

**UNDERGRADUATE  
SEMINAR BOOKLET  
2024年度秋セメスター  
学部ゼミ要覧**

**APM**

**AY2024 FALL**

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## ゼミ（学部演習科目）とは？ What is Undergraduate Seminar Course ？

### ●ゼミ（学部演習科目）とは？

ゼミはAPUでの学びの重要な一部であり、学生は少人数クラスでの研究、ディスカッションを通して、専門分野の知識とスキルを強化することができます。

専門演習/卒業研究/卒業論文を履修することで、学生はグローバルな視点からビジネスや経済の重要なトピックについてより深く学ぶ機会を得ます。

専門演習は、指導教員が設定したトピックについて、学生が議論や実践的な作業に参加するインタラクティブな学習体験です。

また、学生は卒業研究に進むために必要な分析技術も身につけることができます。

卒業研究では、学生が興味を持ったトピックを選び、教員の指導の下で調査、研究、分析を行います。学生は自ら選んだトピックを積極的に探求し、これまでに学んだ知識、技術、分析手法、その他のツールを十分に活用する。

卒業論文では、学生は選んだトピックに取り組み、教員指導の下で調査、研究、分析を行います。

### ● What is Undergraduate Seminar Course . . . ?

Seminar is an important part of APU and APM curriculum, where students can strengthen their knowledge and skills in their specialization through research, discussion, and collaborative work in small class sizes with closer supervision by faculty.

Taking Major Seminar/Research Seminar/Undergraduate Seminar gives students the opportunity to learn more about important topics in business and economics from a global perspective.

Major Seminar is an interactive learning experience where students engage in discussions and practical work on topics set by the instructor. Students will also learn the analytical techniques they need to proceed to Research Seminar/Advanced Seminar.

In Research Seminar, students select a topic they are interested in and conduct investigations, research and analysis under the supervision of the faculty member. Students will actively explore their own topics, making full use of the knowledge, skills, analytical methods, and other tools they have learned so far.

In Undergraduate Thesis, students will continue to work on their selected topic and conduct investigations, research and analysis under the supervision of the faculty member.

## ゼミの申請スケジュール Seminar Application Schedule

ゼミ情報・ゼミクラス・シラバス発表 Syllabi Released, AC Website	6月・11月 JUNE/NOVEMBER
↓	
指導教員とのゼミ相談期間 Consultation Period with faculties	7月・12月 JULY/DECEMBER
↓	
申請期間中に申請をする Application Period	7月・12月 JULY/DECEMBER
↓	
申請結果発表 New application results announced	7月・1月 JULY/JANUARY
↓	
履修開始 Start Undergraduate Seminar class	10月・4月 OCTOBER/APRIL

## ACKARADEJRUANGSRI P.

### Seminar theme/topic ゼミのテーマ/トピック :

Strategic Marketing and Interdisciplinary Learning in an Emerging Market

### What and why this seminar?

This seminar is for students who aim to advance their knowledge and skills in strategic marketing and interdisciplinary learning, who plan to extend their study in a higher degree and seek career in strategic and marketing related industry.

### Focused areas

Consumer behavior, market(ing) research, prosumer, co-creation, digital marketing, e/m commerce, social marketing, brand management, emerging market.

### How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid



### Contact Email Address

pajaree1@apu.ac.jp

## **Additional teaching method for 3rd and 4th year seminar**

During 3rd year seminar: group discussion and presentation of case and article analysis will be utilized. Students are expected to critique on the weekly assigned readings and lead seminar class discussion and presentation. Students will also take part in marketing game simulation.

During 4th year seminar: class discussion and individual WIP report/presentation will be utilized. Students are expected to conduct literature review (cases, journal articles, news...) in their interested field and discuss in the class.

## **Specialization**

Marketing;Strategic Management & Organization

## **Seminar language instruction**

English

## **Possible Research Output**

Undergraduate thesis

## **Faculty Information**



# ALCANTARA Lailani L.

## Seminar theme/topic ゼミのテーマ/トピック :

Research for business and impact

## What and why this seminar?

Immerse yourself in empirical research. Learn why research matters and how research can be used as a tool for knowledge creation, strategy development, problem solving and personal development. In this zemi, you take charge of your own learning, you choose your own topic for your thesis or generate your own idea for your project. You are expected to dedicate time and effort in and outside of zemi class and work on a group project from your third year.

Whether it is for a thesis or project, you are expected to find a gap in the literature/practice, mind the gap and fill the gap through an empirical approach. Curiosity, creativity and (humble) confidence are nurtured in this zemi where everyone is respected and contributes to creating a safe, supportive, and stimulating community of learners.

## Focused areas

Organization science and international management

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid



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## Additional teaching method for 3rd and 4th year seminar

To promote experiential learning and deep understanding of business and social issues, zemi field trips may be designed.

## Specialization

Strategic Management & Organization; Marketing;

## Seminar language instruction

English

## Possible Research Output

Undergraduate Thesis  
Discover the challenge and joy of doing research.

## Faculty Research Database

Selected publications:

- Alcantara, L., & Shinohara, Y. (2023). Diversity and Inclusion in Japan: Issues in Business and Higher Education. Taylor & Francis.
- Alcantara, L. L., & Martuza, J. (2023). Falling from Grace: Slow-fast Stereotyping and Ethical Scandals in the Fashion Industry. Academy of Management Proceedings (Vol. 2023, No. 1, p. 13782). Academy of Management.
- Alcantara, L. & Guttormsen, D. S. A. (2022). The Co-existence of Inclusion and Exclusion Experiences among Foreign Employees. Academy of Management Proceedings, 2022, Academy of Management.
- Nguyen, A. H. M., & Alcantara, L. L. (2022). The interplay between country-of-origin image and perceived brand localness: an examination of local consumers' response to brand acquisitions by emerging market firms. Journal of Marketing Communications, 28(1), 95-114.
- Mitsuhashi, H., & Alcantara, L. L. (2021). Off the rivals' radar in emerging market segments: Non-mutual rival recognition between new firms and incumbents. Long Range Planning, 54(2), 101888.
- Alcantara L, Mitsuhashi H (2015). Too Many to Handle? Two Types of Multimarket Contacts and Entry Decisions, Management Decision, 53(2), 354-374

## Faculty Information



# ASGARI Behrooz

## Seminar theme/topic ゼミのテーマ/トピック :

Innovation Management

## What and why this seminar?

The instructor will provide a series of lectures on the main topics of the seminar. Every student must present a paper relevant to the subject. Apart from that, students will select an innovation from the real world and analyze its life cycle from introduction to saturation. The study can be done individually or in groups and present both interim and final reports to the class for review and discussion by all classmates.

