

EVALUATION REPORT INNOVATIONAL RESEARCH INCENTIVES SCHEME
Veni 2019 Social Sciences and Humanities domain

File Number: VI.Veni.191R.065
Applicant: Dr. M.T. Kawakami
Title: Humanizing Corporations: How Understanding Neuroeconomics, Positive Psychology, and Buddhism Can Improve Company Law

Judgment of your application:

selected for further consideration in the next stage of the assessment procedure

Standardized score per criterion:

Criterion I	2,4
Criterion II	3,5
Criterion III	3,4
Criterion IV	2,1

Standardized final score:

2,9

Explanation evaluation report:

The points per criterion mentioned below are remarks made by members of the assessment committee. The weighing of these points by the committee as a whole underlies the assessment of the application.

The selection committee has judged the overall quality of your research proposal based on the four criteria below:

1. Academic profile

- This researcher is characterized by a particularly original approach to issues. His position in scientific research can therefore also be called a-typical.
- The candidate has developed a very good academic record, as evidenced, in particular, by many international activities and collaborations with both academics and practitioners in a clear research focus throughout.
- Forceful profile that draws a persuasive picture of the academic trajectory of the candidate as a trailblazer. Applicant shows facility in cooperating and making connections with diverse scholars as well as integrating a variety of disciplines. It further shows significant initiative and appetite for research activities. Admittedly there is not as much clear indications that the researcher actually has a good talent for high-quality research.
- Unique interdisciplinary perspective that is indeed important to the field of law. Creative academic with innovative ideas and approaches. International presence and valorisation activities.

2. Scientific output

- Good academic track record given limited time spent on research since PhD.
- Compared to the profile description, the actual output is more soberly constructed. Applicant shows a continuous output, with a natural focus on the PhD, but the publications outside the PhD do not appear exceptional, rather the usual quality and kind of interim and post-PhD publications. Admittedly the publications are commented in a persuasive manner which shows maturity and confidence in the research programme undertaken by applicant.
- A danger of the kind of interdisciplinary work of applicant at the start of a career is a lack of thoroughness in any specific discipline (in particular as applicant is not involved in legal scholarship as such but rather behavioral effects). The actual quality of the research output is not supported by indicators such as top journals, one is in a student-run journal, another is in a journal where

applicant served as co-editor for a special volume. Hence it is unclear whether the conviction of applicant himself is shared by the general scholarly community.

- Indubitably the applicant is productive, in a variety of channels.
- The candidate's publications include several articles with major international journals, as well as chapters in books with international publishers. In addition, the candidate has edited a special issue of one of the international journals.
- The research output is interesting but at the same time fairly diverse due to diversity of perspectives.

3. Research idea

The committee is not unanimously convinced by the research idea.

- The project aims to tackle an important and topical issue of how multinational corporations can be incentivized to contribute to social objectives by using insights from other disciplines than law. At the same time, the project design is too broad for three years. No concrete research questions are provided. As a result, it is also not entirely clear what is the state of the art on this topic and to what extent the candidate's contribution to the body of existing research is original.
- The research idea links various (scientific and spiritual) to a relatively simple social question. Given the diversity of approaches, the question arises whether an answer can be found in mutual relation. Researcher only indicates the approaches but says nothing about their synthesis.
- The ambition of the idea deserves respect and in itself appears innovative, however it does bear the risk of being overly ambitious. In itself it appears to involve an application of a variety of disciplines to a specific social problem or phenomenon (corporate behaviour). It is not immediately clear that this will lead to fundamental scientific breakthroughs, however if successful it may provide a major contribution to a social problem. One problem with the idea is that it is not clear as to whether it means improving lawyer's understanding of effects on corporate behaviour (which might lead to a more sober view of the limitations of what law can accomplish) or actually a social program on how to change corporate behaviour, where law is only one of the possible instruments. The former is not entirely new (indeed, classic lawyers already were well aware of limitations), the latter is however, somewhat outside the remit of this committee and also may not fully match the applicant's scholarly training.
- Exploitative behaviour of companies can be very problematic and have a negative impact on society but I agree with the candidate that perhaps mere laws are not the only or best way to address this. His idea is original, challenging and creative and I am looking forward to the outcomes.

4. Researcher's motivation

- The candidate's motivation is convincing.
- Researcher is particularly motivated in his approach and perspective of research.
- The applicant shows throughout the application an affecting enthusiasm and energy. However, the motivation does not convince with respect to the suitability of the researcher to actually realise a difficult and challenging combination of various disciplines on his own, given also the specificity of his own scholarly training.
- Clearly the candidate is fascinated by finding original angles in traditional domains by bringing in insights from other disciplines. His approach seems convincing and ties in with previously taken approaches.