

令和 2 年 9 月 16 日現在

機関番号：32520

研究種目：基盤研究(C) (一般)

研究期間：2017～2019

課題番号：17K03948

研究課題名(和文) Japanese Self-Initiated Expatriation: Lessons for Entrepreneurship and Education in Asia

研究課題名(英文) Japanese Self-Initiated Expatriation: Lessons for Entrepreneurship and Education in Asia

研究代表者

横山 和子 (Yokoyama, Kazuko)

東洋学園大学・現代経営学部・教授

研究者番号：50230660

交付決定額(研究期間全体)：(直接経費) 2,500,000円

研究成果の概要(和文)：高齢化に伴い、日本の国内市場は縮小しているが、東南アジアの新興国はめざましい経済発展を遂げている。本研究は、大企業による海外への人材派遣という伝統的研究ではなく、自らの意思で海外で働く日本人起業家を調査し、キャリア開発の観点から分析を行ったものである。東南アジア7ヶ国に赴き、51名の日本人起業家に聴き取り調査を行った。本研究の成果として、海外市場でキャリア開発を実践する人材を輩出する実践型キャリア教育の必要性を明らかにした。研究の概要はSpringer社からのeBookとして出版されている。

研究成果の学術的意義や社会的意義

This research challenged stereotypes of Japanese HRM practices and shed light on Japanese transnational entrepreneurs working in Asia. These entrepreneurs are excellent role models for young Japanese seeking a boundary-less career. These cases can help change the discourse of policy development.

研究成果の概要(英文)： The declining birthrate, aging of Japanese society, and economic decline have been long-term issues in Japan. Unlike Japan's environment, emerging economies in Asia continue to experience remarkable economic growth and lessons can be learned from how Japanese people live and do business in these countries. We conducted in-depth interviews with 51 Japanese entrepreneurs in seven SE Asian countries: Cambodia, China, Indonesia, Myanmar, Philippines, Thailand and Vietnam. The findings of this study were published by Springer under the title Transnational Entrepreneurship: Japanese Self-Initiated Expatriate Entrepreneurs in South East Asia.

Through the research, we were able to motivate overseas researchers to better understand concepts related to Japanese Human Resource Management (HRM) and entrepreneurship in Asia. In addition, we have made recommendations for changes to HRM, entrepreneurship and career education to better prepare Japanese young people for a global world.

研究分野：人的資源管理 人材開発

キーワード：Entrepreneurship Self-initiated Transnational Career Education Japan South East Asia Entrepreneurship Policy Expatriation

科研費による研究は、研究者の自覚と責任において実施するものです。そのため、研究の実施や研究成果の公表等については、国の要請等に基づくものではなく、その研究成果に関する見解や責任は、研究者個人に帰属されます。

1. 研究開始当初の背景

There is an increased focus on studies of entrepreneurs who work in contexts outside their country of origin. Different labels are under discussion in the literature for these types of businesspeople, for example, Diaspora Entrepreneurs, Expatriate Entrepreneurs, International Entrepreneurs, Immigrant Entrepreneurs, which all fit under the umbrella term Transnational Entrepreneurs (TE) (OECD, 2018). According to OECD research (2018) and literature on TEs, these individuals not only start their companies in a country different from their country of origin but often they continue setting up ventures in different places or even in their home country. They use a sophisticated network of personal contacts combined with their education and experience to set up such ventures.

Traditional Japanese organizational expatriates (OE) are usually sponsored or assigned by a parent organization and sent overseas for a fixed term, whereas self-initiated expatriates (SIEs) seek out self-initiated work opportunities in a global context; usually considered to be ‘an employee who migrates voluntarily to a foreign country on his or her own initiative’ (Andresen and Biemann, 2012, p. 105). In this study of Japanese SIE entrepreneurs, we consider them to be individuals who choose to set up an enterprise in a new country. The entrepreneurs are in charge of their own international mobility and success; they have chosen an Asian country as a destination to start their own self-affiliated venture. They follow the criteria of Cerdin & Selma (2013) namely that (a) the individual engages in self-initiated international relocation, (b) has regular employment (intentions), (c) has intentions of a temporary stay, and (d) has skilled/professional qualifications. While research on SIEs is expansive, the number of studies on SIEEs, particularly in the Asian context, are still relatively small. We argue that more substantive qualitative studies, conceptual frameworks and theoretical models are needed in the Asian context.

2. 研究の目的

In this study we ascertained the career paths and entrepreneurial outcomes of Japanese SIEEs working in South East Asia. We specifically sought to uncover the driving forces behind the decision to become an entrepreneur, asking what kind of mindset do they have? What networks facilitate their advancement? What can we learn from such cases to improve entrepreneurship education at the tertiary level? And what impact could the findings have on policy development and practice?

