

**“Pathways to Innovation:
Policies, Products, and Processes
for Competitive Advantage in a Global Economy”**

Organizers: Shigeki Tejima

René Haak

Dennis Tachiki

Our conference discussion begins with a definition of “innovation” as the introduction of new or improved products, production techniques and organizational structures, as well as the discovery of new markets, and the use of new input factors (Schumpeter 1934). Historically East Asian countries and companies tend to adopt innovations from developed countries (Kim 1997), but in recent years this region has moved beyond imitation to become a global manufacturing base. Past studies have shown how this has led to increases in productivity and competitiveness (Porter 2002) and subsequently to economic growth (Pavitt 1999; Yusuf 2003). Following these analytical threads, the particular focus of this conference is articulating the pathways to innovation.

Despite the best efforts of countries and companies to protect their intellectual property, innovation tends to migrate across organizational, national, and regional boundaries (Ernst 2003). The rise of South Korea, Taiwan, China and India as locations for technology-intensive industries (e.g., electronics, software, etc.) leads us to question traditional “industrial upgrading” theories arguing that technology flows from developed to developing countries. Re-examining the national and international nexus brings back into view how innovations can flow from developing countries to developed countries as well.

Since most studies tend to examine the “structural” prerequisites for innovation, they neglect to “socially embed” the paths to innovation. This embedded approach brings into relief the institutions and social actors necessary for innovation. The role of policymakers, businesses, and universities/research institutes is important for understanding how the “rules of the game” facilitate and hinder the emergence of innovations. Policymakers create “economic space” for new markets; entrepreneurs enter these nascent markets with new products. We examine the role of policymakers and business people in separate sessions, followed by a session on the role of “public private partnerships” in creating pathways to innovation. These exogenous factors then provide the context for understanding how variations in the “intra-firm” paths to innovation affect company performance.

When the rules of the game change what consequences does this have or not have on a country’s technological capacity? Given our understanding of the policy instruments, economic institutions, and governance structures derived from this conference, the final session examines whether the pathways to innovation in developed and developing countries has led to economic development. Pursuing this line of discussion during our conference should reveal future pathways to innovation and a better way of life.

I. HOST INSTITUTIONS

Nishogakusha University (conference site)
German Institute for Japanese Studies



2005/2006
Deutschland in Japan
日本におけるドイツ

II. DATE and LOCATION

Date: 20 – 21 May 2005
Location: Tyuusyuu Memorial Hall
Nishogakusha University
6-16 Sanbancho
Chiyoda-ku, Tokyo 102-8336

III. PROGRAM

DAY 1

08:45 ~ Registration

09:30 – 10:00 OPENING SESSION

Nishogakusha University: Kanichi Imanishi (President)
German Institute for Japanese Studies: Florian Coulmas (Director)
German Embassy: Thomas Schröder (Counsellor)

10:00 – 10:30 Session 1 PATHWAYS TO INNOVATION

Chair: Dennis Tachiki (Tamagawa University)

Shigeki Tejima (Nishogakusha University), “Mutual Prosperity in Asia Through Innovation”

René Haak (German Institute for Japanese Studies), “Pathways to Innovation: Policies, Products, and Processes for Competitive Advantage in a Global Economy”

10:30 – 12:30 Session 2 CONFIGURING INNOVATION SYSTEMS: Moving Beyond National and Organizational Boundaries

Chair: Shigeki Tejima (Nishogakusha University)

Dieter Ernst (East West Center), “Emerging Pathways to Innovation in Asia: Firm Strategies, Business Institutions and Governance”

Martin Hemmert (Korea University), “The Korean Innovation System: From Industrial Catch-Up to Technological Leadership?”

Kazuyuki Motohashi (University of Tokyo), “Changing Japan's Innovation System? Growing Role of New Technology Based Firm”

Discussant: Markus Pudelko (University of Edinburgh Management School)

12:30 – 14:00 Lunch

14:00 – 15:30 Session 3 BUSINESS TECHNOLOGY TRILOGY: Commercializing Information Technology, Biotechnology, and Nano-technology

Chair: René Haak (German Institute for Japanese Studies)

Kiyoshu Urakami (Urakami Asia Management Research), “New IT Business Models in the ‘Asian Age’: Multilateral Collaboration and Business Innovation”

Wolfgang Beitz (Siemens), “Introduction of Healthcare IT Solutions in the Japanese Market”

Georg Wiessmeier (Bayer AG) “The New Business Approach of Bayer Material Science”
Discussant: Andreas Moerke (German Institute for Japanese Studies)

15:30 – 16:00 Break

16:00 – 17:30 Session 4 DOES POLICY MATTER? The Scope and Limits to Innovation Policies

Chair: Haruo Horaguchi (Hosei University)

n.n. (Ministry of Economy, Trade, and Industry), “Innovation Promotion Policies and Activities in Japan”

Klaus Bellman (University of Mainz), “White Biotech in Germany - Chances and Obstacles”

Ichiro Nakayama (Cabinet IP Promotion Office and Shinshu University), “Intellectual Property Rights and Business Innovation”

Discussant: Martin Hemmert (Korea University)

17:30 – 17:45 Summary (First Day)

Shigeki Tejima, René Haak, Dennis Tachiki

DAY 2

10:30 – 12:00 Session 5 PUBLIC-PRIVATE PARTNERSHIPS: Inter-firm, Industrial, and Geographical Clustering

Chair: René Haak (German Institute for Japanese Studies)

Shigeki Tejima (Nishogakusha University), “Japanese and Foreign Joint Ventures in Innovation”

Seiichi Masuyama (Chubu University), “Industrial Clustering in the Chubu Region of Japan”

n.n. “Geographical Clustering”

Discussant: Masatsugu Tsuji (Institute of Developing Economies)

12:00 – 13:30 Lunch

13:30 – 15:00 Session 6 ORGANIZING FOR INNOVATION: Company Strategies and Market Performance

Chair: Lorenz Granrath (Fraunhofer Society)

Holger Ernst (Otto Beisheim Graduate School of Management) “Antecedents of Innovation Performance at the Firm Level”

Monika Friedrich-Nishio (University of Karlsruhe) “Impact of Behavioural Factors on Innovation Performance. An Evolutionary Approach with a Simulation Model for IT-Companies in Japan and Germany”

Yoshihide Ishiyama (Chiba University of Commerce), “Corporate R&D Activity Today in Japan”

Discussant: Dennis Tachiki (Tamagawa University)

15:00 – 15:30 Break

15:30 – 17:00 Session 7: CONSEQUENCES OF INNOVATION: Re-thinking Pathways to Economic Development

Chair: Manfred Hoffman (German Chamber of Commerce and Industry)

Markus Pudelko (University of Edinburgh Management School), “How Different Cultures and Business Systems Translate into Different Pathways to Innovation: A Comparative Analysis of USA and Japan”

Toshiyuki Tamura (Nishogakusha University), “The China Phenomena and South Korean Turmoil: What’s Wrong with Traditional Theories of Development?”

Masatsugu Tsuji (Osaka University), “Industrial Agglomeration: Facts and Lessons for Developing Countries”

Discussant: Dieter Ernst (East West Center)

17:00 – 17:30 CLOSING KEYNOTE ADDRESS

Chair: René Haak (German Institute for Japanese Studies)

Wahlter Zimmerli (Volkswagen Uni-Auto), “Management of Innovation: Competitive Advantage Through Technologies”

17:30 CLOSING SESSION

Shigeki Tejima, René Haak, Dennis Tachiki

Everybody is welcome to attend, but kindly asked to register by May 19th (innovation@diytokyo.org).