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :



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## Specialization

Strategic Management & Organization;Marketing

## Seminar language instruction

English and Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

Ph.D., Tokyo Institute of Technology ( Industrial Engineering and Management), 2002

M. Eng. Tokyo Institute of Technology, 1998

B.Sc. Sharif University of Technology, in Industrial Engineering, 1990

## Faculty Information



# BARAI Munim Kumar

## Seminar theme/topic ゼミのテーマ/トピック :

Finance, Financial Institutions including Banks, Trade, Investment, and other Macroeconomic and Financial Issues in various Economic Organizations, Zones, and Countries, Corporate Capital Structure and so on.

## What and why this seminar?

The course aims at attaining several objectives:

- Getting preliminary ideas on how to do research and write a thesis.
- Dealing with some important concepts of finance (cover a few chapters like Cost of Capital, Capital Budgeting, Mergers and Acquisitions, etc.).
- Review of some important macroeconomic concepts like GDP, Inflation and Growth, FDI, Regional Trade blocs, and so on.
- Develop the ability of the student how to review research papers and reports.
- Completion of the course with a thesis.



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :

## Specialization

Accounting & Finance

## Seminar language instruction

English

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

Education

Ph. D. (Finance), Delhi School of Economics, University of Delhi, India

M. Phil (International Business), DSE, University of Delhi, India

Some Experience and Research Achievements

Professor, APU

Professor, Eastern University, Dhaka, Bangladesh

Associate Professor, University of Liberal Arts Bangladesh, Dhaka, Bangladesh

Associate Professor, Leading University, Bangladesh

Economic and Political Advisor, Canadian High Commission in Bangladesh, Dhaka.

Senior Fulbright Scholarship (International Relations Program, University of Pennsylvania, USA)

Visiting Research Fellow, Korean Institute for International Economic Policy, South Korea

Visiting Professor, International Management Institute, Kolkata, India

Asian Scholarship Foundation Fellow, (Institute of World Economics and Politics, Hanoi, Vietnam)

## Faculty Information



# BEISE-ZEE Marian

## Seminar theme/topic ゼミのテーマ/トピック :

New Frontiers in Marketing & Innovation Management

## What and why this seminar?

For a new topic in marketing develop a research conceptualization, measures and research design such as a questionnaire or a qualitative inquiry strategy.



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :

## **Specialization**

Marketing; Strategic Management & Organization

## **Seminar language instruction**

English

## **Possible Research Output**

Undergraduate thesis

## **Faculty Research Database**

Marketing, technology management, service management and related fields

## **Faculty Information**



# CHEN Shu-Ching

## Seminar theme/topic ゼミのテーマ/トピック :

Marketing Concepts and Applications

## What and why this seminar?

The seminar class revisits marketing concepts and explores their relevance to business practices within the broader disciplinary agenda. The seminar is run by exploring topics in the field of marketing from a global view, and with the contribution of students' active learning.



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schen@apu.ac.jp

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :



## Specialization

Marketing; Strategic Management & Organization

## Seminar language instruction

English

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

The instructor owns a Ph.D. degree in the discipline of Marketing from the University of Adelaide in Australia. She develops her academic career from working at universities in different countries such as New Zealand and currently Japan. She also has a Master of Science degree in Marketing from the University of Stirling in the U.K. She was a marketing practitioner at internationalized companies before her academic career.

She currently teaches the subjects of International marketing, Promotion and sales management, Marketing research, Introduction to marketing at APM; and Marketing research and Management seminars in the MBA program at Graduate school of management (GSM). She also supervises students' research work at GSM. Her current research interests include customer experience, customer value, customer loyalty, branding, e-loyalty, social media, online community, and marketing culture in the international context.

## Faculty Information



# CORTEZ Michael A.

## Seminar theme/topic ゼミのテーマ/トピック :

Competitiveness & Performance Evaluation

## What and why this seminar?

This course aims to: (1) Guide students in management accounting research with topics ranging from competitiveness, corporate performance evaluation and other contemporary techniques in business evaluation; (2) Expose students to scholarly research; (3) Relate management accounting research to practical business problems and circumstances.



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :

## Specialization

Accounting & Finance

## Seminar language instruction

English

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

[Consultation place]

Please make an appointment by E-mail. [cortezm\[at\]apu.ac.jp](mailto:cortezm@apu.ac.jp)

\* Please replace the [at] in the above email address with @ before sending your message.

[Comments regarding consultation]

Read this Seminar Subject Summary carefully before you come to my office for consultation.

The selection of members for this seminar class will mainly be based on the overall evaluation of your short report explaining the management research you would like to conduct in this seminar class.

The report should be type- written on one or two pages of A4 size paper (the number of words is optional) in English.

Please attach the report to the Seminar Application Form that you have to submit to the Academic office.

Note:

- 1) You do not need to describe the reason(s) you want to take this seminar class in the application form. But if you want to explain the reasons, you are welcome to do so.
- 2) Students would be allowed to revise or entirely change the content of the management research project at the start of the seminar class if they have come up with a more interesting idea by that time.

The cultural background of applicants will also be taken into consideration in order to establish a multi-cultural class environment.

## Faculty Information



# FUJII Seiichi 藤井 誠一

## Seminar theme/topic ゼミのテーマ/トピック :

Change the world through innovation activities (new product development and service development by innovative firms and entrepreneurs  
イノベーション活動で世界を変える (革新的企業と起業家による新製品・サービス開発)

## What and why this seminar?

- Learning goals: Final goal to reach  
『Students can analyze success factors of innovation activities』
  - 1.Can specify on target for analysis
  - 2.Can decide theories for analysis
  - 3.Can write persuasive sentences theoretically

- =====
- 学習目標 : 最終の到達目標  
『イノベーション活動の成功要因を分析できるようになる』
    - 1.分析対象を絞ることができる
    - 2.分析の理論を決めることができる
    - 3.論理的に説得力のある文章を書くことができる

## Focused areas

Marketing, Innovation, Entrepreneurship マーケティング、イノベーション、アントレプレナーシップ

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Hybrid (mix of in-person and online class )



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## Additional teaching method for 3rd and 4th year seminar

Group discussion and personal presentation グループディスカッションと個人プレゼン

### Specialization

Marketing;

### Seminar language instruction

English and Japanese

### Possible Research Output

Undergraduate thesis

>Please decide research theme of innovation phenomena and/or products for your own study before meeting a professor.

