

SECOND FRENCH-JAPANESE BUSINESS HISTORY CONFERENCE
DISTRIBUTION, MARKETS AND CONSUMERS :
JAPAN AND FRANCE IN COMPARATIVE PERSPECTIVE, 20th-21st CENTURIES :
BEYOND MASS DISTRIBUTION

Saturday, December 13 - Sunday, December 14, 2008

Room 601 (6F), Maison franco-japonaise (3-9-25, Ebisu, Shibuya-ku Toyko)

Free entry, Conference in English without interpretation

PROGRAM

Saturday, December 13 (9h30-17h40)

Address (9h30-9h45): Marc Humbert (Research Institute at Maison franco-japonaise)

Opening Remarks (9h45-10h): YUI Tsunehiko (Bunkyo Gakuin University, Mitsui Bunko)

Session 1 (10h-11h):

The Development of Japanese Department Stores in the Early 20th century

KIKKAWA Yo (Mitsui Bunko)

The Development of Japanese Department Stores in the Late 20th century

FUJIOKA Rika (Osaka Keizai University)

Coffee Break (11h-11h30)

Session 2 (11h30-12h20):

Fashion and French Department Stores

Florence BRACHET-CHAMPSAUR (EHESS)

Reinventing the Modern Department Store : New Consumerism in Paris around 1900

Heinrich HARTMANN's paper presented by Patrick FRIDENSON

Lunch Break (12h20-14h30)

Session 3 (14h30-15h50):

Japanese Consumers' Co-operatives in the 20th century

TAKAI Tetsuhiko (Hokkaido University)

The Formation of Kao's Sales Companies and their Management

SASAKI Satoshi's paper presented by KIKKAWA Yo

The Distribution Channel Strategy of the Toshiba Corporation during the High Economic Growth Period

SON Ilsun (Japan Business History Institute)

Coffee Break (15h50-16h10)

Session 4 (16h10-17h40):

DRM's and the Future of Music Distribution

Anne-Gaëlle GEFFROY (Ecole des Mines de Paris)

Guest Speaker

Sunday, December 14 (9h30-14h30)

Session 5 (9h30-10h30):

The Development of Kokubu, a Wholesale Dealer in Grocery

OSHIMA Hisayuki (Takachiho University)

One does not play with...retailing: on the Paradoxical Merchandising of Fun food in France

Franck COCHOY (University of Toulouse II)

Coffee Break (10h30-11h)

Session 6 (11h-12h):

The Growth of Mass Marketing in Japan

TATSUKI Mariko (Aoyama Gakuin University)

Mass Selling : The Dynamics and Limitations of Mass Retailing in France

Jean-Claude DAUMAS (University of Besançon)

Lunch Break (12h-13h15)

Session 7 (13h15-14h15):

The Development of Convenience Stores in Japan

KAWABE Nobuo (Waseda University)

Distribution and the State in 20th century France

Alain CHATRIOT (CNRS)

Closing Remarks (14h15-14h30): Patrick FRIDENSON (EHESS)

Hosts : Mitsui Bunko, Centre de Recherches Historiques (EHESS-CNRS), Institut Français de Recherche (CNRS-MAEE) at Maison franco-japonaise

Supporter : Business History Society of Japan

Program organizers : Patrick FRIDENSON (EHESS), YUI Tsunehiko (Bunkyo Gakuin University, Mitsui Bunko)

Contact : Maison franco-japonaise (tel : 03-5421-7641, fax : 03-5421-7651, <http://www.mfj.gr.jp/>)

This conference is held on the occasion of the 150th anniversary of diplomatic relations between Japan and France

