

**International Conference on Business History  
(Formerly Fuji Conference\*)**

**Innovation and Globalization \***

**January 9-10, 2010**

**Tokyo, Japan**

**Hitotsubashi University / Waseda University / Business History Society of Japan**

**ORGANIZERS:**

The Conference is jointly organized and supported by Business History Society of Japan, Hitotsubashi University Global COE Program, Hitotsubashi University Center for Japanese Business Studies, Waseda University Global Program, Waseda Institute for Corporation Law and Society.

**Organizing Committee Chairman**

Hideaki Miyajima, Graduate School of Commerce, Waseda University, RIETI.

**Conference Organizers**

Minoru Shimamoto, Graduate School of Commerce and Management,  
Hitotsubashi University

Takashi Shimizu, Graduate School of Arts and Sciences, The University of Tokyo.

**FOCUS:**

For the business firm, the 20th Century can be viewed as one of innovation and globalization. On the one hand, a firm operating in the age of industrialization

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\*. Business History Society of Japan has organized international conferences on business history since 1970. Since the venue of the first conferences was located at the foot of Mount Fuji, the Society decided on the name, Fuji Conference. The International Conference on Business History, as it is now known, is the 30th in the series and will be held this time in Tokyo. For further information concerning previous conferences, see [http://bhs-japan.org/bhsj/Doc/FujiCon/041225\\_Fujicon.html](http://bhs-japan.org/bhsj/Doc/FujiCon/041225_Fujicon.html)

could not be successful without innovation. Here, innovation not only means technological innovation, but also institutional innovation. On the other hand, the increase of international interdependence has brought many opportunities to the firm as well as threats. A firm can survive and prosper only by adapting and taking advantage of the waves of globalization.

Recent changes in global economy such as the dramatic growth of Chinese economy and the Financial Crisis in 2008 clearly show us that innovation and globalization are still the business firm's most important challenges. The purpose of this conference is to investigate the various aspects of these challenges and firms' behaviors in response, including innovations to cope with globalization.

In order to achieve this goal, we have proposed the following four sessions (the titles are tentative).

**The first session**, "Transition to the Market Economy and Institutional Innovations," will examine the experiences of firms that made the transition to the market economy, particularly the institutional innovations they introduced to deal with it. We will focus both on the process by which the market economy emerged and the institutional changes which took place when an economy faced external shocks such as the Great Depression.

**The second session** will address "Innovation of Business Systems in Emerging Overseas Markets." In this session, we will examine the strategies of multinationals to penetrate emerging markets and the various difficulties they faced when they entered those markets.

**The third session**, "Role of Executives and Institutions toward Innovation," will focus on the decisions of executives and the institutional environment resulting from capital markets or governmental assistance, which enhanced their ability to innovate.

Finally, **the fourth session** will address "Governance for Globalization and Innovation." In this session, we will explore legal, ethical, and managerial problems of governance in the broad sense, which stem from globalization and innovation.

**INVITED SPEAKERS:**

Steven CASPER (Keck Graduate Institute)  
Laszlo CZABAN (University of Manchester)  
Simon DIEKIN (Cambridge University)  
Howard GOSPEL (Oxford University)  
Motoi IHARA (Saitama University)  
Tatsuhiko INOUE (Waseda University)  
Geoffrey JONES (Harvard University)  
Yongwook JUN (Chung-ang University) with Zukweon KIM (Konkuk University )  
Youngwon PARK (Waseda University/ University of Tokyo)  
Minoru SHIMAMOTO (Hitotsubashi University)  
Hiroshi SHIMIZU (Hitotsubashi University)  
Kazuhiro TANAKA (Hitotsubashi University)  
Miaojie YU (Beijing University)

**VENUE :**

Conference Room, 7th Floor, Mercury Tower, Hitotsubashi University (Kunitachi East Campus)

Building No.33 (See campus map below)

<http://www.hit-u.ac.jp/eng/about/direction/guide/campus/e-campus/index.html>

Access to the Kunitachi Campus,

<http://www.hit-u.ac.jp/eng/about/direction/kunitachi.html>

(2-1, Naka, Kunitachi-shi, Tokyo Japan)

**RECEPTION:**

The Reception will be held on the evening of Saturday, January 9th in Mercury Hall, Mercury Tower, 7th Floor, Hitotsubashi University (located on the same floor as the conference venue).

**REGISTRATION:**

To be posted on the website of the Business History Society of Japan.  
(<http://www.bhs-japan.org/bhsj/sub08.html>).