

SOCIALLY RESPONSIBLE INVESTING IN JAPAN: TRENDS AND OUTLOOK

Jacob Park
Assistant Professor, Business and Public Policy
Green Mountain College
E-mail: parkj@greenmtn.edu

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Abstract

This article examines the rise of socially responsible investment (SRI) in Japan as a case study in sustainable entrepreneurship and discusses the potential of SRI in steering Japanese business sector toward a more socially responsible and environmentally sound model of commerce. I argue in this article that the potential of SRI to serve as a *sustainable* entrepreneurial business model and to steer the Japanese business sector toward greater sustainability

depends on two related factors: a) continuing internal/external institutional and social pressures for greater transparency in the Japanese business sector and b) whether or not SRI eventually becomes a viable financial product in the institutional and pension fund market (beyond the consumer market).