



AJBS
The Association of
Japanese Business Studies

34th Annual Conference
Program Information

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Welcome to the 2022 AJBS online conference!

We are extremely happy to welcome you to the 34th annual AJBS conference. Last year we held the annual conference using an online format due to the coronavirus pandemic. The pandemic is not over and international conference travel still poses numerous challenges. Hence, we have once again decided to hold the AJBS conference using an online format this year.

We are excited to include approximately 30 paper presentations in this year's conference program, and a special panel on "Japanese Business in the Future." We will also be having a "questions and answers" (Q&A) session to allow new/emerging scholars in Japanese business studies to ask questions to senior/experienced researchers and faculty in the area. Finally, we will have a panel of experienced faculty sharing insights on teaching "about and in" Japan. As always, many people have worked to make this conference a reality. We would like to thank the following:

- AJBS papers are accepted based on a double-blind reviewing process, which means that generous efforts of people who serve as reviewers are critical to the conference. We are extremely grateful to these colleagues. You can find a list of reviewers for this year's conference on the final page of this program.
- Palgrave Macmillan, publisher of *Asian Business & Management*, has provided financial support for the Best Paper Award.
- All the AJBS officers, who generously offered valuable help and insight during all of the planning stages for this conference.
- Takashi Sakikawa, who was the chair of last year's annual conference, and demonstrated how an online conference with participants from around the world can be organized. The model that he created last year was excellent and has been invaluable for preparing this year's conference.
- We also thank Tunga Kiyak, Managing Director of the AIB Executive Secretariat. Tunga very generously helped us set up the paper submission system and was extremely helpful in answering questions and trouble shooting.
- Finally, we are grateful to all of you, who will participate in the online conference from around the world. We hope you find this year's conference to be engaging and enjoyable!

Sincerely,

K. Skylar Powell
Program Chair
2022 AJBS Conference

Conference fee and membership fee:

There is no charge for participating in the 2022 AJBS virtual conference. Presenters and attendees membership in AJBS must be active through July 2022. Please visit <https://ajbs.org/membership/> for the AJBS membership and the payment method.

Program overview:

Part One	
<u>Tuesday, July 5, 2022</u> 07:00-7:30 EDT, 13:00-13:30 CEST, 20:00-20:30 JST	<u>Casual Warm-up and Welcome Session</u> <u>Opening Remarks</u>
<u>Tuesday, July 5, 2022</u> 07:30-8:50 EDT, 13:30-14:50 CEST, 20:30-21:50 JST	<u>Paper Session 1A:</u> Europe-Asia Track <u>Paper Session 1B:</u> Europe-Asia Track
<u>Tuesday, July 5, 2022</u> 09:00-10:00 EDT, 15:00-16:00 CEST, 22:00-23:00 JST	<u>Opening Plenary and Business Panel:</u> “Japanese Business in the Future”

Abbreviations:

Eastern Daylight Time (EDT), e.g., New York

Central European Summer Time (CEST), e.g., Berlin

Japanese Standard Time (JST), e.g., Tokyo

Part Two	
<p><u>Tuesday, July 5, 2022,</u> 1 19:30-20:00 EDT, <u>Wednesday, July 6, 2022,</u> 01:30-02:00 CEST, <u>Wednesday, July 6, 2022,</u> 08:30-09:30 JST</p>	<p><u>Casual Warm-up and Welcome Session</u> <u>Opening Remarks</u></p>
<p><u>Tuesday, July 5, 2022,</u> 20:00-21:20 EDT, <u>Wednesday, July 6, 2022,</u> 02:00-03:20 CEST, <u>Wednesday, July 6, 2022,</u> 09:00-10:20 JST</p>	<p><u>Paper Session 2A:</u> The Americas-Asia Track</p> <p><u>Paper Session 2B:</u> The Americas-Asia Track</p>
<p><u>Tuesday, July 5, 2022,</u> 21:30-22:30 EDT, <u>Wednesday, July 6, 2022,</u> 03:30-04:30 CEST, <u>Wednesday, July 6, 2022,</u> 10:30-11:30 JST</p>	<p><u>New/Emerging Scholar Q&A Breakout Sessions:</u></p> <ul style="list-style-type: none"> • Career-Focused Session • Research-Focused Session
<p><u>Tuesday, July 5, 2022,</u> 22:40-24:00 EDT, <u>Wednesday, July 6, 2022,</u> 04:40-06:00 CEST, <u>Wednesday, July 6, 2022,</u> 11:40-13:00 JST</p>	<p><u>Panel:</u> “Teaching about and in Japan”</p>