3. 研究の方法

This study employed a social constructivist approach. Using in-depth case study and narrative analysis to form a thick description (Geertz, 1973) of the social and cultural context of the entrepreneurs lived experiences, based on the premise that individuals organize their experiences and their interactions with each other, their groups, and culture into narratives. Through dialogue between the researcher and the entrepreneur we could ascertain patterns or themes in the individual’s life, explore the way in which the individual looks at him/herself and how they make meaning of their context. For the purpose of this study, a “case” was defined as a single, in-depth interview with a Japanese SIEE. Fifty-one in-depth interviews were conducted across Cambodia, China, Indonesia, Myanmar, Philippines, Thailand and Vietnam. between 2017-2019 and were coded and analyzed to produce a conceptual framework for better understanding the entrepreneurs’ lived experiences.

4. 研究成果

In 2017-2018, we presented preliminary findings on the *Mindset of Japanese SIEEs in Cambodia* at the 16th International Entrepreneurship Forum, in Kathmandu, Nepal. We developed a framework for understanding their mindsets (global, social, sustainable and entrepreneurial) in an international context and won the Best Paper Award for originality and creativity in research.

Dr. Yokoyama conducted interviews in-situ and published a book entitled *Working in South East Asia* in Japanese by Pelican Publishers in 2017. In addition, Dr. Yokoyama made a presentation as a panelist on Transnational Entrepreneurship at the OECD Headquarters in Paris, France in 2018, where she introduced findings relating to social entrepreneurship among Japanese self-initiated entrepreneurs in Cambodia.

Dr. Birchley took a sabbatical, during which time she was able to collaborate and learn from colleagues in Europe and North America while being based at Cardiff University and the IC2 Institute, University of Texas at Austin. Preliminary results of this study were shared at a Japanese studies guest lecture workshop at Cardiff University entitled, *Transnational Entrepreneurship and Japan*. In addition, Dr. Birchley also disseminated preliminary findings on gaps in entrepreneurship education (EE) in Japan at the 18th INTED Conference, Valencia, Spain, *Exploring Entrepreneurship Education in Japan*. This research provided an overview of the current state of EE in Japanese Higher Education as a first step towards comparing and contrasting Japanese EE with other parts of the world. She also disseminated findings on *Fostering Self-Initiated Entrepreneurship in Japan* at the 3rd Business and Entrepreneurial Economics Conference in Croatia.

Dr. Yokoyama and Dr. Birchley presented findings on *Japanese Self-initiate Expatriate Entrepreneurs in Myanmar* at the European Conference on Innovation and Entrepreneurship (ECIE), Aviero, Portugal. Through this analysis we could begin to identify similarities and differences (in terms of mindset and career development) between the SIEEs interviewed in Cambodia and Myanmar, both groups exhibit strong entrepreneurial and global mindsets and key career turning points at the early exploration stage, yet the SIEEs in Myanmar show a propensity towards profit-seeking business over socially-sustainable, altruistic endeavors-choosing Myanmar as a destination due to its fast-growing economy and abundant human resources.

Building on the findings of each part of the study, between 2019-2020, we finished an analysis of all the cases and began to write our book. In October 2019, we successfully published *Transnational Entrepreneurship: Japanese Self-Initiated Expatriate Entrepreneurs in South East Asia* as an open access publication with Springer (<https://link.springer.com/book/10.1007/978-981-32-9252-9>). To date, the book has been downloaded almost 3,000 times and is the first such book on Japanese transnational entrepreneurs.

To further promote the research findings, we presented a paper entitled, *Japanese Self-Initiated Expatriate Entrepreneurs in South East Asia* at the Research in Entrepreneurship and Small Business Conference (RENT) in Berlin, Germany. Here we presented suggested links with self-determination theory (SDT) (Deci & Ryan, 1985, 2002) and a new conceptual framework to better understand the lived experiences of Japanese SIEEs in South East Asia. Finally, Dr. Birchley disseminated findings on *Networks among Japanese Self-Initiated Expatriate Entrepreneurs in South East Asia* at the International Entrepreneurship Forum in Goa, India, while Dr. Yokoyama sat on an international panel on *Migration and Transnational Entrepreneurship*. In both instances we highlighted the influence of social networks on the resource mobilization stage of entrepreneur development, the impact of the geography and context of emerging economies and the influence on human resource management and education on the development of future entrepreneurs.

Our research contributes to the larger discourse on transnational entrepreneurship, specifically self-initiated expatriate entrepreneurs and their journeys. The following implications are offered as points for future discussion. At the individual level, the findings of this study may inform current Japanese entrepreneurs or potential Japanese entrepreneurs who are considering setting up a business in Asia. The findings help to explain the antecedents to the development of an entrepreneurial venture and highlight the elements at play in the life of a Japanese SIEE.

At an organizational level, the results have implications for change in HRM policy and can inform Japanese entrepreneurship education policy. Additionally, this study indicates that approaching SIEE research with qualitative research methods can provide a rich account and analysis of a current social and business phenomena that can help inform future theory and quantitative studies in this field. The development of our initial conceptual framework will go some way towards a better understanding of Japanese SIEEs in this context and fostering a desire to engage in entrepreneurship among the next generation.

