

NAJS Conference 2025 at the University of Iceland

Programme, May 22-23, 2025

Shared 15.05.2025

The conference is for registered participants only, except for the keynote lecture

Venue: Veröld - House of Vigdís, University of Iceland, Reykjavík (main campus)

Thursday 22 May

09:00-10:00 Registration, badge pickup, coffee (Veröld, bottom of stairs)

10:00-10:20 Opening of the conference: Practical information and welcome from the NAJS Steering Committee (group photo)

10:30-12:00 Parallel Session 1 & 2

Session 1, Food & exports

Chair: Kamila Szczepanska

Eva Liias & Erja Kettunen-Matilainen (co-authors): Exporting Nordic food to Japan: SME perspective on the EPA enforcement and trade barriers (Stegewerns, Popovics)

Kristín Ingvarsdóttir: Icelandic whaling for the Japanese market: whaling diplomacy & trade (Hijino, Ström)

Lenka Vyletalova: Economic Ties, Cultural Affinities, and Culinary Innovation: The Case of Japanese Food in the Czech Republic (Teschner, Sanada)

Session 2, Japanese literature & magazines

Chair: Jens Sejrurp

Rebecca Suter: Standing with the Egg: Murakami Haruki's Two World Literature (Niskanen, Bianco)

Francesco Eugenio Barbieri: Kawakami Mieko, Neoliberal Feminism, and the Global Resonance of *Natsu Monogatari* (Iwata-Weickgenannt, Koch)

Jana Aresin: Alternatives to Democratic Capitalism? The Shifting Politics of Labor Activism in 1950s Japanese Women's Magazines (Wulansari, De Togni, Rehm)

12:00-13:00 Lunch break

13:00-14:30 Parallel Sessions 3 & 4

Session 3, Technology and cultural industry

Chair: Eva Liias

Giulia De Togni: Imaginaries of Care Robots in Contemporary Japanese Society (Saeki, Koch)

Lixin Lu: Navigating Digital Transformation in Japanese Cultural Industry: Challenges and Collaborative Solutions (Hamano, Teschner)

Eija Margit Niskanen: Koreanization of J-pop (Suter, Spremberg)

Session 4, Japanese literature & cinema

Chair: Jens Sejrurp

Andrea Bianco: The Emergence of the Onsen Imagination in Modern Japanese Literature and Cinema (Vyletalova, Barbieri)

Zsófia Keller: Indigenous Rights Issues in Japanese Graphic Life Narratives (Arthur, Nakaya)

Kristina Iwata-Weickgenannt: The Cultural Catch: Literature, National Identity, and the Politics of Nostalgia (Punternvold, Ingvarsdóttir)

14:30-15:00 Coffee break

15:00-16:15 Keynote lecture by Pekka Korhonen, Professor Emeritus of World Politics at the University of Jyväskylä, Finland

Chair: Dick Stegewerns

Keynote title: On Being an Ally of the United States in Cold War II

Venue: Auditorium (Auðarsalur)

16:30-17:30 Reception and optional guided tour of the Vigdís Finnbogadóttir Exhibition, building next to the conference venue. Former president Vigdís Finnbogadóttir was the first democratically elected female president in the world, President of Iceland 1980-1996.

18:00-20:00 Conference dinner, Plantan Bistro at the Nordic House in Reykjavik,
<https://nordichouse.is/en/plantan-bistro/>

Friday 23 May

09:00-10:30 Parallel Sessions Session 5 & 6

Session 5, Purenness as commodity

Chair: Patrik Ström

Tamara V. Teschner: Cosmetics Industry in Japan (Wulansari, Ferreira, Ström)

Gabriele Koch: "Feeling the Forest with Your Whole Body": Attention and Forest Therapy in Contemporary Japan (Saeki, Yoshihira)

Session 6, History

Chair: Kristín Ingvarsdóttir

Dick Stegewerns: The Modern History of Sake: From the Birth of Sake to the Triumph of Pure Sake (Vyletalova, Liias & Kettunen-Matilainen)

Jonathan Puntervold: "The Emperor's New Grammar": Yamada Yoshio and the myths of Meiji grammar writing (Bianco, Keller,)

Chantal Weber: Cultural Internationalism in Japan during the 1920s – Personal Networks in the Public and Private Sphere (Spremborg, Rhys Jones)

10:30-10:45 Coffee break

10:45-12:15 Parallel Sessions 7 & 8

Session 7, Ethics, conspiracy, gender

Chair: Unnur Bjarnadóttir

Eiko Saeki: Regulating Reproduction, Resisting Restriction: State Control and Grassroots Advocacy in Japan's Third-Party Reproduction Debate (Yoshihira, Ferreira)

Kamila Szczepanska & Yoko Demelius (co-authors): Kofuku-no-Kagaku as a conspiritual conglomerate? The usage of conspiracy theories in operations of KnK (2020-2025) (Korhonen, Aresin)

Sri Ayu Wulansari: Divergent Paths, Shared Struggles: Women's Experiences of Gender Inequality in Japan and Indonesia" (Barbieri, Arthur)

Session 8, Internationalization & immigration

Chair: Dick Stegewerns

Felix Spremberg: Internationalization in Japanese Moral Education Textbooks: Between Normalization and Nihonjinron (Rehm, Weber)

Maximilien Xavier Rehm (co-researcher: Richard East, Ph.D.): How does party politics influence debate on immigration in Japan? A quantitative analysis of National Diet records (Bochorodycz, Sejrup)

12:15-13:15 Lunch break

13:15-14:45 Parallel Sessions 9 & 10

Session 9, Arctic diplomacy & governance

Chair: Eva Liias

Edward Rhys Jones: From Science to Strategic Engagement: Japan's Path to Arctic Council Observer Membership (Ingvarsdóttir, Korhonen)

Lindsay Elizabeth Arthur: Rights Matter Everywhere! Japan's Engagement with Indigenous Rights in Arctic Governance from Policy to Practice (Szczepanska, Keller)

Session 10, Regional development

Chair: Dick Stegewerns

Kie Sanada, Patrik Ström, Peter Popovics (co-authors): Regional development via nurturing green service ecology: Is a lesson from Japan applicable to a case study from Sweden? (Hamano, Kettunen-Matilainen)

Ken Victor Leonard Hijino: The Political Discourses of Rural Shrinkage and Revitalization: Japan in Comparative Perspective (Lu, Sejrup)

Sumie Nakaya: "Building Back Better" in Action: Circular Economy and Post-Disaster Reconstruction in Japan (Hijino, Bochorodycz)

14:45-15:00 Coffee

15:00-16:30 Parallel Sessions 11 & 12

Session 11, Foreign policy

Chair: Dick Stegewerns

Beata Bochorodycz: The Three Security Documents of 2022 and the Policy Change in Japan: From Yoshida Doctrine via Salami-slicing Tactic to the Critical Juncture of the Abe Line (Nakaya, Szczepanska)

Pekka Korhonen: Japan in Cold War II (Weber, Rhys Jones)

Session 12, Heritage & community

Chair: Patrik Ström

Magokoro Yoshihira & Yuliya Osadcha Ferreira (co-authors): Destigmatisation of the Sanya Community: from a Poor District to an Inclusive Community (Aresin, Popovics)

Jens Sejrup: Re-inviting flows: Globalist metaphors at two reconstructed heritage sites in Japan (Niskanen, Sanada)

Takeshi Hamano: The emergence of a 'boundary object' through industrial tourism: Multiple ontologies of local heritage after their inscription on UNESCO's World Heritage List in regional Japan (Lu, Suter)

16:30-17:00 Closing of the conference & discussion