

学術研究実績報告書

申請書との変更点およびその理由(内容、日程、実施場所、参加者等で変更があれば記入)

I have added the construction of a worldwide database related to patent applications for solar watches, made with the technology intelligence company Centredoc, in Switzerland (business trip of November 2017). This partner has offered its cooperation and technical support for free, and the database is a core part of the outcome of the research, which emphasizes the technology-oriented strategy of Japanese watch companies. Moreover, I had the opportunity to present my research at Fudan University, Shanghai (March 2018).

研究実績概要

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共同研究者(氏名・所属機関・職名): -

研究課題名: The new marketing strategies of Japanese watch companies since 2005: a business history perspective

研究期間: 2017年 2月 1日 ~ 2018年 6月 30日

概要: (1,000字以内で記述)

The objective of this research was to analyze the evolution of the marketing strategies of the three largest Japanese watch companies (Seiko, Citizen, Casio), in comparison with foreign companies (particularly Swiss), with an approach of business history. The main research addressed were:

- What consisted in the strategies adopted by the three largest companies (brand management, product development, and distribution)?
- Why do Japanese watch companies have different marketing strategies for domestic and global markets?
- What are the current challenges to come back as number one global markets?

Based on corporate publications (annual reports, websites), interviews with top executives, and the analysis of a database of global patent applications of solar watches, the research has demonstrated that the marketing strategy of Japanese companies continues to be based on technological innovation, while it shifted towards a luxury strategy in Switzerland after 2000. Brand diversification on the domestic market and the building of strong brands for the global market can also be observed in all three companies. However, brand management is also strongly based on a discourse about technology. In a global market where the watch has become a fashion accessory, the persistence of the technology-based marketing is a major weakness.

The results of the research have been presented in 2018 at Fudan University (Shanghai), at the annual conference of the Association of Business Historians, Milton Keynes (UK), and at the Kansai workshop of the Business History Society of Japan.

A paper entitled "Technological Innovation and Brand Management: The Japanese Watch Industry since the 1990s" is currently under submission at an international journal of management.

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