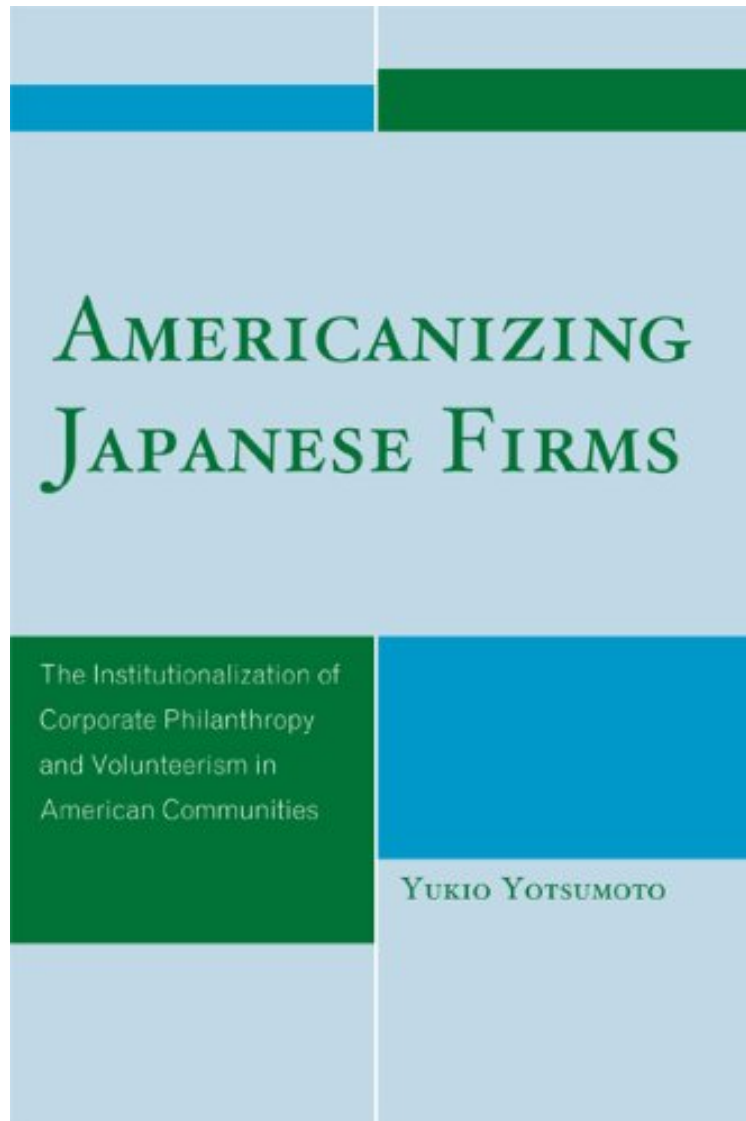


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# Americanizing Japanese Firms: The Institutionalization of Corporate Philanthropy and Volunteerism in American Communities

*Yukio Yotsumoto*

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*Americanizing Japanese Firms* examines the concept of corporate social responsibility in Japanese manufacturing companies within the United States. The study compares the corporate philanthropy of Japanese companies against American and British companies. Specifically, the study investigates characteristics of Japanese companies that influence the level and nature of the corporate philanthropy undertaken. The relationship between size of the company and the level and nature of corporate social responsibility is also examined. Finally, the study explores how Japanese corporations learn about the American approach of corporate philanthropy. In his investigations, the author considered two contexts: first, the constitutions of Japan and the United States are analyzed at a national level to determine the position or importance of corporate philanthropy within the societies comparatively; and second, the communities in which corporations are located and act for social contribution are investigated.

Yukio Yotsumoto's work focuses on competing notions of corporate social responsibility in Japanese manufacturing firms in Kentucky....His book looks at the philanthropic attitudes and practices of three Japanese firms, and compares them with those of two American firms and one British firm in "Heartland," a community in northern Kentucky. Yotsumoto's work is based on interviews with company representatives and is supported with secondary sources....Readers will gain valuable insight into how three Japanese firms have adopted corporate social responsibility....Yotsumoto's book illustrates the vital role that American influence has played on the philanthropic practices taken by these Japanese firms. (Journal of Asian Studies 2011-05-01)About the AuthorYukio Yotsumoto is a graduate of Soka University in Japan, where he received a bachelor's degree in economics in 1989. He earned a master's degree in agricultural extension education from the University of Georgia in 1994 and a PhD in sociology from the University of Kentucky in 2002. Currently, Yotsumoto is an associate professor in Asia Pacific studies at Ritsumeikan Asia Pacific University in Japan.