>Please check APU mail frequently and mind quick response

- 「このゼミでどんなイノベーションや製品開発のテーマに取り組みたいか」について、必ずゼミ面談前に決めてから、来て下さい。
- メールを頻繁にチェックして、レスポンスの良い返信を心がけて下さい。

## Previous thesis topics

Previous thesis topics\*Construction of Blue Ocean in the mature market

- \*Portfolio of products line and distribution in the cosmetic industry
- \*Contribution of new product development in service industry
- \*Construction of products line for young generation in ladies' underwear industry
- \*New relation of elements in new product brands
- \*Gaining power by SPA as the leading role of innovation
- \*Construction of long-term new product development faculty by Canon Co.
- \*Demand variable type innovation activities by new retailers style "SPA"
- \*New trend by Private Brand products
- \*New product innovation by Convenience stores
- \*Communication strategy and new product development in the cosmetic industry
- \*Business innovation in E-Book
- 成熟市場におけるブルーオーシャンの構築-市場創造型製品の新たな方向性-
- 化粧品産業における製品群と流通のポートフォリオ-資生堂の強みを中心として-
- サービス産業における新製品開発の貢献-テーマパークにおける製品とサービスのシナジー-
- 女性用下着産業における若年層向け製品群の構築-ワコールの新展開-
- 製品ブランドの構築要素の新たな関係性-階層セグメンテーションを背景として-
- イノベーションの主役としてのSPAの台頭-衣料品業界とその他業界の比較-
- キヤノンの長期的製品開発能力の構築-RBV(Resource Based View)による分析-
- 小売新業態SPAの需要変動型イノベーション活動-メーカー系とリテール系の製品開発の相違-
- プライベートブランド(PB)製品の新しい潮流-小売業主体のイノベーション活動-
- コンビニエンスストアの新製品イノベーション-消費者の心的飽和への挑戦-
- 化粧品業界のコミュニケーション戦略と製品開発-製品カテゴリと販売チャネルの影響-
- 電子書籍のビジネスイノベーションの構築-ハードとソフトを融合する新製品開発-

## Faculty Research Database

- 1.The role of key persons in radical innovation: Comparing product champions and others Journal of Business and Economic Management (JBEM) 9(5),pp.153-163 (Single)
- 2.2018/05Article Project managers and product champions – exploring the relationship Journal of Business and Economic Management 6(5),pp.98-105 (Single) [Link](#)
- 3.2018/03Article Hindrance Issue in New Product Development by Japanese Firms -Proposal of Hypothesis Based on Fundamental Concept- Ritsumeikan Journal of Asia Pacific Studies pp.21-36 (Single)
4. 2017/09 Article Product Champion for Successful Innovation - A Review of the Previous Literature and Challenge for the Future– British Journal of Research 4(3),pp.1-9 (Single)
5. 2017/03 Article Exploratory study of key persons who success the innovation activities in Japanese firms HIroshima University Management Review pp.47-63 (Collaboration)
6. 2016/02 Article Human resources bringing success of research and development: human resource study in Boost-Gate Mode 国際P2M学会誌 10(2),pp.127-147 (Collaboration)
7. 2016/01 Article 日本の製造業が実践する統合重視の開発マネジメント 顧客製品マトリックスの花王への適用- RJAPS(Ritsumeikan Journal of Asia Pacific Studies) 34,pp.154-169 (Collaboration)
8. 2015/11 Article - Value Management in Theme Park Industry- Innovation and Evaluation of Value in Service Industry Ritsumeikan Journal of Asia Pacific Studies pp.108-123 (Single)
9. 2013/03 Article Product Champion in Market-created New Product Development Hiroshima University Management Society pp.1-20 (Collaboration)
10. 2013/03 Article Product Champion Who Makes the Implementation of Innovative Ideas -A Review of the Previous Literature and Challenges for the Future- HIroshima University Management Review pp.93-103 (Collaboration)

## Faculty Information



# FUJIMOTO Takeshi 藤本 武士

**Seminar theme/topic ゼミのテーマ/トピック :**  
マーケティングとイノベーション

## What and why this seminar?

企業の重要な役割と機能はこの二つに集約できると言われます。ぜひ、マーケティングとイノベーションについて洞察力を鍛えましょう。

## Focused areas

特殊でユニークな製品やサービスでグローバルに顧客対応する知られざる企業の経営戦略



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 :  
Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 :  
Hybrid (mix of in-person and online class )



## Specialization

Marketing

## Seminar language instruction

English and Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

2023/04/20: Digitization comparison Germany-Japan (DigiJaDe) (DigiJaDe symposium)

2022/12/03: (企画セッション) 「東九州メディカルバレーにおける医療関連機器の紹介と海外展開の可能性」 (アジア太平洋カンファレンス2022)

## Faculty Information



# FUJITA Masanori 藤田 正典

## Seminar theme/topic ゼミのテーマ/トピック :

起業活動の成功に向けたスタートアップ・エコシステムの研究

Research on startup ecosystems to lead entrepreneurial activities to success

## What and why this seminar?

起業家の業務は多岐にわたって複合的です。したがって、起業活動を成功に導くためには、専門的知見やサービスを提供するベンチャー・キャピタルや、政府・地方公共団体、大学、など、起業家を取り巻くスタートアップ・エコシステムにおける様々なプレイヤーの活用が重要です。

本ゼミでは、起業に関心のある学生を対象として、スタートアップ・エコシステムの全体像、スタートアップ・エコシステムの主なプレイヤーの活動についての知識と、スタートアップ・エコシステムにおけるプレイヤーを実践的に活用する能力を修得することを目標とします。

The activity of an entrepreneur is diverse and complex. Therefore, in order to lead entrepreneurial activities to success, it is necessary to utilize various players in the startup ecosystem surrounding entrepreneurs, such as venture capital firms, government/local public organizations and universities that provide specialized knowledge and services.

This seminar is aimed at students who are interested in entrepreneurship. The goal of this seminar is to provide them with knowledge about the overall picture of the startup ecosystem and the activities of the main players in the startup ecosystem, and practical skills of entrepreneurs to utilize players in the startup ecosystem.

## Focused areas

スタートアップ、イノベーション Start-up, Innovation

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
In-person only



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## **Specialization**

Innovation and Economics;

## **Seminar language instruction**

English and Japanese

## **Faculty Information**



## Possible Research Output

本ゼミでは、起業に関心がある学生が、以下の活動を通じて、起業活動に必要な知識と、実践能力を身につけることを目指します。

- ・書籍や論文の輪読、ゼミ内の討議、小レポートの作成などを通じて、起業とスタートアップ・エコシステムについての知識を身につけます。
- ・教員の指導の下、自主的にゼミ活動を行い、組織運営のリーダーシップも身につけます。
- ・ゲスト実務者との討議などを通じて、起業についての実践力を身につけます。

なお、本ゼミは、以下に留意して下さい。

- ・ゼミ受講者のその後の卒業研究・卒業論文執筆を必ずしも前提としませんが、理論や知識を学び論文に纏めることは、起業に必ず役に立ちます。希望者は教員に相談して下さい。
- ・ゼミ受講者の個人的な起業活動を直接支援するものではありませんが、必要に応じてビジネスコンテスト応募への案内など行います。希望者は教員に相談して下さい。

In this seminar, students who are interested in entrepreneurship aim to acquire the knowledge and practical skills necessary for entrepreneurial activities through the following activities. ・ Acquire knowledge about entrepreneurship and the startup ecosystem through reading books and papers, discussing in seminars, and writing small reports.