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Part three	
<p><u>Wednesday, July 6, 2022</u> 07:00-7:30 EDT, 13:00-13:30 CEST, 20:00-20:30 JST</p>	<p><u>Casual Warm-up and Welcome Session</u> <u>Opening Remarks</u></p>
<p><u>Wednesday, July 6, 2022</u> 07:30-8:50 EDT, 13:30-14:50 CEST, 20:30-21:50 JST</p>	<p><u>Paper Session 3A:</u> Europe-Asia Track</p> <p><u>Paper Session 3B:</u> Europe-Asia Track</p>
<p><u>Wednesday, July 6, 2022</u> 09:00-10:00 EDT, 15:00-16:00 CEST, 22:00-23:00 JST</p>	<p><u>Business Meeting and Awards Ceremony</u></p>

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Detailed Program

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<p><u>Tuesday, July 5, 2022</u> 07:00-7:30 EDT, 13:00-13:30 CEST, 20:00-20:30 JST</p>	<p><u>Casual Warm-up and Welcome Session</u> <u>Opening Remarks:</u> Tomoki Sekiguchi, Kyoto University K. Skylar Powell, Western Washington University</p> <p>Bring a Drink and Say “Hello”</p>
<p><u>Tuesday, July 5, 2022</u> 07:30-8:50 EDT, 13:30-14:50 CEST, 20:30-21:50 JST</p>	<p><u>Paper Session 1A: Europe-Asia Track</u> Session Chair: Hideaki Sakawa, Nagoya City University</p> <p>“The Influence of Regional Integration on FDI Performance: Japanese Subsidiaries in the European Union” Megan Min Zhang, University College Dublin</p> <p>“Rethinking of OLI Paradigm by Introducing Dynamic and Cyclic Concept: From Case Analyses of Retail and Fast-Food Business” Yukio Takagaki, Surugadai University</p> <p>“Small PSFs Growth: An Empirical Analysis of Sole Practitioners in Japan” Ryuichi Nakamoto, Kyushu University Xuemei Shi, Kyushu University</p> <p>“The Characteristics and Performance of Japanese Direct Investment in Australia” Gary Bowman, University of Adelaide Paul Beamish, Ivey Business School, Western University Colette Southam, Bond University</p> <p>“How Academic and Business Collaborations Enhance Absorptive Capacity: Evidence from Japanese Firms” Naohiro Sawada, Aoyama Gakuin University</p>

<p><u>Tuesday, July 5, 2022</u> 07:30-8:50 EDT, 13:30-14:50 CEST, 20:30-21:50 JST</p>	<p><u>Paper Session 1B: Europe-Asia Track</u> Session Chair: Naoki Ando, Hosei University</p> <p>“Japanese Women Pursuing a Career at Foreign Subsidiaries in Japan” Markus Pudelko, University of Tübingen Helene Tenzer, University of Tübingen</p> <p>“National and Organizational Cultures, Management Practices, and Employee Attitudes: Theoretical Propositions” Takashi Sakikawa, Chuo University</p> <p>“Wataridori Managers in Multinational Enterprises’ Foreign Subsidiaries: An Exploratory Study” Manami Suzuki, Hosei University Naoki Ando, Hosei University Hidehiko Nishikawa, Hosei University</p> <p>“Antecedents of Local Employees’ Voice Behavior and Kaizen Activities as Team Innovation: The Case of Japanese MNCs in Thailand” Tamiko Kasahara, University of Shizuoka Tomoki Sekiguchi, Kyoto University</p> <p>“Emotionally Speaking, Migrant Bridge Individuals Interpreting Emotional Labor in Japanese SMEs” Markane Sipraseuth, Kyoto University</p>
<p><u>Tuesday, July 5, 2022</u> 09:00-10:00 EDT, 15:00-16:00 CEST, 22:00-23:00 JST</p>	<p><u>Opening Plenary and Business Panel</u> “Japanese Business in the Future” Ryuichi Ando, CEO of NICE Japan Wakana Fukuda, Co-Founder of BizWorld Japan Hitoshi Suzuki, Founder of Hackazouk</p> <p>Panel Chair: James Hagen, Hamline University (Emeritus)</p>

