

<Title>

Emerging Market Strategies for Japanese Companies - Mainly on the Viewpoint of “An Institutional- based View Theory” -

Masami NEGISHI

Chuo University Graduate School, General Policy Graduate Course, General Policy Specialty, Doctoral Course

<Abstract>

This paper serves as a proposal for emerging markets strategies for Japanese companies based on an institution-based view of the firm theory. I present a case study of the management reform of some Japanese companies that have entered into emerging countries such as China, India and South Africa and also describe the enhanced competitive advantage Japanese companies have when they adopt an institution-based view of the “firm theory”. An analysis model on this issue is also developed and explained in the paper.

<Key word>

Emerging Markets Strategies, an institution-based view of the firm theory, institution and culture in emerging markets, formal institutions, informal institutions