

# Noriko YAGI

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## Address:

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## Education:

Awarded Ph.D., Business Administration in May, 2007 from School of Business, University of Kansas, Lawrence, Kansas, USA

Thesis: “When are the Japanese Japanese?” Negotiating Cultural Identities in a Japanese-U.S. Binational Organization

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

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

## Academic Interests:

Organizational behavior and international comparative and cross-cultural management, in general. In particular, the areas of organizational culture, identity, diversity, and organizational communication.

Qualitative research methodology; in particular, ethnography.

## Publications:

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.

## Paper under Review:

Yagi, N., Kleinberg, J. & Schwoerer, C.E. Negotiating Cultural Identity in a Cross-National Work Setting. (Under review at *Organization Science*)

## Presentations:

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 11<sup>th</sup> 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:

Yagi, N. & Kleinberg, J. Implications of biculturalism for organizational boundary spanning. Target Journal: International Journal of Cross-Cultural Management.

Yagi, N. & Schwoerer, C.E. Career management strategy of biculturals: Role of psychological tolls. Target Journal: Human Relations

## Teaching Experience:

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

*Undergraduate* Organizational Behavior (MG360)  
International Business Environment (IB320)

2001-2006 Graduate teaching assistant, University of Kansas, School of Business.

## Work Experience:

April 1985 to July 1999 ISE, Inc., a Tokyo-based research and consulting company. Positions included general manager and research associate of the international business division. Engaged in various research and consulting projects, including the accessibility of the Japanese market for foreign companies; the consolidation of an American subsidiary's facilities in Japan; and setting up and executing activities for Japanese local governments to attract foreign direct investment.

## Honors and Grants:

- Research Scholarship, The University of Kansas Center for International Business Education and Research (CIBER), Spring and Summer 2005
- Dissertation Fellowship Award, School of Business, University of Kansas, Spring 2004

- Holmes Teaching Excellence Fellowship for Doctoral Students, Doctoral Program in Business, University of Kansas, 2003
- Ph.D. Summer Research Grant, School of Business, University of Kansas, 2001 and 2002.
- Dean's list, School of Business, University of Kansas, 2000 and 2001.

Membership in Professional Societies:

Academy of Management  
Association of Japanese Business Studies  
Japan Academy of International Business Studies

Professional Services:

2008                      Ad hoc reviewer for *Human Relations*.