Part Two	
<p><u>Tuesday, July 5, 2022,</u> 19:30-20:00 EDT, <u>Wednesday, July 6, 2022,</u> 01:30-02:00 CEST, <u>Wednesday, July 6, 2022,</u> 08:30-09:30 JST</p>	<p><u>Casual Warm-up and Welcome Session</u> <u>Opening Remarks:</u> Tomoki Sekiguchi, Kyoto University K. Skylar Powell, Western Washington University</p> <p>Bring a Drink and Say “Hello”</p>
<p><u>Tuesday, July 5, 2022,</u> 20:00-21:20 EDT, <u>Wednesday, July 6, 2022,</u> 02:00-03:20 CEST, <u>Wednesday, July 6, 2022,</u> 09:00-10:20 JST</p>	<p><u>Paper Session 2A: The Americas-Asia Track</u> Session Chair: K. Skylar Powell, Western Washington University</p> <p>“Learning from Sequential Investments and their Impact on Subsidiary Performance” Flavio Jorge F D A Battistuzzo, ESPM Mario Henrique Ogasavara, ESPM</p> <p>“Exit Strategy and Top Management Team in Biotech Venture Firms” Fumihito Moriguchi, Osaka City University Jin-ichiro Yamada, Kyoto University Makoto Kuroki, Yokohama City University</p> <p>“The Turnaround of Hitachi Ltd.” Derek Lehmborg, North Dakota State University</p> <p>“Why Toyota’s Chief Engineer Can Create Knowledge Based on the Middle-Up-and-Down Management Style” Takao Nomakuchi, Chuo University</p> <p>“The Theoretical Basis for the Feasibility of Organizational Ethical Climate from the Perspective of Business Ethics: An Interdisciplinary Review of the Literature” Keikoh Ryu, Ritsumeikan University</p>
<p><u>Tuesday, July 5, 2022,</u> 20:00-21:20 EDT, <u>Wednesday, July 6, 2022,</u> 02:00-03:20 CEST, <u>Wednesday, July 6, 2022,</u> 09:00-10:20 JST</p>	<p><u>Paper Session 2B: The Americas-Asia track</u> Session Chair: Takashi Sakikawa, Chuo University</p> <p>“Global Product Development and Leadership: Long-Term Commitment and Corporate Governance for Wholly Owned Subsidiary” Haruo H. Horaguchi, Hosei University</p>

	<p>Reiko Takenouchi, Seijo University Vidyaranya B. Gargeya, University of North Carolina at Greensboro</p> <p>“International Acquisitions, Synergistic Effect, and Global Strategies: Japan vs. China” Syed Tariq Anwar, West Texas A&M University</p> <p>“A Configurational Approach to Expatriate Adjustment: The Case of Japanese Expatriates” Tsutomu Doiguchi, University of Arkansas Takaki Ohya, Kobe University</p> <p>“Applying the Planned Happenstance Theory to Understand Students’ Entrepreneurial Intentions; An Empirical Investigation in Japan” Masaki Hosomi, Kansai University Saddam Khalid, University of Hyogo Tomoki Sekiguchi, Kyoto University</p> <p>“International Experiential Learning Program for Business Education: Creating Trust for Leadership Among Students” Haruo H. Horaguchi, Hosei University</p>
<p><u>Tuesday, July 5, 2022,</u> 21:30-22:30 EDT, <u>Wednesday, July 6, 2022,</u> 03:30-04:30 CEST, <u>Wednesday, July 6, 2022,</u> 10:30-11:30 JST</p>	<p><u>New/Emerging Scholar Q&A Breakout Sessions:</u></p> <ul style="list-style-type: none"> • Career-Focused Session Chie Iguchi, Keio University Derek Lehmborg, North Dakota State University • Research-Focused Session Allan Bird, Goa Institute of Management Markus Pudelko, University of Tübingen
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Part three	
<p><u>Wednesday, July 6, 2022</u> 07:00-7:30 EDT, 13:00-13:30 CEST, 20:00-20:30 JST</p>	<p><u>Casual Warm-up and Welcome Session</u> <u>Opening Remarks:</u> Tomoki Sekiguchi, Kyoto University K. Skylar Powell, Western Washington University</p> <p>Bring a Drink and Say “Hello”</p>
<p><u>Wednesday, July 6, 2022</u> 07:30-8:50 EDT, 13:30-14:50 CEST, 20:30-21:50 JST</p>	<p><u>Paper Session 3A: Europe-Asia Track</u> Session Chair: Manami Suzuki, Hosei University</p> <p>“Status Opposition of Japanese Career Women” Markus Pudelko, University of Tübingen Stefan Volk, University of Sydney Helene Tenzer, University of Tübingen</p> <p>“Dominance and Societal Effects in HR Practice Transfer: The Role of Meso-Level Actors in Diffusing and Adapting the Japanese Model in Indonesia” Joey Soehardjojo, Cardiff University Rick Delbridge, Cardiff University</p> <p>“The Deepening Divide in Japanese Employment: The Increasing Marginalization of Contract Workers as Explained by Path Dependence, Vested Interests, and Social Psychology” Catherine Elizabeth Sibala, Hitotsubashi University Patricia Robinson, Hitotsubashi University Kiyohiko Ito, University of Hawai’i Vicki L. Beyer, Hitotsubashi University</p> <p>“Heroes or Victims of Modern Slavery? Survey of Foreign Workers in Japan” Mari Iizuka, Doshisha University</p> <p>“Analysis of a Framework for Recognizing Conflicts Arising in Japanese Corporate Activities” Hidekazu Kondo, University of Tsukuba</p>

