

# COMPLETION REPORT

## Woman and Entrepreneurship in Japan and China

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China and Japan has witnessed greater passion for entrepreneurial activities in the recent decades, given the market-oriented transformation of the post-socialist economy in China and the urge to revitalize the economy in the globalization context in Japan. The rising entrepreneurial dynamics witnessed persisting gender gaps, however, in the two societies that are characterized by similar patriarchal norms and traditional values. This study examines the policy and institutional backgrounds in the two countries that help to shape the labor force structures and gender gaps in economic activities, which contribute to the different trends and patterns that women conduct entrepreneurial activities. The findings can be used to inform policies and future research agenda on how to deal with different opportunities and challenges under the global capitalism and entrepreneurial revolution that may affect men and women differently.

Based on archival research and case studies, this project finds similarities and differences between the two countries regarding both economic structures and institutional backgrounds that have shaped the gendered patterns in the entrepreneurial world. China has witnessed the rise of entrepreneurship that is closely related with the expansion of private sectors. Many talented and educated women were attracted to the private sector driven by the rising economic opportunities, particularly in manufacturing and retail trade sectors. But meanwhile, the gender gap in economic participation has been enhanced greatly under the market reform. In Japan, the likelihood of becoming female entrepreneurs is more spread out throughout different life stages, and the transformation of economic structures has created opportunities for women in general service sectors. However, female entrepreneurs in Japan tend to run small businesses and earn limited incomes, with a higher concentration in trade and service sectors rather than manufacturing sectors, and their disadvantage in handling deals with public sectors and big companies is salient. Such persisting gender gaps have been deeply rooted in the institutional barriers across economic sectors and the dominant corporate culture in the business sphere. Although both countries have issued policies and initiated various measures to encourage entrepreneurship and women's engagement in it, their impacts have to be contextualized, including the startup promotion policies and the establishment of business incubators in China, and the "30% by 2020" goal and "Womonomics" approach in Japan. This study calls for more attention to be paid by the academia and policy makers to the different gendered entrepreneurial dynamics that was shaped by both institutional settings and economic structures in China and Japan.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Jing Song, 2016, "Womanhood and Entrepreneurship in China," the 11th annual Conference of Asian Studies Association of Hong Kong, Kobe, Japan, April 2-3, 2016.

Jing Song and Kuniko Ishiguro, 2017, "Women's Entrepreneurship in Japan and China," Research Institute for Women and Careers, Japan Women's University, Tokyo, Japan, June 30, 2017.

Jing Song, 2017, "Migrant Women and Entrepreneurship in China," the 10th International Convention of Asia Scholars, Chiang Mai, July 20-23, 2017.

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Kuniko Ishiguro and Jing Song, "Entrepreneurship and Women: Policies, Institutions and Developments in China and Japan," working paper.

Jing Song and Kuniko Ishiguro, "Motivation and Market: The Rise of Businesswomen in Japan and China," working paper.

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)