

科学研究費助成事業 研究成果報告書

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研究課題名(和文) Culture's effects on innovation in international business: A study on Japanese character-based video game industry
研究課題名(英文) Culture's effects on innovation in international business: A study on Japanese character-based video game industry
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研究成果の概要(和文)：研究プロジェクト期間中に6回の学会・発表を行いました。これらの会議でのプレゼンテーションでは、アジア太平洋、アメリカ、ヨーロッパ、アフリカ地域の学者や他の関係者の間で知識を交換し、共有しました。出版物に関しては、ケンブリッジ大学出版局から書籍の一節として原稿が出版されています。別の原稿は大学研究機関との共同研究論文として出版されています。さらに、ビジネスケースの出版物は国際的に評判の高いケースセンターに掲載するための最終プロセスにあり、原稿はSSCIジャーナルに投稿されて審査中です。また、別の原稿は審査と出版のためにSSCIジャーナルに投稿される予定です。

研究成果の学術的意義や社会的意義
研究成果には二重の貢献があります。1つは社会的影響のため、もう1つは科学的付加価値のためです。社会的影響として、会議の普及と出版は、学术界と一般社会の間で、国際的な文脈における知識と業界に対するさらなる認識を生み出します。今後のビジネスケースは、実務家や政策立案者の間での教育の教材としても役立ちます。研究成果として、特定のモデルを通じて、国際的な文脈におけるイノベーションに対する複雑性文化の影響についての理解を高める可能性があります。これは、この分野の知識を高めるために、この分野での将来の研究の方向性を促します。

研究成果の概要(英文)：The outcomes of the research achievements cover international conferences and forum, scientific articles, and business cases addressing to scholars, practitioners, and policy makers.

Six conference and forum presentations are made during the period of research project. These conference presentations exchange the knowledge and share among scholars and also other stakeholders, in the geographical area of Asia Pacific, American, Europe, and Africa. In terms of publications, a manuscript is published as a section in the book "People Centric Innovation Ecosystem" with Cambridge University Press. Another manuscript is published as a working paper with university research institution. In addition, a case publication is in the final process to be published in an internationally reputed case center, a manuscript has been submitted and under review of a SSCI journal, and another manuscript will be submitted to a SSCI journal for review and publication.

研究分野：Management

キーワード：Culture Innovation Japanese characters Video game industry International business

1 . 研究開始当初の背景

The initial research background contains two main dimensions. One is about its scientific background on the effects of culture on innovation, and another is on the industrial background of Japanese character-based video games.

- (1) Regarding the scientific background, the two relevant field of culture and innovation have been largely studied separately but less on their relationship, especially in an international business context. Previous studies have been often emphasizing on the national cultural distance as barrier or impulse for innovative products' adoption in international new markets. We intend to approach comprehensively on the aspect of culture to configure it from multiple perspectives to affect innovation.
- (2) In terms of industrial background, we utilize Japanese character-based video game industry to focus our study giving its successful performance in an international market. Albeit its high international performance and numerous studies in Japan, there have been a limited research in the field of management using Japanese video game industry, and a general lack of the particular focus on culture to explore innovation in an international business context.

2 . 研究の目的

A multi-level cultural configuration framework was proposed to study the effects of culture on innovation in an international business context of Japanese character-based video game industry. Interactive effects on culture and innovation have been the focus of attention in our research work to achieve further understanding of the topic with several propositions set to guide the study. Two particular research objectives are:

- (1) To explore and test the interaction configuration of culture and innovation in an international business context.
- (2) To explore the particularity of Japanese character-based video game as a digital culture industry which combines the features of creativity and technology.

3 . 研究の方法

We employed a three-stage work program to carry out research project. The research methods consist of three independent parts and interconnect between them.

- (1) Stage 1: Systematic literature review to identify the existing knowledge pool on the study topic, and identify the gaps.
- (2) Stage 2: Qualitative case study to explore the companies in the industry to gain insights of firm evolution on culture and innovation in their internationalization process.
- (3) Stage 3: Quantitative survey study to collect data with pre-designed survey to test our hypotheses generated after studies in previous stages.

