

Institute for Japanese Studies Lecture Series

Why Japan Matters: Business Reinvention and Technology Leadership in the Digital Economy

2020-2021

IJS
LECTURE
SERIES

Thursday, October 15

4:00-5:30 pm

Online



Ulrike Schaede

Japan Forum for Innovation and Technology
University of California, San Diego

After two decades of reinvention, Japanese companies are re-emerging as major players in the new economy. This presentation will explain how this business reinvention has occurred. In response to the rise of China and the globalization of supply chains, Japanese companies have begun to build deep technology competencies in critical inputs and components. This is reflected in a new 'aggregated niche strategy' in which Japanese firms dominate many critical global markets for upstream inputs. Because this reinvention is occurring within Japan's societal preferences for stability, the process has been slow and deliberate, and it is now coming to fruition.

Ulrike Schaede is Professor of Japanese Business at the University of California, San Diego. She is the Director of JFIT (Japan Forum for Innovation and Technology) and head of the International Management track at GPS, the School of Global Policy and Strategy.

Please register for this event on our website:

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Free and open to the public

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