Examination of Japan-China relations from social and cultural psychological perspective:  
In-group bias and a refusal of favorable offer

Kosuke TAKEMURA¹
Takeshi HAMAMURA²
Satoko SUZUKI¹

¹ Graduate School of Management, Kyoto University
² Department of Psychology, The Chinese University of Hong Kong

Today, organizational activities include interacting with people from different countries. In-group bias, or a psychological tendency to treat in-group members more favorably than out-group members, may impair organizations’ performances. Based on findings from social and cultural psychological studies, we hypothesized that an in-group bias would appear for Japanese and Chinese, that is, people are more likely to refuse a favorable offer from foreigners (i.e. Chinese would reject Japanese's favorable offer, and vice versa) than fellow citizens. The results from the web survey in Japan and China supported our hypothesis. We found that a reciprocity norm and intergroup emotions played a role in the arousal of such in-group bias. Implications for international management are also discussed.

Key words: In-group Bias, Reciprocity, Intergroup Emotion, Social Psychology, Cultural Psychology