perspective Chair: Thomas W. Roehl (Western Washington University)</p> <p>More Like Them: How the US Has Become More Like Japan James M. Hagen (Hamline University)</p> <p>Management in the Face of Crisis: A Comparison the Foci and Attributions of Japan and US based Firms after Lehman's Bankruptcy Announcement Derek Lehmberg (North Dakota State University) Chanchai Tangpong (North Dakota State University)</p> <p>Implementation of Quality Management through Management Control System: A Comparison of Japan, China and Korea</p>	<p>Session 4.3 (Room 1207) Expatriation and Localization Issues of Japanese and Foreign Firms Chair: Khondaker Mizanur Rahman (Nanzan University)</p> <p>Do MNEs Use Expatriates to Contain Host Country Risk? Evidence from Japanese Micro Surveys Jean-Pascal Bassino (University Aix-Marseille II) Marion Dovis (University Aix-Marseille II) Pierre van der Eng (Australia National University)</p> <p>Recruitment Practices in Domestic and Foreign-owned Firms: An Institutional Perspective Vesa Peltokorpi (Japan Advanced Institute of Science and Technology) Fabian Jintae Froese (Korea University)</p>

Distribution Systems and Network Relationships for Market Involvement to Japan Ralf Bebenroth (Kobe University) Nir Kshetri (The University of North Carolina-Greensboro) Reinhard Hünerberg (University of Kassel)	Shirley J. Daniel (University of Hawaii at Manoa) Carmencita Cheung (City University of Hong Kong) Nate L. Staheli (University of Hawaii at Manoa) Dongyoung Lee (University of Utah) Wolf D. Reitsperger (University of Hawaii at Manoa)	Investigation of the Behavior of Japanese Multinational Manufacturing Companies – In the Framework of Heenan and Perlmutter Kuniko Mochimaru (Josai University)
Friday, June 24th: 18.00 – AJBS Dinner/ Reception		

SATURDAY, JUNE 25th

Saturday, June 25th: 08.50 – 09.20 Registration

Saturday, June 25th: 09.20 – 10.40 Session 5: Concurrent Presentation Sessions

<p>Session 5.1 (Room 1203) Leadership Challenges of Japanese Firms Chair: Markus Pudelko (Tübingen University)</p> <p>Comparison of Prominence and Relation for Global Leadership Competency among Four Asian Countries based on Fuzzy DEMATEL Hirohisa Nagai (Izmir University of Economics) Yiğit Kazançoğlu (Izmir University of Economics)</p> <p>Shared Leadership in Japanese R&D Teams: Transformational Leadership, Shared Leadership,</p>	<p>Session 5.2 (Room 1208) Strategic Implications of Knowledge and Technology Management Chair: Chie Iguchi (Rikkyo University)</p> <p>Identifying Technological Overshooting by Using Hedonic Approach: The Empirical research on Japanese Flat-Screen TV Market Go Shionoya (Kobe University)</p> <p>Two kinds of Core Technologies: An Analysis in a Case Study of Fujifilm Computed Radiography Youngjae Koh (Konan University) Tomono Miki (Rikkyo University)</p>	<p>Session 5.3 (Room 1207) Performance Implications for Japanese Domestic and Overseas Firms Chair: Pierre van der Eng (Australia National University)</p> <p>Ownership Advantages and Firms Factors Influencing Performance of Multinational Companies Mehdi Rasouli Ghahroudi (University of Tsukuba) Stephen Turnbull (University of Tsukuba)</p> <p>The Performance of Japanese Subsidiaries in Malaysia Norhidayah binti Mohamad (Aichi</p>	<p>Session 5.4 (Room 1205) Finance and Market in Japan Chair: Marc Bremer (Nanzan University)</p> <p>Stock Repurchases in Japan Jiao Tong (Nanzan University) Katsushi Suzuki (Kobe University) Hideaki Kiyoshi Kato (Nagoya University) Marc Bremer (Nanzan University)</p> <p>Does Inter-trade Time Matter in the Japanese Market? Tao Chen (Open University of Hong Kong) Rebecca S. Lau (Open University of Hong Kong) Ya-Ju Liu (Open University of Hong</p>
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<p>and Team Performance Jun Ishikawa (Rikkyo University)</p> <p>Does Organizational Culture Predict Leadership Styles and Influence Behaviors? Melody P. M. CHONG (City University of Hong Kong)</p> <p>Matching Leadership Culture and Control Systems: A Three Country Comparison in East Asia Nate L. Staheli (University of Hawaii at Manoa)</p>	<p>Market and Technological Knowledge Overlaps in Knowledge Acquisitions: Effects on Incremental and Radical Innovation Akitsu Oe (University of Tsukuba) Hitoshi Mitsuhashi (Keio University)</p> <p>Ontological Frames in Management of Discontinuous Product Attributes-The Development of Nintendo's "Wii" Video Game Console Mirko Ernkvist (University of Tokyo)</p>	<p>University and Universiti Teknikal Malaysia Melaka) Yasuo Hoshino (Aichi University and University of Tsukuba)</p> <p>Determinants of Foreign Subsidiary Performance among Japanese Service Firms Nobuaki Endo (Tokyo University of Marine Science and Technology), Toshiya Ozaki (Rikkyo University), Naoki Ando (Hosei University)</p> <p>The Impact of Intended Strategies on Firm Performance The case of Japanese Manufacturers Anthony L. Iaquinto (International Christian University)</p>	<p>Kong)</p> <p>Determinants of Money Flows into Investment Trusts in Japan Yoshikatsu Shinozawa (Loughborough University) William Forbes (Loughborough University)</p> <p>How Bank Health Affects Debt Financing and Performance of IPO Firms? Evidence from Japanese Financial Crisis Kazuo Yamada (Kobe University and Japan Society for the Promotion of Science)</p>
<p>Saturday, June 25th: 10.40 – 11.10 Refreshment Break</p>			
<p>Saturday, June 25th: 11.10 – 12.30 Session 6: Concurrent Presentation Sessions</p>			
<p>Session 6.1 (Room 1203, 12F) Dynamics of Innovation and Knowledge Creation by Japanese Firms Chair: Kazuhiro Asakawa (Keio University)</p> <p>Global R&D for Knowledge Creation - The Case of P&G, Unilever and Kao Chie Iguchi (Rikkyo University) Takabumi Hayashi (Kokushikan University) Atsuhiko Nakayama (Tokyo</p>	<p>Session 6.2 (Room 1208) Human Resource Management and Development Practices in Japan Chair: Patricia Robinson (Hitotsubashi University)</p> <p>Perspectives on the Pay System in Japan Tomokazu Sakumoto (Okinawa International University)</p> <p>Recruitment Trends in Japanese Companies</p>	<p>Session 6.3 (Room 1207) Challenges in Japan-India Business Relationship Chair: Ralf Bebenroth (Kobe University)</p> <p>Japan – India Economic Partnership Agreement John R. Patton (Florida Institute of Technology)</p> <p>The Japan-India Comprehensive Economic Partnership Agreement: Implications for</p>	<p>Session 6.4 (Room 1205) Fresh Perspective in Japanese Business Studies by Young Scholars Chair: Tomoki Sekiguchi (Osaka University)</p> <p>Rebuilding Advantages of a Domestic Production Base by Intra-Organizational Competition: A Case Study of Nissan Oppama Factory Kiyohiro Oki (Kansai University)</p>