5. 主な発表論文等

〔雑誌論文〕 計6件（うち査読付論文 6件/うち国際共著 5件/うちオープンアクセス 5件）

1. 著者名 横山和子/セラー・ルイーザ・バーチュリ	4. 巻 5
2. 論文標題 日本人社会起業家のマインドセット-カンボジアにおける起業家 (Self-Initiated Expatriate Entrepreneurs)の研究から-	5. 発行年 2019年
3. 雑誌名 現代経営経済研究	6. 最初と最後の頁 1-34
掲載論文のDOI (デジタルオブジェクト識別子) なし	査読の有無 有
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 -

1. 著者名 Kazuko Yokoyama & Birchley, S.L.	4. 巻 4
2. 論文標題 Mindset and Social Entrepreneurship: Japanese Self-initiated Expatriate Entrepreneurs in Cambodia	5. 発行年 2018年
3. 雑誌名 Journal of Entrepreneurship and Innovation in Emerging Economies	6. 最初と最後の頁 68-88
掲載論文のDOI (デジタルオブジェクト識別子) 10.1177/2393957517754136	査読の有無 有
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 該当する

〔学会発表〕 計13件（うち招待講演 3件/うち国際学会 11件）

1. 発表者名 Yokoyama, K.
2. 発表標題 Migration and Transnational Entrepreneurship
3. 学会等名 18thInternational Entrepreneurship Forum Conference (招待講演) (国際学会)
4. 発表年 2019年

1. 発表者名 Yokoyama, K. & Birchley, S.L.
2. 発表標題 Japanese Self-Initiated Expatriate Entrepreneurs in South East Asia
3. 学会等名 Research in Entrepreneurship and Small Business Conference(RENT) (国際学会)
4. 発表年 2019年

1. 発表者名 Birchley, S.L.
2. 発表標題 Transnational Entrepreneurship and Japan
3. 学会等名 Japan Studies Program and Borders and Bodies Research Group, Cardiff University, UL (招待講演)
4. 発表年 2019年

1. 発表者名 Birchley, S.L.
2. 発表標題 Networks among Japanese Self-Initiated Expatriate Entrepreneurs in South East Asia
3. 学会等名 18th International Entrepreneurship Forum Conference (国際学会)
4. 発表年 2019年

1. 発表者名 Yokoyama, K. & Birchley, S.L.
2. 発表標題 Japanese Expatriate Entrepreneurs in Asia: Cases from Myanmar
3. 学会等名 13th European Conference on Innovation and Entrepreneurship (国際学会)
4. 発表年 2018年

1. 発表者名 Yokoyama, K.
2. 発表標題 From Japan to Cambodia and Back
3. 学会等名 OECD Workshop on Transnational Entrepreneurship (招待講演)
4. 発表年 2018年

1 . 発表者名 Birchley, S.L.
2 . 発表標題 Entrepreneurship, Education and the South Wales Valleys
3 . 学会等名 10th Annual INTED Conference, Mallorca, Spain (国際学会)
4 . 発表年 2018年

1 . 発表者名 Birchley, S.L.
2 . 発表標題 Exploring Entrepreneurship Education in Japan
3 . 学会等名 18th INTED Conference Proceedinfs, Valencia, Spain (国際学会)
4 . 発表年 2018年

1 . 発表者名 Birchley, S.L.
2 . 発表標題 Fostering Self-initiated Expatriate Entrepreneurship in Japan.
3 . 学会等名 Business and Entrepreneurial Economics Conference (国際学会)
4 . 発表年 2018年

1 . 発表者名 Birchley, S.L.
2 . 発表標題 Someone Needs to Light a Fuse Under Japan
3 . 学会等名 Proceedings of the 1stConference on Culture and Entrepreneurship, ESIAM, Warsaw, Poland (国際学会)
4 . 発表年 2018年

1. 発表者名 Birchley, S.L.
2. 発表標題 Heritage Tourism and Entrepreneurship: Cases from the Welsh Context
3. 学会等名 Proceedings of the X World Tourism Congress (国際学会)
4. 発表年 2018年

1. 発表者名 Yokoyama, K. & Birchley, S.L.
2. 発表標題 Japanese Self-initiated Expatriate Entrepreneurs in Cambodia
3. 学会等名 16thInternational Entrepreneurship Forum Conference, Nepal (国際学会)
4. 発表年 2017年

1. 発表者名 Birchley, S.L.
2. 発表標題 Exploring Entrepreneurship Education in Japan
3. 学会等名 INTED2018 (国際学会)
4. 発表年 2018年

〔図書〕 計2件

1. 著者名 横山和子	4. 発行年 2017年
2. 出版社 ペリカン社	5. 総ページ数 143
3. 書名 東南アジアで働く	

1. 著者名 Yokoyama, K. & Birchley, S.L.	4. 発行年 2019年
2. 出版社 Springer	5. 総ページ数 217
3. 書名 Transnational Entrepreneurship in South East Asia: Japanese Self-Initiated Expatriate Entrepreneurs	

〔産業財産権〕

〔その他〕

-

6. 研究組織

	氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
研究 分 担 者	パーチュリ セーラ (Sarah Louisa Birchley) (50508562)	東洋学園大学・現代経営学部・教授 (32520)	