

## Abstracts

### What is Activation Policy?

**Kengo Nakamura** (Osaka City University)

“Activation” is a policy term that has been widely used in the US, Europe and Japan since the middle of the 1990s. It basically means activating the “inactive” people who receive social benefits. However, in recent years it has become harder to distinguish this term from other similar policy terms like “active labor market policy.” Therefore, after a brief introduction in the section I, the section II of this article presents the author’s own definition of activation policy. The section III describes the process by which the concept of activation has been gradually formulated by the OECD and EU since the mid-1990s. The section IV briefly explains the “active social inclusion” approach intertwined by the EU with activation policy, thereby showing the limits of the latter policy. In the section V, the author analyzes a causal relationship between the implementation of activation policy and the growth of in-work poverty across Europe.

### Activation Policy and the Livelihood Security System in Sweden

**Miho Ota** (Shizuoka University)

This paper examines how an activation policy has changed the Swedish social security system as a livelihood security system since the 1990s. The characteristics of the activation policy for the unemployed in Sweden are individual-centered employment support, a shortened fixed period of benefits, a gradual reduction of benefits according to the length of time people receive benefits, and so on. While the activation policy has been implemented since the 1990s, the levels of unemployment benefit and sickness benefit have not changed since 2002, although the wage level has risen as a whole. As a consequence, the income substitution rates of unemployment benefits and sickness benefits are no longer meaningful for the Swedish middle class. The universal welfare state system was established in Sweden in the 1980s, but since the 1990s when the activation policy was introduced, the guarantee of the social security system as a livelihood security system has been collapsing.

### Transition of Active Social Policy in Denmark: Mainly on Changes of the Public Assistance System

**Soichiro Kato** (Institute of Policy Research, Kumamoto City)

During the 20 years after the oil shock, Danish unemployment benefit system was expanded as a “prevention” measure against receiving public assistance. After the introduction of active social policy in 1994, it was intended to be a “prevention” of the prolongation of receiving public assistance by empowering young people for early entry into the labor market. The introduction of “Educational-help” in 2014 was also aimed at eliminating barriers to enter into the labor market by improving the education level of young public assistance receivers. The package of measures did not only provide positive effect for middle aged and elderly, immigrant /refugee public assistance receivers, but also it is supposed that their children’s poverty and illiteracy cause a negative chain reaction called “Negative social heritage”. This seems to have caused social anxiety in present-day Denmark.

### The Effects and Adequacy of the Sanction System for the Unemployed in Germany

**Chikako Mori** (Takasaki City University of Economics)

This article examines the effects and adequacy of the sanction system for unemployed people in Germany. Both unemployment insurance and basic income support for needy jobseekers in Germany have a sanction system in place to encourage recipients to participate in the labor market. If a recipient is deemed to be intentionally avoiding starting work, their unemployment allowance will be reduced for a certain duration. This article provides a general overview and the current status of the unemployment insurance and basic income support for needy jobseekers, then goes on to review previous research, and finally examines the effects and adequacy of the sanction system.

The basic income support for needy jobseekers specifically has strict sanctions for those under the age of 25, which is expected to encourage young people to participate in the labor market. However, it has been reported that these sanctions are likely to threaten the recipients' minimum standard of living and put them at risk of homelessness. Therefore, there are uncertainties regarding the effects and adequacy of sanctions for young people, and even the appropriateness of the existence of sanctions should be considered.

#### Development of Welfare Conditionality and Its Impacts in the UK

**Tomokazu Sakano** (Kobe University)

The aim of this article is to analyze the development of workfare in the UK from the perspective of welfare conditionality. Welfare conditionality in the UK, which dated from social security reforms in the 1980s by successive Conservative governments, was institutionalized under New Labour and took a decidedly more punitive turn with the Cameron government. There are a number of differences between the policies of the Labour and Conservative governments. While much of the philosophy underpinning the Conservative workfare program represents moral underclass discourse, New Labour advocated a strategy of social inclusion based on social integration discourse. On the other hand, continuities are seen between the two governments in justifying the duty to work or active job-seeking as a condition of benefit receipt, and the application of benefit sanctions to claimants who do not meet their responsibilities. Such a political consensus between the main parties is supported by the widespread penetration of the idea of welfare contractualism among the electorate. While the golden age of the welfare state was characterized by a strengthening of social rights focused on protecting individuals from various risks, the essence of welfare conditionality lies in requirements for people to behave in prescribed ways in order to access benefits. In other words, welfare policies are used as a mechanism of "social control." The welfare conditionality under the Cameron government, however, was not only largely ineffective in facilitating people's entry into the paid labor market, but has also caused negative impacts of promoting social exclusion of vulnerable groups.

#### Expansion of Transitional and Social Employment Programs in Japan: Social Inclusion of Welfare Recipients, the Unemployed, and Those Who Have Difficulties Entering the Labor Market

**Junri Sakurai** (Ritsumeikan University)

This paper examines how the introduction and expansion of transitional and social employment programs in Japan contribute to the social inclusion of welfare recipients, the unemployed, and those who have difficulties entering the labor market. The first part describes the development of transitional and social employment programs in Japan, which includes self-reliance support programs for welfare recipients (2005), regional youth support stations (2006), self-reliance support programs for needy persons (2013), and various government subsidies for social enterprises launched in the 2000s. The second section explores the significance of such programs in terms of the activation and social inclusion of the program participants. The analysis draws on the results of interview surveys conducted in Toyonaka City, Osaka, which is a municipality well-known for actively promoting labor market policies. The final section presents challenges that the central and local governments need to address. There are several major issues to be resolved: income security during the period of program participation; nationwide creation of inclusive workplaces; and reorganization of support programs that are compartmentalized for each category of clients.

#### An Empirical Analysis on Ambiguous Effects of Calling on Selling Orientation: Customer Orientation of Automobile Salespeople

**Tatsuya Uenoyama** (Osaka Prefecture University)

The purpose of this study was twofold. Firstly, we examined how calling effects the selling orientation–customer orientation (SOCO) of automobile salespeople. Secondly, we also examined how supervisor behavior moderates the effects of calling on SOCO.

Based on previous theoretical and empirical studies on calling and moral self-regulation theory, which is thought to be related to SOCO, we built a framework and drew hypotheses to examine ambiguous effects of calling on SOCO and the moderating effect of supervisor behavior. Analyzing quantitative data ( $N = 416$ ), we empirically found that calling has positive effects not only on customer orientation, but also on selling orientation. Additionally, supervisor behavior based on a bottom-line mentality (BLM) positively moderated the relationship between calling and selling orientation. Based on these findings, we discuss how high-calling salespersons should be managed from the perspective of business ethics, referring to the characteristics of the occupation. Finally, we present limitations of the study and implications for future research.