<p>Metropolitan University)</p> <p>Pharmaceutical Product Localization in U.S. & Japanese Market – Fixed Dose Combination Case- Akira Kato (Aoyama Gakuin University)</p> <p>What Explains Innovative Outcomes at Start-up Stage? Masatoshi Kato (Kwansei Gakuin University) Hiroyuki Okamuro (Hitotsubashi University) Yuji Honjo (Chuo University)</p> <p>The Knowledge-based Dynamic Model of Social Innovation: With a Case of Asaza Project Ayano Hirose (Hitotsubashi University)</p>	<p>Peter Firkola (Hokkaido University)</p> <p>MBA and Japanese Style Management Hideki Yoshihara (Nanzan University) Yoko Okabe (Kyoto Sangyo University) Ahmi Kim (Wako University)</p> <p>Perceptions of Commitments among Managers and Non-Managers in Japanese Organizations Kaushik Chaudhuri (Reitaku University) Hiroyuki Oba (Reitaku University)</p>	<p>Bilateral Trade and Investment Hussain G. Rammal (University of South Australia) Elizabeth L. Rose (Aalto University)</p> <p>Elephant and Samurai: Differences between Indian and Japanese Supply Chain Management Daewoo Park (Xavier University) Mina Lee (Xavier University) Ravi Chinta (Xavier University) Rashmi Assudani (Xavier University)</p> <p>Internationalization Path of Firms from Emerging Economics: The Case of Tata Tatiana Zalan (University of South Australia) Hussain G. Ramma (University of South Australia)</p>	<p>Technological Overshooting in the Sphere of Product Characteristics: Empirical Analysis on Japanese Minivan Market Go Shionoya (Kobe University)</p> <p>The Central Role of Trust in Japanese Expatriate-Local Relationship-Building Justin Kraemer (Rutgers University)</p> <p>Why Do Finnish Design-Intensive SMEs Enter the Japanese Market? A Longitudinal Study on Internationalization Motives Miikka Lehtonen (Aalto University) Elizabeth L. Rose (Aalto University) Heidi Cheng (Aalto University) Jaakko Lovio (Aalto University)</p>
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Friday, June 25th: 12.40 – 14.00 Lunch

Friday, June 25th: 14.00 – 15.20 Session 7: Special Session (Room 1203; 12F)

AJBS 2011 Best Papers Session

Chair: Allan Bird (Northeastern University)

The Liability of Distance in the Investments of Multinationals

Kevin K. Boeh (Pacific Lutheran University)

Employee Preference for Performance-related Pay: Predictors and Consequences for Organizational Citizenship Behaviour in a Japanese Firm

Carol Reade (San José State University)

Hyun-Jung (Lee London School of Economics)

Yuko Iijima (The Bank of Tokyo-Mitsubishi UFJ, Ltd)

Self-Esteem and Justice Orientation as Moderators for the Effects of Individual-Level and Group-Level Justice

Tomoki Sekiguchi (Osaka University)

Yoichiro Hayashi (Hosei University)

Recruitment Sources and Outcomes in Domestic and Foreign-owned Firms in Japan

Fabian Jintae Froese (Korea University)

Vesa Peltokorpi (Japan Advanced Institute of Science and Technology)

Friday, June 25th: 15.25 – 16.00 Closing Session (Room 1203; 12F)

AJBS Business Meeting, including presentation of Palgrave Macmillan Best Paper Award