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研究成果の概要(和文)：本研究は、国内外のアクターが制度の維持と変化にどう相互作用するかを解明する。多国籍および国内ファーストフードチェーンの代替肉製品の導入を調べた論文をSASEの2022年次学会(オランダ)で発表した。昆虫食における伝統とイノベーションの相互作用を研究を2022年のAOMのワークショップ(シンガポール)で発表した。昆虫食の研究は概念的な論文に加え、収集したデータをもとに実証的な論文も執筆中。

研究成果の学術的意義や社会的意義

Scientifically, this project contributes to the intersection between organization theory and international business by studying agency across national borders. Societally, it shows the interplay of global and local actors in the sensitive yet ever-evolving topic of food culture.

研究成果の概要(英文)：This project addresses the overarching question of how global and local actors interact in institutional maintenance and change through two studies. The first study, which was presented at the Annual Meeting of the Society for the Advancement of Socio-Economics (SASE), 9-11 July 2022 in Amsterdam, the Netherlands, seeks to explain the behavior of multinational and domestic fast food chains as they drove and responded to the veganism trend across different countries. The second study, which was presented Academy of Management (AOM) Organization and Management Theory Division Paper Development Workshop on "Doing Organizational Research Around the World", 8 December 2023 in Singapore, deals with the complex interaction of tradition and innovation in entomophagy, i.e., insects as food. This second study is being divided into two articles - one conceptual and the other empirical, with the latter focusing on framing efforts by insect-serving restaurant owners in Japan.

研究分野：organization theory, international business

キーワード：organization theory international business innovation institutional change food sustainability

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様式 C - 19、F - 19 - 1 (共通)

1. 研究開始当初の背景

Is the introduction of a vegan burger at a franchise of a multinational fast food chain the result of new ideas being pushed by a distant headquarters or bottom-up responses to local trends? What happens when there are conflicts between the two? Considering that food culture lies close to national identity and is notoriously difficult to change, how does the interplay between international and local organizations look like in the sensitive yet ever-evolving context of food? These are some of the questions the project addresses, all of which circle around the following overarching research question: How do global and local actors interact in institutional maintenance and change?

Surprisingly, such questions have not been answered by extant institutional theory in organization studies, which was developed in domestic settings where international dynamics cannot be observed (Suddaby, Seidl and Lê, 2013). This rings true also for recent research in embedded agency from the institutional change and entrepreneurship literature (Leca, Battilana and Boxenbaum, 2008), which has paid little attention to phenomena occurring across national borders. Furthermore, the field of international business studies has treated institutional differences in host countries as immobile factors (Mudambi and Navarra, 2002), effectively downplaying institutional agency and change dynamics. This is surprising, since recent research has found how multinational enterprises, in some cases, are able to adopt a variety of responses to isomorphic pressures in host country local institutions (Regnér and Edman, 2014).

2. 研究の目的

Theoretically, the project bridges the fields of organization theory and international business - not merely by combining the two, but by challenging common assumptions in both. Namely, the above framing acknowledges both of constraining effects as well as responses that actively take on and challenge institutions. In other words, actors may be able to pursue institutional change while at the same time being constrained by institutions (Lawrence and Suddaby, 2006). This is a departure from the social determinism found in early neo-institutionalism (DiMaggio and Powell, 1983), as well as from the assumption of rationality found in institutional economics (North, 1990).

As for practical contributions, the project addresses ongoing trends on green food that are projected to become an increasingly important part of public debate. Veganism, organic food and geographical indication are all at the forefront of global food culture changes. Therefore, the proposed research project is of interest beyond academia for firms in the food industry, policymakers related to food as well as trade, and the general public as all citizens are part of maintenance and change in food culture.

3. 研究の方法

The project contains two studies. The first study is on the company and intra-company levels of analysis, as it addresses the behavior of global and local fast food chains amidst the increase of meat alternatives. To take on this issue, a significant amount of time and resources was invested in hiring research assistants to construct a dataset of more than 2,000 non-meat hamburgers in over 90 countries. This was done through manual retrieval of information, including news media and official websites, which was then summarized in a spreadsheet containing the names of each product, along with 10 categories of metadata such as the focal company, the date of introduction and main ingredients. While it took much effort and more time than planned to construct this dataset, it is now complete and will form the foundation of not only one but several papers on issues such as institutional maintenance and change, diffusion of innovation, cultural distance and other adjacent topics.

The second study also includes a mapping of publicly available secondary data, as I with the help of research assistants summarized media narratives as well as the entomophagy landscape in Japan with all restaurants that offer insects on their menus. This dataset also includes non-restaurant outlets such as vending machines and grocery stores. The main type of data for this study, however, are primary interviews. Due to the continuing COVID-19 pandemic, gaining access was difficult and required postponement and persistent communication. However, we have now conducted approx. 20 interviews with restaurant owners and are expanding the scope of respondents to adjacent actors such as distributors, farmers and other organizations related to entomophagy in Japan. Note that the second study is divided into two manuscripts, one of which is conceptual, i.e., contains theoretical reasoning rather than empirical data, while the second is an inductive paper close to organizational reality, as it is based on first-hand interviews.

4 . 研究成果

Since all three manuscripts remain works in progress to be submitted to academic journals in the near future, the results here only cover the main points and might change as we further develop the manuscripts.

In first study, we propose a typology of actors depending on two dimensions: (1) Whether they are domestic or international; and (2) whether the timing of their introduction of innovative categories is early or late in any given country. Results suggest that multinational corporations remain rooted in their home countries and pursue global roll-outs of innovative product categories only after they gain traction at home. Conversely, domestic actors are cautious in experimenting with new categories until these are introduced by foreign rivals.

The second study contains one conceptual and one empirical manuscript. In the conceptual one, we unpack the complex weave of rationales and hindering factors for entomophagy, or insects as food, to diffuse. As this possible meat alternative gains recognition, much of it is negative attention related to disgust and deeply rooted stigma. This is counter-balanced by rationales such as environmentalism, health and ethics. Thus, entomophagy serves as a prime example of a contested topic that is judged on different scales across time by different actors rooted in different places.

This is followed by a close look at entomophagy in Japan. Restaurant numbers remain low, as entomophagy is a limited tradition in certain regions and in the countries of major immigrant populations. At the same time, this traditional dimension is complemented by a younger crowd that is taking on entomophagy by focusing on its innovative aspects, including sometimes using the current stigma surrounding insects to attract attention. The manuscript takes several cues from the above-mentioned conceptual manuscript, as it highlights how the same issue can be simultaneously favored and stigmatized, with ramifications for practice and policy.

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5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計2件（うち招待講演 0件 / うち国際学会 2件）

1. 発表者名 Padron-Hernandez, Ivar
2. 発表標題 When Murder King sells vegan burgers: Institutional maintenance and change in fast food
3. 学会等名 Annual Meeting of the Society for the Advancement of Socio-Economics (SASE), Amsterdam, the Netherlands (国際学会)
4. 発表年 2022年

1. 発表者名 Chow, Dawn; Calvard, Tom; Padron-Hernandez, Ivar
2. 発表標題 Stigma & sustainability: The case of insects as food
3. 学会等名 Organization and Management Theory Division Paper Development Workshop on "Doing Organizational Research Around the World", Academy of Management (AOM), Singapore (国際学会)
4. 発表年 2023年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8 . 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関			
オーストラリア	University of Melbourne			
英国	University of Edinburgh			