

# Doshisha University

## 2014 Report on the Individual Research Allowance – Research Progress and Results

03 / 16 / 2015 submitted

Department	Title	Name
Doshisha Business School	特別客員教授	Timothy CRAIG
Research Topic	<ol style="list-style-type: none"><li>1. Female entrepreneurship in Japan</li><li>2. HR climate – Japan part of multiple-country study</li><li>3. Japanese popular culture industry case studies</li></ol>	
Summary of Research Results	<ol style="list-style-type: none"><li>1. Interviewed 9 female Japanese entrepreneurs, transcribed interviews.</li><li>2. Arranged and coordinated interviews with HR executive and conducted employee surveys at 15 Japan-based corporations, coded results</li><li>3. Completed and published 2 cases at Ivey Publishing: “Hatsune Miku: Japanese virtual idol ignites global value co-creation” (<a href="https://www.iveycases.com/ProductBrowse.aspx?q=hatsune%20miku&amp;em=0">https://www.iveycases.com/ProductBrowse.aspx?q=hatsune%20miku&amp;em=0</a>) “Anime News Network: Building a sustainable Internet business” (<a href="https://www.iveycases.com/ProductBrowse.aspx?q=anime%20news%20network&amp;em=0">https://www.iveycases.com/ProductBrowse.aspx?q=anime%20news%20network&amp;em=0</a>) Completed case: “Johnny &amp; Associates: Japanese Pop Idol Producer Faces a Changing World” Completed 50% of case: “Square Enix: Keeping the Fantasy Alive”</li></ol>	