- ・ Acquire leadership of organizational management by carrying out seminar activities voluntarily under the guidance of the instructor.
- ・ Acquire practical skills for entrepreneurship through discussions with guest practitioners.

Please note the following for this seminar.

- ・ Although it is not necessarily a prerequisite for seminar participants to write graduation research and undergraduate thesis afterward, learning theory and knowledge and writing a thesis will definitely be useful for startup business. If you are interested in writing a thesis, please consult the instructor.
- ・ Although a personal startup activity of a seminar participant is not supported in this seminar. If such support is necessary, please consult the instructor.

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本ゼミの受講者は、起業に対して高いモチベーションを持っていることが必要です。

また、本ゼミ受講時に、自らの具体的な起業プランを持っている必要は必ずしもありませんが、自らの起業プランがある場合は、本ゼミを通じてその起業プランを強化することが可能です。

Participants in this seminar must have high motivation for entrepreneurship.

In addition, it is not necessary to have a specific start-up business plan when a participant attends this seminar, however if the participant have his/her own startup business plan, it is possible to strengthen that plan through this seminar.

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本ゼミは、基本的に日本語で実施します。一方、英語基準の学生（日本語が理解できること）も歓迎します。

This seminar is basically conducted in Japanese, while English-basis students (who can understand Japanese) are also welcome.

# GUNARTO Hary

## Seminar theme/topic ゼミのテーマ/トピック :

Understanding the Influence and Impact of Digital Media Technology on Business and Society

## What and why this seminar?

to learn and understand current trends, progress, influence, and strong impacts of fast growing Digital Media Technology on our business & society.

## Focused areas

Digital Media Technology

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 : Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 : Hybrid (mix of in-person and online class )



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## **Specialization**

Strategic Management & Organization;

## **Seminar language instruction**

English

## **Possible Research Output**

Undergraduate thesis

## **Faculty Research Database**

Artificial Intelligence-empowered Electric Vehicles and Voice Recognition Systems in Smart Phones/devices

## **Faculty Information**



# HOOI Carol Lai Wan

## Seminar theme/topic ゼミのテーマ/トピック :

Transborder Human Capital Management in the New VUCA World

## What and why this seminar?

This seminar is for students who aim to advance their knowledge and skills in transborder human capital management, plan to extend their study at the graduate level, and seek career in human capital management.

Course objectives:

1. To promote a profound understanding of transborder human capital management in the new VUCA world
2. To develop analytical and technical skills in the field of transborder human capital management
3. To apply transborder human capital management knowledge in the real business context

## Focused areas

Culture and IHRM, comparative and organizational perspectives on IHRM; IHRM functions and IHRM contexts; diversity management in global context; global mobility; global human capital; international corporate social responsibility; strategic IHRM

## How will you learn

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- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 : Hybrid (mix of in-person and online class )



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## **Specialization**

Strategic Management & Organization;

## **Seminar language instruction**

English

## **Possible Research Output**

Undergraduate thesis

Students are expected to develop a paper for presentation at a conference and publication in an international journal.

## **Faculty Information**





# KAMEI Noriaki 亀井 典明

## Seminar theme/topic ゼミのテーマ/トピック :

マーケティング・コミュニケーションのサイエンスとアート | The Science and Art of Marketing Communications

## What and why this seminar?

このゼミでは、マーケティングのScienceとArtの側面にフォーカスし、マーケティング・コンサルティング実務を体感します。Scienceはここではデータ分析を、Artはアイデアやセンスを意図しています。それらを効果的に適用して、コミュニケーション（CSR、ブランディング、製品広告やCRMなど）における課題に対し、具体的なソリューションを構築します。

This seminar focuses on the Science and Art aspects of marketing and provides practical experience in marketing consulting. The Science here refers to data analysis, and the Art refers to ideas and sense. By applying these effectively, students will ultimately develop practical solutions to problems in marketing communication, such as SCR, branding, product advertising, and CRM, for example.

## Focused areas

Target Strategy, Brand Message Strategy, Media Strategy, Area Strategy, KPI/KGI Management

## How will you learn

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- Research seminar (7th semester) will be /卒業研究（7セメ向けゼミ）の開講形態：  
In-person only
- Undergraduate thesis (8th semester) will be /卒業論文（8セメ生向けのゼミ）の開講形態：  
Hybrid (mix of in-person and online class)



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## Specialization

Marketing;

## Seminar language instruction

English and Japanese

## Possible Research Output

卒業コンサルティング・プロジェクト：グループでリアルな課題に対するコンサルティングプランを作成しプレゼンテーションを行っていただきます | Undergraduate Final Project: Students work in groups to develop and present a marketing consulting plan that solves a real-world problem.

Although the main language for this seminar is Japanese, English-based students are also very welcome. For such students, this seminar will be held in both Japanese and English.

## Faculty Research Database

インストラクターは実務家出身であり、このゼミのテーマを専門領域としてきました。従って多くの知見と実務経験を有しています | The instructor for this seminar is a former practitioner with sufficient knowledge and practical experience in the field of this seminar.

## Faculty Information



# KAWAZOE Satoshi 川添 敬

**Seminar theme/topic ゼミのテーマ/トピック :**  
金融論/Finance

## What and why this seminar?

わたしたちの経済において非常に重要な役割を果たしている金融のさまざまな最新の出来事について、科目の枠を超えた幅広い視点から学ぶことができます。/This seminar aims to study recent developments in finance, which plays an important role in our economy, above and beyond what are taught in specific courses.



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## Focused areas

金融に関連する事象であればとくに制限を設けていません。/Anything related to finance could be picked up in the seminar.

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid

## Specialization

Accounting and Finance;

## Seminar language instruction

English and Japanese

## Possible Research Output

ゼミへの参加にあたり、卒業論文の執筆は求めませんが、執筆する場合はゼミでの学習を越える自主学習が必須です。  
/While students will not be required to write an undergraduate thesis, students wishing to write one would need to study extensively outside the seminar.

