

FRAME OF MIND AMONG JAPANESE RESTAURANT ENTREPRENEURS

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ABSTRACT

This paper reports the findings of a survey of 29 restaurateurs in Nagoya, Japan. Through the use of semi-structured interviews, the author explored which of six principles on entrepreneurship touted by Iaquinto and Spinelli (2006) are perceived to be important to a sample of Japanese restaurant entrepreneurs. Findings indicate that not all of the six principles were important to restaurant operators in Japan, and that cultural characteristics unique to Japanese may provide an explanation. It is hoped that this preliminary work will spur more such studies in other countries.

Keywords: *Entrepreneurship, Frame of Mind, Restaurant Management, Japan*