

COMPLETION REPORT

More than Manga, Anime, and Games (MAG): Japan's influences on Stylistic Innovation of Taiwanese small firms.

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ABSTRACT

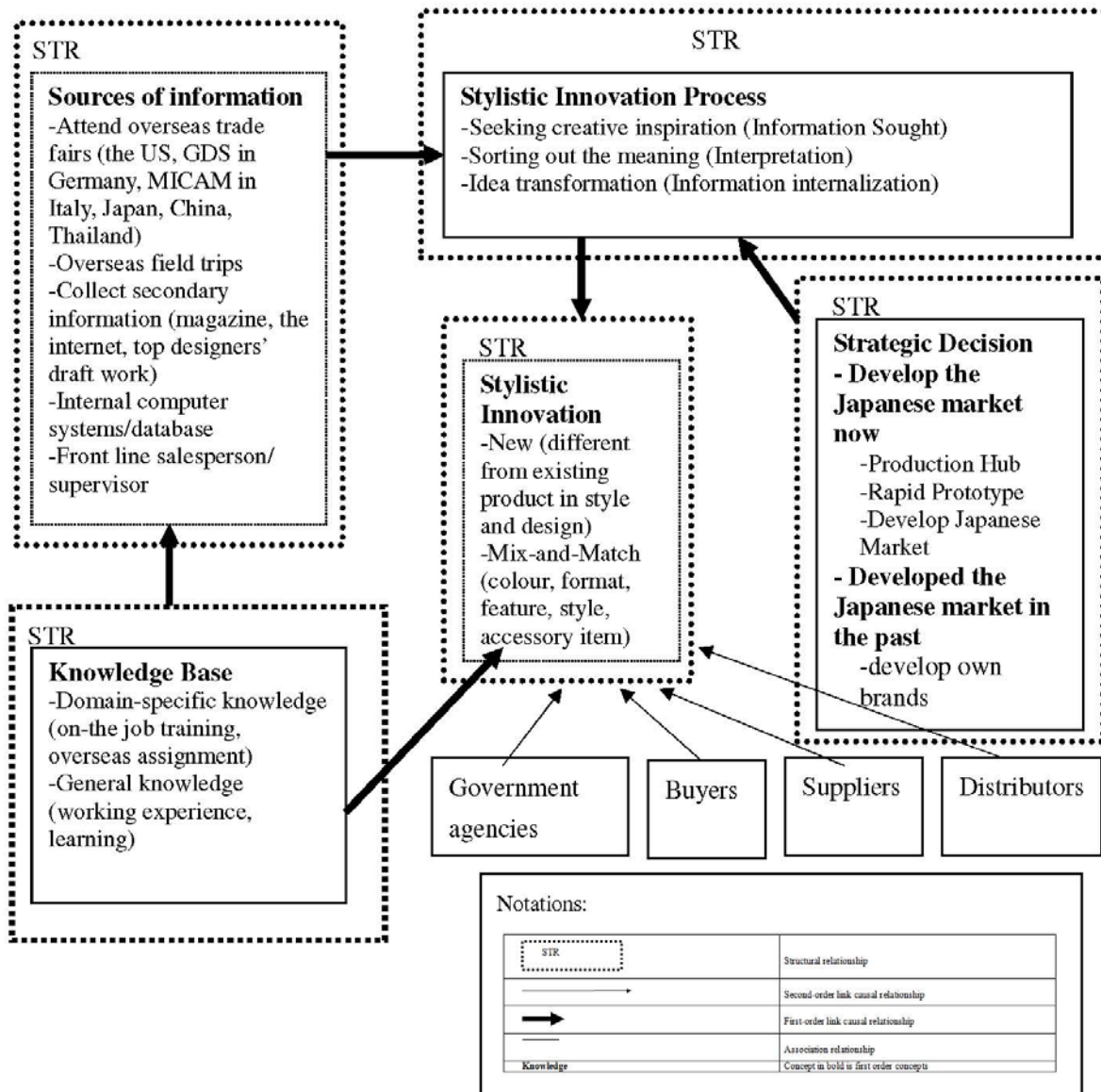
Purpose: Given the Japanese manga, anime, and games (MAG) are not only a subject matter for investigation but also an instrument for examining the metaphoric economy of the contemporary world, the present research examines to what extent Japanese agents and buyers could affect the stylistic innovation of Taiwanese small shoe manufacturing firms.

Method and Data: This preliminary study adopts a qualitative multiple case study method to investigate the practices of stylistic innovation in six Taiwanese small shoe manufacturers. 15 in-depth personal interviews were conducted. The interview scripts were analyzed through the data reduction, data display and conclusion drawing phases, and gradually condensed into concepts (Eisenhardt, 1989; Miles & Huberman, 1994). Tran's (2010) stylistic innovation process, consisting of creative sensing, stylistic orchestration and agile synchronization, was adapted as the analytical framework for further analysis. Cognitive mappings suggested by Vermeulen & Curşeu (2008) were applied to show the interplay of cognitive complexity and stylistic innovation.

Findings: The research results first reveal that the cognitive complexity of Taiwanese shoe entrepreneurs in stylistic innovation. It is found that the domain specific cognitive complexity of the entrepreneur influences the selection of relevant and appropriate dimensions in stylistic innovation. Entrepreneurs' strategic decisions to be the buyers' production hub, rapid prototype maker or go international interact with the aesthetic influences of Japan will influence the manufacturers' stylistic innovation.

Key Contributions: The entrepreneurs are exposed generally to a wide a variety of types and forms of new information and also specifically to aesthetic and stylistic issues in the process of stylistic innovation. Research results also show that entrepreneurs' strategic decision is one of the major factors in stylistic innovation. The cognitive mappings (See Figure 1) show the stylistic innovation of Taiwanese shoe manufacturers and also the possible aesthetic influences of Japan on the innovation process.

Figure 1: Cognitive Mappings



Publication of the Results of Research Project:

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