

JACSM Plenary Symposium on the Comparison of Emerging Market Multinationals: Reviewing from Japanese Perspectives

The purpose of this symposium is to compare emerging market, BRIC-based multinationals from the perspective of comparative management studies developed in Japan. There is recently increasing number of articles and papers which show and survey that multinational enterprises from developing economies have rapidly grown their impacts on firms and economies both of advanced market countries and developing /emerging market countries. JACSM has been in search of paradigm change of firm-management studies on the one hand, while members of JACSM have been challenging not only various research topics, like corporate society, social business, small medium-sized enterprise, CSR, corporate governance, and corporate innovation, but also comparison of domestic and multinational enterprises in Japan, Europe, USA, China, Russia and so on. For half a decade JACSM has extended its main research field to studies on emerging market multinationals. Prof. Peter Williamson et.al (2013) are successful in showing the rise of emerging market multinationals and comparison and contrast of their competitive advantages and why they matters, through investigating their product and process innovation, international value chain configurations and cross-border M&A respectively. The integrated framework of analysis gives us generalization of these competitive advantages of emerging market multinationals and provides suggestion for studying the next-generation of emerging market multinationals. It will be expected in the symposium that there will be discussions not only about BRIC-based multinationals activities on the base of re-classification of what multinationals in what sector and in what country in what level of economic development do business in what country in what level of economic development, but also re-examination of relations between innovation, value chain configuration and cross border M&A based on the above discussion. And besides that, the discussion could give us a clue to extend studies of management organization and governance of emerging market multinationals, whose information is rather less open.

JACSM Plenary Symposium: The Comparison of Emerging Market Multinationals

Room:1012 (GF)

Opening Remarks: Yoshiharu HYAKUTA (President of JACSM, Komazawa Univ.)

Chair and Moderator: Hiroshi TANAKA (Ritsumeikan Univ.)

Presentation(Keynote speech):

Peter J. Williamson (Prof. of Judge Business School and a fellow of Jesus College, University of Cambridge), “The Comparison of Emerging Market Multinationals Revisited”

Discussants:

Ryoji Nakagawa (Ritsumeikan University), “On Chinese Emerging Multinationals”

Shizuko Kato (Meiji Uiveristy), “ On Russian Emerging Multinationals”