



Second meeting of the Cercle de la FFJ

17 November 2021

Embassy of France in Tokyo
4-11-44 Minami-Azabu, Minato-Ku, Tokyo (Japan)
13.10 - 17.30 (Japan time)

Online
13.30 - 17.30 (Japan time) | 5.30 - 9.30 (France time)

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Bringing together former visiting researchers, associate researchers, prize winners and close collaborators, the Cercle de la FFJ aims, on the one hand, to better promote the scientific excellence of its members as well as the rich and atypical collaborations that FFJ has been able to set up with them; and, on the other hand, to encourage interactions between its members, particularly with a view to the professional integration of future and young researchers.

Chaired by Mrs Yuko Harayama (Professor Emeritus at Tohoku University) and Mr Bernard Delmas (Director of Nissan Motors), the Cercle de la FFJ gathers its members once a year in Tokyo and publishes twice a year a newsletter to highlight their news. The Cercle published on FFJ website its Members List detailing their profile and their research projects. [Further information about the Cercle on the FFJ website.](#)



Programme

(All the times indicated are in Japan time)

13.10 | Welcoming at the Embassy of France in Tokyo

13.30 | Opening Remarks

Sandrine Maximilien

Scientific attaché at the French Embassy in Japan

Sébastien Lechevalier

President of the Fondation France-Japon de l'EHESS, Professor at EHESS

Yuko Harayama

Co-President of the Cercle de la FFJ, Professor Emeritus at Tohoku University

Bernard Delmas

Co-President of the Cercle de la FFJ, Director of Nissan Motor

Session 1 | Artificial intelligence and the future of work

14.00 - 15.00

Digital transformation is underway, with an increasing use of AI in the economy and our everyday life, affecting the organization and nature of work as a consequence. Beside the expectations of job creation and fears of job destruction, the deployment of AI is impacting the reality, sometimes with unexpected effects, but we are just at the beginning of a more profound social transformation. What we observe today is that AI is affecting different groups of workers through different paths, the way we organize our work, and even the scope of work. In fact, the capacity of humans is tested, competed and challenged by AI at the workplace, raising the question of competitive advantage of human vis-à-vis AI, since, focused on the routine tasks by the past, the substitution effect of AI is expanding its scope to the manual tasks and even more to the cognitive tasks. What will be the future of work? In this panel, we will bring different perspectives on this question, quite simple but of substantial significance for our future.

Chair

Sébastien Lechevalier

President of the Fondation France-Japon de l'EHESS, Professor at EHESS

Speakers

Yann Ferguson

Senior Research Scholar at Icam Toulouse

Yuko Harayama

Co-President of the Cercle de la FFJ, Professor Emeritus at Tohoku University

Isamu Yamamoto

Professor of labor economics at Keio University

Kazuo Yano

Fellow at Hitachi Ltd., CEO of Happiness Planet Ltd

Break

Session 2 | Presentations by members of Cercle de la FFJ 15.30 - 17.00

The purpose of this roundtable is twofold. First, it will be an occasion to remind us of some important steps of the activities and research programs of FFJ during the last decade. Second, it will give the opportunity to the members of the Cercle, in a bottom-up approach, to inform us about their current research activities in order to share some insights and, eventually, to promote some collaboration among them.

Chair

Bernard Delmas

Co-President of the Cercle de la FFJ, Director of Nissan Motor

Presentations

Introduction: A brief history of FFJ

Bernard Delmas

Co-President of the Cercle de la FFJ, Director of Nissan Motor

Presentation of Air Liquide Laboratories and their activities

Kazutoshi Iida

Managing Director of Innovation Campus Tokyo at Air Liquide Laboratories

Care-led Innovation: The case of elderly care in France and Japan

Sébastien Lechevalier

President of the Fondation France-Japon, Professor at EHESP

Understanding the "judicialization" of social and environmental issues in

Japan and France

Adrienne Sala

Researcher at Institut français de recherche sur le Japon, Maison franco-japonaise

East Asian and European Firms: Comrades or Competitors

Willem Thorbecke

Senior Fellow at RIETI, 2020 Fellow of FFJ/Banque de France

Individual- and Group-Productivity in an Online Environment: the Case of

Japan

Kostiantyn Ovsianikov

Post-doctoral researcher, Kochi University of Technology, Winner 2018 of FFJ/

SASE Prize of the best article on Asia

Discussion

Keynote speech

17:00 - 17:30 (Japan time)

Norbert Leuret

President and Representative Director of LVMH MOËT HENNESSY-LOUIS VUITTON JAPAN KK

Opening Remarks and Chair (alphabetic order)



Bernard Delmas (Nissan Motors, Independent director and Co-President of the Cercle de la FFJ)

Bernard Delmas is currently Independent outside director of Nissan Motors, Honorary President of the French Chamber of Commerce and Industry in Japan and French Foreign Trade Advisor in Japan. After graduating from the École Nationale Supérieure des Mines (1977) and HEC (1979), he joined the Michelin Group where he held a number of positions in Asia. He is former President & CEO of Nihon Michelin Tire Co.