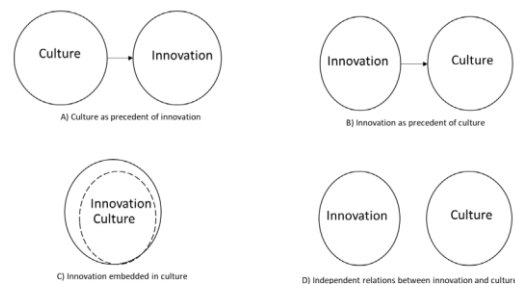
4 . 研究成果

We proposed to have at least one research paper to be presented in an internationally reputed conference and one submitted to a Social Science Citation Indexed (SSCI) journal, in terms of scientific outcomes of the research project. At the moment of writing this report, we have presented the research papers in four internationally reputed conferences in Europe, America, Asia, and Pacific region, in addition to two invited keynote speech in Africa. One manuscript is published as a section in a book with an internationally reputed publisher, and one manuscript in a working paper series. One business case is in the process of publication and one research article has been submitted to a SSCI journal. Some results of the research are highlighted in the following with others to be appeared in the published works or in the future publications.

- (1) Through a systematic literature review of 687 articles identified from the Web

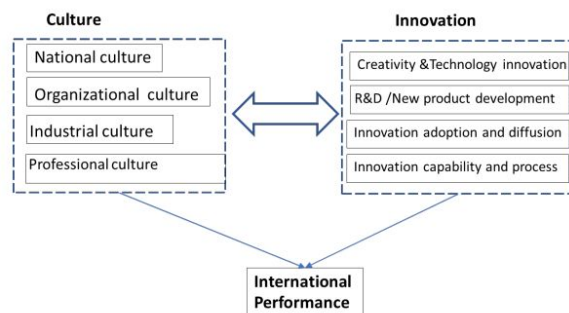
of Science, we uncovered four types of relationship between culture and innovation (See Figure 1). Among these, the type A) is the most popularly studied and often referring to national and corporate culture. Although very seldomly to be studied, the type B) has the potential to be further explored. The type C) often implicitly takes innovation as a corporate culture or culture industry as creative industry, however there is a large ambiguity in its definition to be further uncovered. The type D) exists in the published articles where there is no direct relationship between these two factors in the manuscript.

Figure 1: Typology of relationships between culture and innovation



- (2) Our literature review refines the previously proposed general framework on studying the effects of culture on innovation in an international business context (See Figure 2). This adjustment mainly is reflected on the dimensions of innovation to be explored. A thorough review suggests that existing innovation studies related to culture have been focusing the most on the dimensions

Figure 2: Culture configuration effects on international innovativeness



of creativity & technology innovation, R&D/ New product development, innovation adoption and diffusion, and innovation capability and process. The major differences from the initial proposed framework lie on the dimensions of management innovation and business model innovation. While innovation capability and process are closely related to management innovation in international business, it seems that the innovation adoption and diffusion has taken popularity which also suggests a potential to study business model innovation due to a general lack yet in international business.

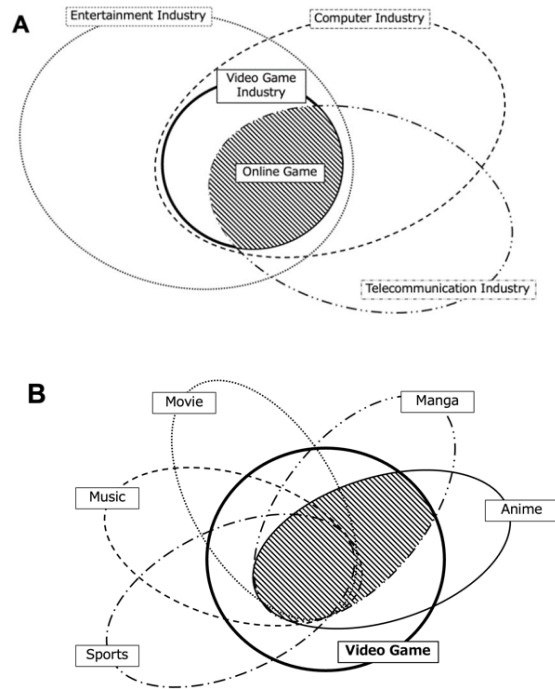
- (3) The video game industry is particular in terms of its interconnectedness among different industries and create fuzziness of industrial boundary. While this exists in general video game industry