## Faculty Research Database

最近のAPカンファレンスでの発表テーマ/Themes of presentations in recent AP Conferences:  
Central Bank Cooperation in the Asia-Pacific Region (2019)  
Towards a More Inclusive Macroeconomic Policy (2020)  
The (Un)inclusiveness of Digital Currencies (2021)  
CBDCs and the Hegemony of the Dollar (2022)  
Sovereigns Don't Go Bust, but... (2023)

## Faculty Information



# KIM Sangho 金相鎬

## Seminar theme/topic ゼミのテーマ/トピック :

Current Issues of Asia and Pacific Economy

## What and why this seminar?

Many Asian countries have grown fast after opening their market and implementing free market economy. East Asian economies such as South Korea, Taiwan, Hong Kong and Singapore have achieved fast economic growth with export-driven and outward-oriented growth strategy, and the strategy has been successfully followed by many other South East Asian countries, and then by China and India with their own remarkable successes. The objective of this seminar is to help students to review overall economic growth of Asia and Pacific countries and investigate current issues of economic growth in the region. However, students can choose other topics from a variety of economic issues they want to pursue for research.



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :

## Specialization

Innovation & Economics

## Seminar language instruction

English

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

1978-1984: Dept. of Economics, Sogang University (BA, 1982; MA, 1984)

1984-1990: Graduate School of Economics, Michigan State University (Ph.D., 1990)

1991-2012: Professor, Honam University, Rep. of Korea

April 2012 to date: Professor, APU

## Faculty Information



# KIM Young Sun

## Seminar theme/topic ゼミのテーマ/トピック :

Understanding Consumer Psychology and Behavior in Today's Digital Age

## What and why this seminar?

This seminar aims to enhance students' comprehension of consumer psychology and organizational behavior while emphasizing research design skills. It is tailored for students aspiring to pursue graduate studies and careers in strategic and marketing-related industries.

## Focused areas

Consumer Psychology, Service Experience Management, Digital Consumer Behavior, Experimental Research

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 : Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 : Hybrid (mix of in-person and online class )



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## **Additional teaching method for 3rd and 4th year seminar**

In the third seminar, students are required to consistently read and discuss journal articles, primarily those authored by the professor. Additionally, students are expected to develop and present their own research ideas at the end of each semester. In the fourth-year seminar, students will engage in individual consultations with the professor. By the end of the eighth semester, students are anticipated to have prepared and completed their dissertation research.

### **Specialization**

Marketing;Strategic Management & Organization;

### **Seminar language instruction**

English

### **Possible Research Output**

Undergraduate thesis

### **Faculty Information**





# LEE Geunhee 李 根熙

## Seminar theme/topic ゼミのテーマ/トピック :

How to write a thesis paper

## What and why this seminar?

4回生ゼミは基本「卒論」を書き上げることを最終目標とします。一年の半分は「論文の書き方」を徹底的に勉強し、残りの半年で（またはもっと早くから）書き上げて貰います。

The ultimate goal of 4th year seminar is to write a thesis. You are suggested to learn how to write a thesis first half and finish writing it for the second half (or from earlier if possible).



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 :

## Specialization

Marketing

## Seminar language instruction

English and Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

- 1 インターネット・ビジネス経験をもとに様々な共創、バイラル・マーケティングの活用経験あり。
  - 2 米国の大学院では、共創とインターネット口コミを中心に論文執筆。
  - 3 ビジネス博士。
1. Experienced in Internet business and organizing various types of viral marketing
  2. Research activities on co-creation and electronic Word-of-Mouth.
  3. Ph.D. in Business

## Faculty Information



# MAKINO Emi 牧野 恵美

## Seminar theme/topic ゼミのテーマ/トピック :

Entrepreneurship education and digital monozukuri (making things)

## What and why this seminar?

This seminar explores the intersection of entrepreneurship education and "monozukuri." Monozukuri is Japanese for making things. Digital technology is democratizing the world of manufacturing, but ironically, tools such as digital cutting machines have yet to be adopted in Japanese homes. This seminar seeks students who are interested in entrepreneurship, education and digital technologies/design. Students will be expected to make things both in and outside of seminar meetings. Students will identify and read relevant academic literature to supplement their hands-on/experiential learning.



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## Focused areas

Entrepreneurship Education; Digital Fabrication; Makerspaces; Workshop Design

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid

## Specialization

Innovation and Economics;

## Seminar language instruction

English

## Possible Research Output

Students who are considering writing a thesis should bear in mind that there will be a significant amount of work and study that a student must undergo independently, due to the experiential nature of Major Seminar I & II.

## Previous thesis topics

The impact of team-based learning in an undergraduate entrepreneurship course  
Short-term study abroad and entrepreneurial learning  
Business modelling project for revitalizing a forestry-based town  
Text-based analysis of Japanese newspapers and their coverage of DMOs

## Faculty Information



# NAKAGAMI Masafumi 中神 正史

## Seminar theme/topic ゼミのテーマ/トピック :

ラテンアメリカ経済

## What and why this seminar?

ラテンアメリカ経済にご興味があればどうぞ

## Focused areas

ラテンアメリカ経済

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 : Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 : Hybrid (mix of in-person and online class )



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## Specialization

Innovation and Economics;

## Seminar language instruction

Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

「社会経済格差と主観的な健康評価：グアテマラにおけるラディノ乳幼児の健康評価の分析」『ラテンアメリカ論集』44巻  
pp.17-36

## Faculty Information



# NAKAJIMA Katsushi 中島 克志

## Seminar theme/topic ゼミのテーマ/トピック :

Finance

金融

## What and why this seminar?

There are two pathways. One pathway is going to the industries. The other pathway is going to graduate school. Learning theories and computational techniques in finance will help you to boost your career in the area of finance/accounting and writing a thesis will make you confident to step into academic/research in finance/economics/data analytics.

## Focused areas

Financial Economics, Asset Pricing, Portfolio Theory, Computational Finance, Financial Engineering



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid

## **Additional teaching method for 3rd and 4th year seminar**

Bring your own devise

## **Specialization**

Accounting and Finance; Innovation and Economics;

## **Seminar language instruction**

English and Japanese

## **Possible Research Output**

Undergraduate thesis

For those who are aiming for graduate school, you need a recommendation letter. In order for me to write a good recommendation letter, I need to know how much you know and you are capable of applying your knowledge. In order to know that supervising students with thesis writing is the best way to understand students' abilities.

Another important aspect of thesis writing is that students can experience the process of thesis writing which will be needed in research-type graduate school.

## **Previous thesis topics**

Empirical analysis on stock markets (CAPM, Fama-French model, etc.), empirical analysis on ESG and financial performance, empirical analysis on other economic finance themes, theoretical derivative model, etc.

## **Faculty Research Database**

Financial economic, general equilibrium and asset pricing, commodity pricing, empirical analysis on financial asset pricing theory.  
<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001549>

## **Faculty Information**





# NATSUDA Kaoru 夏田 郁

## Seminar theme/topic ゼミのテーマ/トピック :

世界の産業研究: Global Industry Analysis

## What and why this seminar?

自動車・アパレル産業をはじめとする世界の産業構造・付加価値の連鎖が理解できる。To understand global industries such as automotive and apparel industries in the context of the global structures as well as value chains.

