



# LUNCH SEMINAR

## on the Japanese Economy and Society

at the Maison franco-japonaise

### "Licensing Strategy of Japanese Firms"

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**Discussant**

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The Research Institute at the French-Japanese House

**September 25<sup>th</sup>, 2009 (Friday), from 12:30 pm to 2 pm**  
**Maison franco japonaise, room 601 (6<sup>th</sup> floor)**

*With the generous support of the Economic Section of the French Embassy and the French Chamber of Commerce and Industry in Japan*

#### ■ Summary

The usual approach to inventions and patents is led by a science and technology perspective. However, almost all actors who are applying for patents on inventions are definitely doing so with a business perspective in mind. Under what circumstances should enterprises be innovative and file their inventions to get patents? Inventions are traditionally regarded as mere fruits of R&D as "inventions for technological strategy." In contrast to these, inventions resulting from other factors and contexts are collectively defined as "inventions for patent strategy." Then, a simple analysis method is proposed to determine which inventions are filed for patent strategy. This enables to identify within the whole set of inventions the ones that are inventions motivated by technological strategy. We will argue that Japanese firms' behavior is better explained as a rationally perspective of "licensing business", which is a completely different behaviour than that of the approach of a science and technology perspective.

#### ■ Short Biography of Nobuo TAKAHASHI



Dr. Nobuo Takahashi, Professor of Management at the Graduate School of Economics, University of Tokyo, received his Ph.D. in Socio-Economic Planning from the University of Tsukuba in 1987. His thesis is entitled: "Design of Organizations and Statistical Decisions". His first book, *Design of Adaptive Organizations* (Springer-Verlag, 1987) received the Takamiya Award from the Academic Association for Organizational Science. He was a Visiting Research Fellow at the Board of Audit, Japan, 1998-2000. He received the Transportation Book Award from Kōtsū Kyōryoku Kai in 2001 for his 『鉄道経営と資金調達』 (*Railway Management and Financing Schemes*). He is author of the bestseller book of the year 2004: 『虚妄の成果主義』 (*Performance-Based Pay System of False and Fancy*). He is also author of various papers published in *Human Relations*, *Behavioral Science*, *European Journal of Operational Research*, *Omega*...

#### ■ Short Biography of Yveline LECLER



- Researcher at Maison franco-japonaise, UMIFRE 19 CNRS - MAE
- Associate Researcher, Institute of Social Science, University of Tokyo
- Associate Professor, Lyon Institute of Political Studies, University of Lyon
- Permanent Member of the Institute of East Asian Studies (Lyon) since its establishment in 1992.

## What is the Lunch Seminar?

This typical event has been organized at the Maison-Franco Japonaise (Nichi-Futsu Kaikan) – Room 601 (6F) from 12.30 to 14.00, since 2004 with the generous support from the Economic Section of the French Embassy and the French Chamber of Commerce and Industry in Japan. For more information, please visit the website of the seminar : [http://www.mfj.gr.jp/lunch\\_seminar/lunch\\_seminar.html](http://www.mfj.gr.jp/lunch_seminar/lunch_seminar.html)

Please note that this is a "brown bag lunch seminar" (please bring your sandwiches or "bento").

## How to attend the Lunch Seminar ?

The participation to the Lunch Seminar is free but **registration is strictly required**. Please apply by e-mail to : [mikasa@mfj.gr.jp](mailto:mikasa@mfj.gr.jp) ; or by fax (03-5421-7652) specifying your :

- name
- adress
- company or institution
- phone
- position
- e-mail

**NB : The presentation will be followed by a discussion with the participants (in English, no translation).**

## How to get there ?



**Nichifutsu Kaikan (MFJ) : Shibuya-ku, Ebisu, 3-9-25**

▷ From the Ebisu JR station take the Skywalk Exit, turn left and walk 5 mn alongside Yebisu Garden Place.