around the world across entertainment industry,

computer industry, and telecommunication industry, the Japanese character-based video game industry is the creation of several culture industries besides these general industries (See Figure 3). Integrating and diffusing culture content across sectors of movie, music, sports, manga, and anime, Japanese character-based video game industry brought innovative business model with creative product to revolutionize the conceptualization of games in the video game industry, beyond the disruption created by the technological innovation.

(4) The innovation ecosystem of culture industry is complex and Japanese

character-based video games merge the spaces of multiple sectors and interchange the content. Our study on the particular sector within the video game industry identifies the relevance of content culture such as the popularity of manga has largely influenced this niche market and even the revolution of culture industry of video games. The dominance of Japanese video games since the 1990s started with the earlier characters created by Japanese companies to be integrated into a story-line of game design rather than the competitive gaming predominating in the arcade video games from the USA. Our study of cases has also identified the relevance of open culture in the digital platform type of innovation ecosystem that the company is based on. The commonly shared cultural value of the Japanese character-fans is the essence for the business model of QooApp to be created around and sustain its growth. The case results the relationship of innovation in the revolution and revival of a culture industry such as the video game (Type C in Figure 1), the reinforced culture of Japanese content and development through an innovative business model creation (Type B), and the mutually reinforced relationship between creativity/ innovation and culture, as well as the cultural configuration in the international innovative product adoption process (Type A).



5. 主な発表論文等

〔雑誌論文〕 計1件（うち査読付論文 0件 / うち国際共著 0件 / うちオープンアクセス 0件）

1. 著者名 Zhang-Zhang, Y. and Rohlfer, S.	4. 巻 EMS-2023-05
2. 論文標題 Cultural configurations for international innovativeness: A review and theoretical proposal	5. 発行年 2023年
3. 雑誌名 IUJ Research Institute	6. 最初と最後の頁 1-37
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 無
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 -

〔学会発表〕 計6件（うち招待講演 2件 / うち国際学会 4件）

1. 発表者名 Yingying Zhang Zhang
2. 発表標題 Culture and innovation: Relationship in an international business context
3. 学会等名 Australia New Zealand International Business Academy（国際学会）
4. 発表年 2022年

1. 発表者名 Yingying Zhang Zhang, Sylvia Rohlfer
2. 発表標題 Relationship between culture and innovation in an international business context
3. 学会等名 European International Business Academy（国際学会）
4. 発表年 2021年

1. 発表者名 Yingying Zhang Zhang, Sylvia Rohlfer
2. 発表標題 Culture effects on innovation in international business context
3. 学会等名 Academy of International Business Asia Pacific（国際学会）
4. 発表年 2021年

1. 発表者名 Zhang-Zhang, Y. and Rohlf, S.
2. 発表標題 Cultural configurations for international innovativeness: A review and theoretical proposal
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4. 発表年 2023年

1. 発表者名 Morio, T.
2. 発表標題 Imagine and create the future through making manga stories
3. 学会等名 The 5th South Africa-Japan University (SAJU) Forum (招待講演)
4. 発表年 2022年

1. 発表者名 Morio, T.
2. 発表標題 Internationalization of Japanese content
3. 学会等名 The globalization of Japanese popular culture: diffusion, consumption and markets in South Africa (招待講演)
4. 発表年 2023年

〔図書〕 計1件

1. 著者名 Zhang-Zhang, Y. and Morio, T	4. 発行年 2023年
2. 出版社 Cambridge University Press	5. 総ページ数 9
3. 書名 "Japanese character-based video game industry" in "People-centric Innovation Ecosystem: Japanese Management and Practices"	

〔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