Yuko Harayama (Tohoku University, Professor Emeritus and Co-President of the Cercle de la FFJ)

Dr. Yuko Harayama is Professor Emeritus at Tohoku University and Executive Director of RIKEN. She is also the former Executive Member of the Council for Science, Technology and Innovation, Cabinet Office of Japan. She is the former Deputy Director of the Directorate for Science, Technology and Innovation, OECD. She is a Legion D'Honneur recipient (Chevalier), and was awarded honorary doctorate from the University of Neuchâtel. Previously, she was Professor in the Department of Management Science and Technology at the Graduate School of Engineering of Tohoku University. She holds a Ph.D. in education sciences and a Ph.D. in economics, both from the University of Geneva.



Sébastien Lechevalier (EHESS, Professor and President of the Fondation France-Japon de l'EHESS)

Sébastien Lechevalier is an economist and a professor at the School of Advanced Studies in the Social Sciences, Paris (EHESS). He is specialised in Japanese economy and Asian capitalisms. He is also the founder and president of the Fondation France Japon de l'EHESS (FFJ). He has been a visiting professor at various universities in Japan, including Tokyo University, Kyoto University, Hitotsubashi University, Waseda University and Doshisha University.



Sandrine Maximilien (French Embassy in Japan, Scientific attaché)

Sandrine Maximilien is Attaché for Science and Technology at the French Embassy in Japan since September 2018. She previously held the same position in India, in Mumbai, between 2014 and 2018. She also stayed in Vietnam from 2005 to 2010, where she was in charge of the implementation of a training program for engineers within the framework of cooperation between the Vietnamese and French governments. Engineer in civil engineering and town planning, she holds a Ph.D. in materials science. Previously she was associated Professor at National Institute of Applied Sciences (INSA) in Lyon, where she was also deputy director for international affairs.

Speakers

(alphabetic order)



Yann Ferguson (Icam Toulouse, University Toulouse Jean Jaures, Senior research scholar)

Yann Ferguson is a sociologist and Senior Research Scholar at Icam Toulouse and Research Center on Work Organizations and Policies (University Toulouse Jean Jaures). His main interests focus on the relationships between Humans and tools they create to face situations: tools of government, aid decision tools, aid with task resolution at the workstation. In this respect, his current work studies the socio-technical processes of integrating the application of artificial intelligence at work. In particular, he is piloting the development of a global catalog of real use cases within the Global Partnership on Artificial Intelligence, a multilateral initiative that brings together nearly 25 countries. The aim is to highlight good practices to promote the

advent of "responsible AI", i.e. combining efficiency gains and worker empowerment.



Kazutoshi Iida (Air Liquide Laboratories, Innovation Campus Tokyo, Managing Director)

Kazutoshi is managing R&D team in Japan, Korea and Taiwan, and also responsible for building a strong connection with local innovation ecosystem including public research institutes, universities, customers, suppliers and start-ups in Japan, Korea and Taiwan. He joined Air Liquide in 2011 and has been taking current roles since then. He holds Master degree in Polymer Chemistry from Kyushu University in Japan and worked at Japanese, American and German chemical companies before joining Air Liquide. He received a title of visiting professor from Kyushu University since 2016.



Norbert Leuret (LVMH Moët Hennessy-Louis Vuitton Japan K.K., President and Representative Director)

Norbert Leuret is the President and Representative Director of LVMH Moët Hennessy Louis Vuitton Japan K.K.. LVMH is the worldwide luxury sector leader, owing a unique portfolio of 75 brands, covering sectors such as Wines & Spirits, Fashion & Leather Goods, Watches & Jewelry, Perfumes & Cosmetics, Selective Retailing and other activities. Having graduated from l'Ecole de Management de Lyon (EM Lyon) in International Business in 1983, Norbert Leuret started his career in French Embassy in Japan, at the Osaka General Consulate, and then joined Royal Dutch Shell Group in France, Belgium and Japan. In 1997, he debuted a post in KENZO Japan (LVMH Group) as President. After managing KENZO in Japan, he joined Hachette Filipacchii

Medias Japan (Lagardère Group) as President in 2003, to run their acquisition renamed Hachette Fujingaho. Norbert Leuret then spent 10 years leading the expansion of ZARA Japan (INDITEX Group) as President and Chief Executive Officer between 2006 and 2016. He returned to LVMH in Spring 2016.