## Focused areas

Economics and Business: Global Value Chains, Industrial Policy, etc.



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Hybrid (mix of in-person and online class )

## **Specialization**

Innovation and Economics;

## **Seminar language instruction**

English and Japanese

## **Possible Research Output**

Undergraduate thesis

## **Previous thesis topics**

The Development of the Automotive Industry in Indonesia, The Apparel Industry in Indonesia, The Japanese Automotive Industry etc..

## Faculty Research Database

Natsuda, Kaoru and John Thoburn (2021) *Automotive Industrialisation: Industrial Policy and Development in Southeast Asia*. London: Routledge.

Natsuda, Kaoru, John Thoburn, Jiri Blazek and Kozo Otsuka (2022) *Industrial Policy and Automotive Development: A Comparative Study of Thailand and Czechia*. *Eurasian Geography and Economics*, 62(2):212-238. (Routledge, SSCI 2021 Impact Factor: IF 3.778). DOI:10.1080/15387216.2020.1836983

Natsuda, Kaoru, Magdolna Sass and Laszlo Csonka (2022) *Developing a Supply Chain Network: The Case of Magyar Suzuki in Hungary*. *Acta Oeconomica*, 72(4): 531-552. (AK Journals, Hungary Academy of Sciences, 2021: IF 0.939). DOI:10.1556/032.2022.00034

Natsuda, Kaoru, Jan Sykora and Jiri Blazek (2020) *Transfer of Japanese-Style Management to the Czech Republic: The Case of Japanese Manufacturing Firms*. *Asia Europe Journal*, 18 (1): 75-97. (Springer Nature, refereed, 2021 IF:1.689). DOI:10.1007/s10308-019-00534-6

Natsuda, Kaoru, Kozo Otsuka and John Thoburn (2015) *Dawn of Industrialisation? The Indonesian Automotive Industry*. *Bulletin of Indonesian Economic Studies*, 51(1): 47-68. (Routledge, refereed, 2021 IF 3.269). DOI:10.1080/00074918.2015.1016567

Natsuda, Kaoru and John Thoburn (2014) *How Much Policy Space Still Exists Under the WTO? A Comparative Study of the Automotive Industry in Thailand and Malaysia*. *Review of International Political Economy*, 21(6):1346-1372. (Routledge, refereed, 2021 IF 4.146). DOI:10.1080/09692290.2013.878741

Alam, Md. Samsul and Kaoru Natsuda (2016) *The Competitive Factors of the Bangladeshi Garment Industry in the Post-MFA Era*, *Canadian Journal of Development Studies*, 37(3): 316-336. (Routledge, refereed, 2021 IF2.220). DOI:10.1080/02255189.2016.1157457

Natsuda, Kaoru, Kenta Goto and John Thoburn (2010) *Challenges to the Cambodian Garment Industry in the Global Garment Value Chain*. *The European Journal of Development Research*, 22(4): 469-493. (Palgrave Macmillan, refereed, 2021 IF 2.449). DOI:10.1057/ejdr.2010.21

## Faculty Information



# OKUYAMA Ryo 奥山 亮

## Seminar theme/topic ゼミのテーマ/トピック :

起業家が世界を変える -ベンチャー企業の成り立ちと運営、その戦略-

## What and why this seminar?

奥山ゼミは「自分で研究をする」ゼミです。自分で選んだベンチャー企業について、事例研究をすることで、起業の考え方や戦略、成功要因などを分析、考察できるようになります。この先、ビジネスの様々な現場で活用できる「考える力」を養うことができます。



## Focused areas

アントレプレナーシップ、経営戦略、イノベーション

## How will you learn

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In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態：  
In-person only



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## Additional teaching method for 3rd and 4th year seminar

3年生ゼミ：自分の研究進捗発表、他のメンバーへのコメントや意見交換、（必要に応じて）起業家へのインタビュー、企業訪問など 4年生ゼミ：卒業論文に向けた研究進捗発表、論文執筆

## Specialization

Innovation and Economics; Strategic Management & Organization;

## Seminar language instruction

Japanese

## Possible Research Output

自分の興味のある企業を選んで分析することで、ビジネスやその戦略に対する考え方が身につきます。また、自分で選んだテーマに自分自身で試行錯誤しながら答えを出していくことで、考え抜く力がつきます。これは、その後のビジネスや人生の現場で必ず役に立つでしょう。研究を楽しみたい方、お待ちしております。

## Faculty Information



# OTAKE Toshitsugu 大竹 敏次

## Seminar theme/topic ゼミのテーマ/トピック :

Data Science and Risk Management by MATLAB

MATLABによるデータサイエンスとリスク管理

## What and why this seminar?

In both the fields of Management and the Corporate World, data analysis is increasingly essential. We are preparing for guest speakers and internships related to research and practical work in data science and risk management. Through seminars, we aim to enhance your abilities in research and practical work.

文系においても企業においてもデータ解析は必須となりつつあります。データサイエンスやリスク管理の研究や実務に関連するゲストスピーカーやインターンシップも準備しているので、ゼミを通じて研究や実務の能力を高めてもらいたいと思います。

## Focused areas

Finance, Data Science, Modeling ファイナンス、データサイエンス、モデリング

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid



Contact Email Address

[totake@apu.ac.jp](mailto:totake@apu.ac.jp)

## Additional teaching method for 3rd and 4th year seminar

3rd year: Lecture 4th year: Individual discussion and mentor to 3rd year students

## Specialization

Innovation and Economics; Accounting and Finance

## Seminar language instruction

English and Japanese

## Possible Research Output

While writing a graduation thesis is not mandatory in our seminar, if you decide to write it, we encourage you to consider it as the culmination of your college life.

ゼミでの卒業論文は必須ではないですが、卒業論文を書く場合大学生活の集大成として頑張ってください。

## Previous thesis topics

企業の CSR データを用いた女性の社会進出に影響をもたらす要因の考察

~共分散構造分析を用いて~(2022)

The Impact of Global Events on the Volatility and Co-movement between Internet Financial Market and Traditional Financial Market in China: Utilizing of VAR (1) - DCCMGARCH (1,1) Model (2021)

コピュラ-VaRの計算方法と伝統的なVaRを算出する方法(2019)

## Faculty Research Database

Book Diversity and Inclusion in Japan: Issues in Business and Higher Education, Routledge(2022)

A Comparison of Customers` Profile and Default Probabilities of Consolidated and Non-consolidated Loans in the Peer-to-peer Lending Market, A Journal of Banking and Finance(2021)

CSRのスコア化による信用格付けへの影響分析

—Permutation Importanceを用いた機械学習モデルの応用—政策情報学会(2021)

## Faculty Information



# OTSUKA KOZO 大塚 宏蔵

## Seminar theme/topic ゼミのテーマ/トピック :

Analyzing industry/economic issues (up to 2024, the topic will change from 2025)

## What and why this seminar?

You will be able to quantitatively analyze the industry/economy.

