

Noriko YAGI

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Nationality: Japanese

Languages: Japanese, English

Education:

University of Kansas, USA, School of Business: Ph.D., Business Administration, 2007.

Aoyama Gakuin University, Tokyo, Japan, Graduate School of International Politics, Economics and Business: M.B.A., International Business, 1994.

Tsuda College, Tokyo, Japan: B.A., International Relations, 1985.

Teaching Experience:

2008 -Present Assistant professor of management, Butler University, College of Business, Indianapolis, IN, USA.

Courses taught

- Managing people in global organizations (MBA552)
- Organizational Behavior (MG360)
- International Business Environment (IB320)
- Contemporary Business Issues in East Asia (IB323)

2007 Adjunct lecturer, University of Kansas, School of Business

Academic Interests:

- Multiple cultural identities—their construction and internal and interpersonal negotiation process and their implications for managing global workplace.
- Internationalization process of a firm—examining the process both from a firm level and from an individual level.
- Qualitative research methodology; in particular, ethnography.

Publications:

Curci, R. & Yagi, N. (*in press*) The internationalization of business in the greater Indianapolis area: Understanding their scope and strategies. *Journal of Management Policy and Practice*.

Yagi, N. and Kleinberg, J. (2011). Boundary work: An interpretive ethnographic perspective on negotiating and leveraging cross-cultural identity. *Journal of International Business Studies*.

Florenthal, B., Xu, H., and Yagi, N. (2009). Marketing Feng Shui to Asia: A Case Study. *Korean Journal of Marketing*, 11 (2), 1-20.

Yagi, N. (2006). "When are the Japanese Japanese?" Negotiating Japanese Cultural Identity in a Japan-US Binational Organization. *The Annual Bulletin Japan Academy of International Business Studies*, No.12, 171-181.

Yagi, N. (2005). Ethnography as a research methodology for international business studies: Its complementary role to methodologies based on a positivistic paradigm. *The Annual Bulletin Japan Academy of International Business Studies*, No.11, 207-221.

Under Review:

Florenthal, B., Yagi, N., & Xu, H. "Chinese Cultural Impact on Consumer Behaviour: A Theoretical Framework of Feng Shui." Under review by *International Journal of Consumer Studies*.

Presentations:

Yagi, N., & Kleinberg, J. (2010). Rethinking the implications of national culture. Paper presented at the 26th EGOS Colloquium, Lisbon, Portugal, July 2010.

Yagi, N., & Kleinberg, J. (2009). An Ethnographic Perspective on Boundary Spanning in a Binational Organization. Paper presented at the 25th EGOS Colloquium, Barcelona, Spain, July 2009.

Yagi, N., Kleinberg, J., & Schwoerer, C.E. (2008). A Negotiated Cultural Identity Approach: Role of National Culture in a Cross-national Work Setting. Paper presented at the 2008 national conference of the Academy of Management, Anaheim, CA, August 2008.

Yagi, N. (2008). Unbinding the concept of national culture: A negotiated cultural identity approach. Paper presented at the International working paper symposium, University of Missouri, Kansas City, February, 2008.

Yagi, N. (2005). When are the Japanese Japanese? Negotiating Japanese cultural identity in a Japan-US binational organization. Paper presented at the 12th National Conference of Japan Academy of International Business Studies, Hiroshima, Hiroshima, Japan, October, 2005.

Yagi, N. (2004). Ethnography as a research methodology for international business studies: Its complementary role to methodologies based on positivistic paradigm. Paper presented at the 11th National Conference of Japan Academy of International Business Studies, Nishinomiya, Hyogo, Japan, November 2004.

Yagi, N. (2002). To which company do you belong? Constructing social identity in a Japanese subsidiary in the U.S. Paper presented at the 15th Annual Conference of Association of Japanese Business Studies, St. Louis, MO, June 2002.

Research in Progress:

Florenthal, B., Xu, H., and Yagi, N. Is Feng Shui a Cultural Phenomenon? Revising a manuscript.

Yagi, N. Curci, R., & Mackoy, R. Top Management Team Mindset toward Internationalization and the Firm's Commitment to Internationalization: A Multi-method Approach. Interview study with business executives in progress.

Yagi, N. Japanese female workers in the United States—from diversity management perspective. Data collection stage.

Work Experience:

April 1985 to July 1999 Worked for ISE, Inc., a Tokyo-based research and consulting company. Positions held, including general manager, and research associate of the international business division. Sample research and consulting projects are: research on accessibility of the Japanese market for foreign companies; consultation for office consolidation project of an American IT company in Japan; and consultation on inward foreign direct investment promotion for prefectural governments in Japan.

Membership in Professional Societies:

Academy of Management
Academy of International Business
European Group for Organizational Studies
Japan Academy of International Business Studies

Other Contributions to Academic Communities:

2009	Ad hoc reviewer for <i>Journal of International Business Studies</i> .
2008-2009	Ad hoc reviewer for <i>Human Relations</i> .