<p><u>Wednesday, July 6, 2022</u> 07:30-8:50 EDT, 13:30-14:50 CEST, 20:30-21:50 JST</p>	<p><u>Paper Session 3B: Europe-Asia Track</u> Session Chair: Haruo H. Horaguchi, Hosei University</p> <p>“Addressing the Agency Problem in Corporate Credit Guarantee Schemes: The Changing Role of Credit Guarantee Corporations in Japan Under BoJ’s QQE Period” H Richard Nakamura, University of Gothenburg</p> <p>“Lending Decision from Another Angle: Effects of Normative Rationality with Recommendations for Japanese Companies in LNG Industry” Tsuyoshi Sato, Hosei University Naoki Ando, Hosei University</p> <p>“Internationalization and Mandatory Management Forecasts in Japanese MNEs” Hideaki Sakawa, Nagoya City University Naoki Watanabel, Nagoya City University Junjian Gu, University of Tsukuba</p> <p>“Research on Product Anthropomorphism: Consumer’s Anthropomorphic Recognition Strategy for the External Design of Cosmetic Containers” Fumiyuki Miyamoto, J. F. Oberlin University</p> <p>“International Comparison of Consumer Service’s “Satisfaction Structure” Focusing on Prior Expectations” Naoki Nagashima, Toyo University</p>
<p><u>Wednesday, July 6, 2022</u> 09:00-10:00 EDT, 15:00-16:00 CEST, 22:00-23:00 JST</p>	<p><u>Business Meeting and Awards Ceremony</u> Tomoki Sekiguchi, Kyoto University K. Skylar Powell, Western Washington University</p>

AJBS Officers, 2021-2022

President: Tomoki Sekiguchi (Kyoto University)

Immediate Past President: Fabian Jintae Froese (University of Goettingen)

Vice President: Carol Reade (San José State University)

Treasurer: Derek Lehmborg (North Dakota State University)

Secretary: Naoki Ando (Hosei University)

Public Relations Director: Ting Liu

Executive Director of the
Secretariat: Diane Bird

List of Reviewers

(In alphabetical order by surname)

Naoki Ando	Takao Nomakuchi
Syed Tariq Anwar	Hideho Numata
Flavio Jorge F D A Battistuzzo	K. Skylar Powell
Gary Bowman	Markus Pudelko
Tsutomu Doiguchi	Keikoh Ryu
Haruo H Horaguchi	Hideaki Sakawa
Masaki Hosomi	Takashi Sakikawa
Tamiko Kasahara	Naohiro Sawada
Mehedi Khan	Catherine Elizabeth Sibala
Hidekazu Kondo	Markane Sipraseuth
Derek Lehmborg	Joey Soehardjojo
Fumiyuki Miyamoto	Colette Southam
Fumihiko Moriguchi	Manami Suzuki
Naoki Nagashima	Yukio Takagaki
Ryuichi Nakamoto	Eiko Tomiyama
H Richard Nakamura	Megan Min Zhang