## Focused areas

Applied economics



**Contact Email Address**  
kotsuka@apu.ac.jp

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 :  
In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 :  
Hybrid (mix of in-person and online class )



## **Specialization**

Innovation and Economics;

## **Seminar language instruction**

English and Japanese

## **Possible Research Output**

Undergraduate thesis

Analytical skills are very important in many areas. It is useful in business and postgraduate studies.

## **Faculty Research Database**

Innovations and knowledge: social capital and poverty etc.

## **Faculty Information**



# OZAWA Tomoyuki 小澤 朋之

**Seminar theme/topic ゼミのテーマ/トピック :**  
会計教育等の研究

## What and why this seminar?

会計教育等に関する論文等の調査、議論等により会計教育等を研究します。

## Focused areas

会計教育等



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tomo-oza@apu.ac.jp

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態：  
Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態：  
Online only

## Specialization

Accounting and Finance;

## Seminar language instruction

Japanese

## Possible Research Output

- 基本的なコミュニケーションは日本語で行いますが、論文等は英語であるため英語力は必須です。
- インタビュー時には、5分程度のプレゼンテーションを準備してくること（内容は会計教育に関すること、あなたの動機など）。インタビュー時にプレゼンをしてもらいます。

## Faculty Research Database

会計、開示、Bコープ

## Faculty Information



# QU Chengcheng 屈 程程

## Seminar theme/topic ゼミのテーマ/トピック :

Dynamics of Modern Financial Markets: Understanding Market Structure and Trading Activity

## What and why this seminar?

This seminar will explore how financial markets function, in particular how exchanges operate, how order book matches buys and sells, and how agents choose different trading strategies. This seminar will introduce you to theories, data analysis, and recent innovations within the realm of financial market microstructure.



**Contact Email Address**  
chqu@apu.ac.jp

## Focused areas

Finance

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 : Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 : Hybrid (mix of in-person and online class )

## Specialization

Accounting and Finance;

## Seminar language instruction

English

## Faculty Research Database

QU, C. (2024) "Latency Arbitrage and Market Liquidity", Working paper.

Dzieliński, M., Hagströmer, B., and QU, C. (2024) "Market Fragmentation, Liquidity, and Efficiency", Working paper.

## Faculty Information



# RUIZ NAVAS Santiago

## Seminar theme/topic ゼミのテーマ/トピック :

In the seminar, we work on various themes; in short, you will work on a theme that you want to learn, or that is crucial to your planned career path after graduation. I have topics of my preference, such as how to use AI in Games to Improve Entrepreneurship

## What and why this seminar?

For whom: This seminar is for students who like to learn or are proactive about building knowledge, skills, or networks for what comes after graduation. Students from any year or school are welcome; the doors are always open.

What I expect you to give: You need to be present in the semi, be yourself but most of all be part of the group, work on your finding and developing your interests and contribute to others in their paths to finding and developing their interests.

What you get: I do not guarantee you that after this semi, you will have a 100% probability of getting the job or acceptance to the school of your dreams, but you will find in this semi a free space for your growth and to do what you want to do. But, be mindful, you must "do." [I am not a friend of credit farming]



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ru21014d@apu.ac.jp

## Focused areas

Your own. You can leverage my knowledge of analyzing text from scientific articles and patents to identify trends in emerging Information technologies or my interests in entrepreneurship, games, and other topics. In the end, this semi is about you.

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Hybrid (mix of in-person and online class )

## Specialization

Innovation and Economics;

## Seminar language instruction

English

## Possible Research Output

Undergraduate thesis

I can help you format into a thesis business validation activities, research, data analysis products and many others, but we would need to talk. Again this semi is about you.

## Previous thesis topics

The themes covered by previous students are:

- Sensory immersion: A theoretical Approach on a digital Art Museum teamLab Inc
- Generative AI Usage and Impact on the Japanese Animation Industry
- Analysis of business opportunities for bringing traditional food (Martabak Manis) to fast food establishments in Indonesia
- An exploratory study about the mobile financial services market in Bangladesh and age-related usage patterns of users."
- And more.

The topic explored by current students:

- E-sports
- And others to be defined.

## Faculty Information



# SAITO Hiroaki 齊藤 広晃

## Seminar theme/topic ゼミのテーマ/トピック :

Organisational Behaviour and Organisational Psychology in the Service Industry  
サービス業界における組織行動論・組織心理学



## What and why this seminar?

The seminar offers students a concentrated study of organisational behaviours and organisational psychology in the service industry. Students will not only acquire fundamental skills in academic research methods but also learn to apply theories of organisational behaviour and psychology in practical, real-world scenarios, potentially involving collaborations with industry partners. Furthermore, students will develop skills in managing a seminar organisation and promoting it through diverse media platforms such as YouTube and Instagram, which will become important skills after graduation.

このセミナーでは、「サービス業界における組織行動・組織心理学」に焦点を当てた学びの機会を提供します。履修者は、学術研究方法の基礎スキルを身につけるだけではなく、どのようにすれば組織行動/組織心理学の理論を実社会において適用できるようになるかを学びます。これには実際の企業との共同作業が含まれることもあります。さらに、ゼミでの組織運営やゼミのYouTube・Instagram運営を通し、卒業後に不可欠である「自分が所属する組織をプロモーションするスキル」も養います。



**Contact Email Address**  
hsaito@apu.ac.jp

## Focused areas

Organisational Behaviour, Organisational Psychology, Leadership, Tourism and Hospitality Management  
組織行動論・組織心理学・リーダーシップ・観光ホスピタリティマネジメント

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester) will be /卒業研究(7セメ向けゼミ)の開講形態 : Hybrid (mix of in-person and online class)
- Undergraduate thesis (8th semester) will be /卒業論文(8セメ生向けのゼミ)の開講形態 : Hybrid (mix of in-person and online class)



## Additional teaching method for 3rd and 4th year seminar

<https://www.youtube.com/watch?v=jL5m0N1yQzk>

## Specialization

Strategic Management & Organization;

## Seminar language instruction

English and Japanese

## Possible Research Output

A mandatory consultation interview is necessary for enrolment in my seminar. Those who wish to enrol are kindly requested to submit inquiries by the end of May for fall semester enrolment, or by the end of November for spring semester enrolment. Please be advised that last-minute inquiries may result in the inability to schedule the requisite consultation.

