

論文の英文要旨

論文題目

Interpretative Sociology of Japanese Social Business
—between Individuals and Organizations—

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Keywords those began to be discussed as primary actors within the third sector perceived under ‘the limits of the Welfare States,’ such as Social Business (SB), Social Enterprise (SE) and Social Entrepreneur have also been noticed in Japan from 1990’s. These words raised Japanese domestic awareness since it has been attempted to introduce both on academic and practical level. With the purpose of grasping the present situation about SB under this trend, there has been formed the related discourses thanks to accumulation of literatures on both approach from business management and NPO studies.

Basically, these attempts are made on basic assumptions such as peculiar concepts including “individual (personal)” and “organization” under the context of western modern world. However, there is a crucial missing viewpoint on these studies and practical application. When we work on a process of implanting the idea of SB onto Japanese society, it is critical to understand which meeting points can exist and interact between points of reference of actions in Japanese society and those related to the concept of SB imported from modern Western societies. There is possibility that there are 2 kinds of dynamics in Japan which indicate change from the original modern Western organizations and also approach to them when SB is performed on the base of Japanese society and culture. There we need to set up a new point of view

that can compare Japanese and modern Western society and catch the previous dynamics to understand this phenomenon.

From the above-mentioned current situation regarding SB study of Japan, I set a broad goal to "capture the SB which can appear in Japan." To achieve it I tried the unique attempt of the theoretical connection between Western SB studies and various excellent previous researches comparing modern Western society and Japanese society and neighboring societies from a more universal point of view. Also, I tried case studies to work on an analysis of the nature of "considered SB organization", which appeared in Japan.

First of all, I organized discussions on SB by 3 areas: Western Europe, USA, Japan. Then, I set an ideal type of "SB on the meaning of modern Western society" that becomes the point of reference through this study. In the ideal type SB is defined to be a business organization widely distributed on an axis of "market orientation," while it is positioned close to democratic process on the other axis of "orientation to the democratic process" from the viewpoint that is based on democratic decision-making between the various stakeholders involved in the business activities without being influenced by the capital ownership.

Then, under the assumption that there are differences between the basic unit in Japanese society and "individual with free will" which make it possible to orient the democratic process, I searched clues from Sato (1993)'s study on modern capitalism organization, which finds out the "free will to abstinence" which was discovered from the ethics of the unique theology in the modern Western world. The relationship among "individual," "organization" and "society" of Japan society has been compared with that of the modern Western society. It has been found out that the relationship in Japanese society above has created "personal to be found from within the relationship," which continued even after the Meiji era called "modernization in Japan." In addition, Murakami (1997)'s discussions on *ie* society and Nakane (1967; 1978)'s sociological-anthropological comparison studies on Japanese societal organization. These studies show that the minimum individual in Japanese society is not a single person but the minimum-size organization which a person belongs, and I can find out emotional and power balance between another member of the organization exceeds the democratic decision-making process which give priority to

the rule of law. With these ideas above I can allocate “Japanese SB,” inside the ideal type of SB which is affected by a bias of Japanese society above.

In the case study, I interviewed managers from 2 businesses. The first one is a corporation managing both café and art space rental business. The second one is an NPO which manages environmental education for children.

As a result, both cases could be perceived by framework of “Japanese SB” I set, even more visible from criteria of “orientation to the democratic process.” NPO as the second case, especially showed dynamic changes of organization both towards “orientation to the market” and “orientation to the democratic process.”

However, changes found in this case study are greatly up to interaction occurred by a specific member who work as an impersonal factor. There still remains to check if the changes are about the bias of Japanese society itself or not. Also, it should be questioned in the future that whether it is possible to occur in another “Japanese SB” or the case is mere unique, isolated one in Japan.

This study was a sort of ‘exotic’ try, because it deals with set of concepts of “Japanese Society” and “Modernity” itself for connection to a keyword SB, which is studied mainly on business management studies, NPO studies, social policy studies and so on. And this nature makes this study also meet multiple limitations. First, during theoretical comparison and connection I tried to add neighboring societies such as traditional China and Chosun besides “modern Western” and “Japan”, but the theoretical sketch of these neighboring societies was not enough due to lack of resources. By similar reasons, the location of 2 cases was limited in Shizuoka city, and theoretical critics to these cases were not enough.

However, on the other side, I could attempt to allocate SB concept in Japanese society on a viewpoint of comparative studies. It opens a new possibility on the academic studies about SB, such as theoretical check of possibility if SB could be positioned in the other societies in East Asia, or accumulating academic resources which will offer more precise and convincing concept to increasing Japanese SBs.