Kostiantyn Ovsianikov (Kōchi University of Technology, School of Economics and Management, Post-doctoral researcher)

Kostiantyn Ovsianikov obtained his Ph.D. in International and Advanced Japanese Studies from the University of Tsukuba (Japan) in 2018. In his dissertation, he explored how the pursuit of the shareholder-value ideology by management has affected labor policies at large Japanese enterprises. In 2018 he won the Best Paper Award from Foundation France-Japon/SASE. In 2021 he became an Associate Researcher at FFJ, cluster "Asian Capitalisms: Diversity and Institutional Change". His current research project funded by the JSPS Grant-in-Aid for Young Scientists focuses on

the market perception of corporate innovations in Japan. He also employs experimental methods to elucidate various aspects of corporate organization and behavior.



Adrienne Sala (IFRJ-MFJ, Researcher)

Adrienne Sala is researcher at the French Institute of Research on Japan at the Maison Franco-Japonaise (IFRJ-MFJ) and visiting researcher at the University of Tokyo, Institute of Social Science since September 2019. After a PhD thesis at EHESS, she is currently working on sociopolitical issues related to legal mobilization, public policy and law making process, as well as evolution of the Japanese economy and society. Since January 2021 she is coordinating the project «Judicialization » of social and environmental issues in France and Japan » including webinar series organized in collaboration with the Fondation France-Japon de l'EHESS. Among her recent publications: « La créativité du juge à l'épreuve des nouveaux problèmes de santé au travail : l'exemple du cas japonais du karôshi et karôjisatsu », *Revue de Droit Comparé du Travail et de la Sécurité Sociale*, 2021/2; « Puissance et défis économiques du Japon », in Guibourg Delamotte (dir.), *Le Japon dans le monde*, éditions du CNRS, 2019. She also contributed to the forthcoming collective book « Socio-Life Science and the Covid-19 outbreak » at Springer ed.



Willem Thorbecke (RIETI, Senior Fellow, 2020 FFJ/Banque de France Fellow)

Willem Thorbecke is a Senior Fellow at Japan's Research Institute of Economy, Trade and Industry. Prior to this he was a Senior Research Fellow at the Asian Development Bank Institute and a professor at George Mason University. He was the FFJ/Banque de France Fellow in 2020-2021 and a Fellow at Harvard's Center for International Development from 2017 to 2020. He is also an honorary professor at the International Business School Suzhou, Xi'an Jiaotong – Liverpool University in Suzhou China. His work investigates the impact of COVID-19, monetary policy, fiscal policy, oil price changes, and other shocks on the economies of Asia, Europe, and the U.S. He has also studied the development of global value chains and the impact of exchange rates

on trade within production networks.



Isamu Yamamoto (Keio University, Professor)

Isamu Yamamoto is Professor of labor economics at Keio University. He is also Director of the Panel Data Research Center at Keio University, where he is responsible for several household panel surveys representing Japan such as the Japan Household Panel Survey (JHPS). He has been studying various aspects of the work style of Japanese workers, focusing on long work hours, work-life balance, workers' mental health, and others. His research is also concerned with the future of work. He serves as Principal Investigator of the Japan Science and Technology Agency (JST) research project, "Research on the task models to cooperate with the human and new technology," and conducts related studies. As an author and editor, he published a book "Artificial Intelligence and the Economy" (in Japanese) in 2019.



Kazuo Yano (Hitachi Ltd., Fellow and Happiness Planet Ltd., CEO)

Dr. Kazuo Yano is Fellow, Hitachi Ltd. and CEO, Happiness Planet Ltd. He is known for his pioneering works dedicated to the world-first room-temperature single-electron memories. Subsequently, he has pioneered the measurement and analysis of social big data. He and his coworkers have succeeded in quantifying the happiness of people from unconscious physical motion, and founded "Happiness Planet, Ltd." in 2020 for enhancing happiness and psychological capital through technologies. He has provided a number of keynote speeches on data for happiness world-widely. Kazuo has applied for over 350 patents and his papers have over 4500 citations. His

book, *The Invisible Hand of Data*, was nominated as one of the top-10 business books in Japan in 2014. He received 2020 IEEE Frederik Phillips Award and many other international awards. He is Fellow of the IEEE.