

Perspectives on Japan

Master seminar M.Sc. IBWL and M.Sc. BWL

Philipps-University Marburg

Marburg, Winter term 2021/2022

Prof. Dr. Torsten Wulf
Lucas Cornaro, M.Sc.
Philip Mundlos, M.Sc.

Philipps-University Marburg
Chair for Strategic and International
Management



The goal of our seminar is to gain a better understanding of management practices in an important country

Objectives of the seminar - Perspectives on Japan



We will be looking at the economic development, management practices and the corporate sector in Japan.

The aim is not only to understand the peculiarities of Japan and the Japanese economy, but to reflect your findings from an intercultural perspective to draw conclusions for Germany and Europe.

You are expected to write a research paper and present your topic in a final presentation.

The seminar covers three topic areas

Topics to be addressed in seminar papers and presentations



Economic development in Japan

- The Japanese economic miracle – roots of success and bubble burst
- Japan's lost decades – stagnation, recovery, and challenges since 1990

Management practices in Japan

- The Japanese management model – cultural roots and future changes
- Corporate governance in Japan

Japan's corporate sector

- The changing face of Japan's corporate sector – strategic inflection point in the early 2000s
- Softbank as a new type of keiretsu – a case example
- Toyota (Toyotism) as a driver of management innovations – a case example
- Family firms in Japan – relevance, characteristics, and challenges

The seminar ends with two block sessions in January

Seminar dates and locations