セミナーの履修には、事前面談が必須となります。履修希望者は、秋学期からの受講の場合は5月末まで、春学期からの受講の場合は11月末までにお問い合わせメールを送ってください。なお、アカデミックオフィスへの提出締め切り直前のお問い合わせは、必須面談のスケジュール調整が難しくなりますので、あらかじめご了承ください。

## Previous thesis topics

Inclusivity in Multicultural Student Organization at University

Customer Satisfaction and Demands of Foreign Tourists at Japanese Ryokans in Beppu

An investigation of Artificial Intelligence-related structural changes of the hotel industry to customers' behavior during COVID-19

How COVID-19 pandemic affected hotel employees' satisfaction: Employee perception on the organization's

COVID-19 reactions affecting motivation and employee performance

Job satisfaction, Organizational Commitment, Work-life Balance, and Employee Performance Effects on the Hospitality Sector in Indonesia

Stress Management Interventions for Employee Negative Responses to ICT through Manager Controls

## Faculty Research Database

Dr. Hiroaki Saito is an Associate Professor at Ritsumeikan Asia Pacific University. He received his PhD from The University of Queensland. Before joining the current university, he served The University of Queensland as a sessional lecturer where he taught various courses in hospitality management. His current teaching subjects include organisational behaviour, leadership, service management and global management. His current research interests include employee well-being and diversity management in the tourism and hospitality industry. He acts as a country representative for Japan at Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE). He has published in various top-tier international journals including Annals of Tourism Research, Journal of Hospitality and Tourism Management, Tourism Analysis and others. He is an awardee of Journal of Hospitality and Tourism Management 2017 Best Paper Awards, and a recipient of a number of competitive international and national grants, which include Swedish Foundation for Humanities and Social Sciences and Japan Society for the Promotion of Science.

## Faculty Information



# SATO Hiroto 佐藤 浩人

## Seminar theme/topic ゼミのテーマ/トピック :

会計学（できれば主として原価計算・原価管理，管理会計）

## What and why this seminar?

このゼミでは各自の関心に則して，会計学の学習を深めていただきます。

ゼミの時間に簿記・会計の資格取得に直結する学習を進めていく訳ではありませんが，

そのためにも必要な会計学の基本的な考え方を養うことができると考えております。

教員の専門は管理会計ですが，他に財務会計のゼミが無い場合には，財務会計に関心がある学生も対象としていければと思います。



Contact Email Address

hirotos@apu.ac.jp

## Focused areas

会計学，管理会計，原価計算・原価管理，資本予算，会計情報システム，マネジメント・コントロール，経営分析・財務分析

## How will you learn

■ Major Seminar I & II (5th and 6th semester) will be in-person.

■ Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態：  
Hybrid (mix of in-person and online class )

■ Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態：  
Hybrid (mix of in-person and online class )

## Additional teaching method for 3rd and 4th year seminar

秋口に他大学のゼミとの合同ゼミ合宿を予定しており、3回生の春セメスターにはそこに向けたグループ研究を進めていただきます。

## Specialization

Accounting and Finance;

## Seminar language instruction

Japanese

## Possible Research Output

APMでは実践的な学びの集大成としてグローバルマネジメント（Capstone）が必修科目となっておりますが、学術的な学びの集大成として卒業論文にもぜひ挑戦していただければと考えております。

## Previous thesis topics

様々ですが、経営分析に関わるようなテーマが比較的多く、近年ではESG投資に関連するテーマも多いように思います。

## Faculty Research Database

病院などの公的部門の管理会計や管理会計に関わる情報システムの研究をしています

## Faculty Information



# SHIGEMOTO Akiko 重本 彰子

**Seminar theme/topic ゼミのテーマ/トピック :**  
サステナブルビジネスとESG経営

## What and why this seminar?

本ゼミでは、持続可能な社会の実現に向けたビジネスの役割や企業の責任について探求します。ビジネス倫理をベースに、CSR（企業の社会的責任）やESG（環境、社会、ガバナンス）などの概念を通して、グローバル社会における企業とステークホルダー（政府、株主、従業員、サプライチェーン、顧客、地域社会 など）との関係性や社会的課題（環境問題、人権問題、公衆衛生など）を概観し、企業活動のあるべき姿を踏まえた企業分析力や考察力を習得することを目的とします。

## Focused areas

企業責任（CSR）、サステナブルビジネス、ESG経営／ESG投資

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態：  
In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態：  
In-person only



**Contact Email Address**  
shigem@apu.ac.jp

## Specialization

Strategic Management & Organization;

## Seminar language instruction

Japanese

## Possible Research Output

事例を通して企業活動による社会的課題の解決や持続可能なビジネスについて議論するので、様々な気付きとともに深い洞察が得られると思います。

## Faculty Research Database

“Human Security as a Pragmatic Perspective on Human Rights for Sustainability in Business,” JAHSS Annual Conference, Japan Association for Human Security Studies (千葉). 2022年11月

「ビジネススクールにおける倫理教育」日本経営倫理学会 法務コンプライアンス研究部会 (東京)、2022年3月

「SDGs・CSVとベンチャー企業」日本ベンチャー学会第23回全国大会、東京、2020年12月

“Business and SDGs: Raising the Level of Ambition,” Peter King, Mark Elder and Akiko Shigemoto, pp.107-126, in “Realising the Transformative Potential of the SDGs,” pp.1-210, Mark Elder and Peter King ed., 2018. 7, Institute for Global Environmental Strategies. DOI10.57405/iges-6557

“Transforming Finance and Investment for the SDGs,” Mark Elder, Akiko Shigemoto and Peter King, pp.127-149, in “Realising the Transformative Potential of the SDGs,” pp.1-210, Mark Elder and Peter King ed., 2018. 7, Institute for Global Environmental Strategies. DOI10.57405/iges-6558

## Faculty Information



# SHINOHARA Yoshiki 篠原 欣貴

## Seminar theme/topic ゼミのテーマ/トピック :

Corporate Social Responsibility, Diversity and Inclusion, and Sustainability

## What and why this seminar?

In this seminar, students will acquire knowledge about Corporate Social Responsibility, Diversity and Inclusion, and Sustainability using quantitative methods, and students will conduct their own research. Students will also acquire the ability to actually collect data and analyze them using statistical methods.

The main focus of this seminar is to conduct research. Therefore, students will learn the scientific approach of formulating their own hypotheses and testing them. This process cannot be learned in ordinary lectures. You will experience the difficulty and thrill of creating something new from nothing.

本ゼミでは、定量的手法を用いて「企業の社会的責任」「ダイバーシティ&インクルージョン」「サステナビリティ」に関する知識を習得し、学生自身が調査を行います。また、実際にデータを収集し、統計的手法を用いて分析する能力を身につけます。

本ゼミは研究を行うことを主とします。そのため、自ら仮説を立案し、その仮説の検証を行うといった科学的アプローチを学ぶことができます。こうしたプロセスは通常の講義では学ぶことが出来ません。無から新しいものを創造することの大変さと醍醐味を味わってください。

## Focused areas

Corporate Social Responsibility, Diversity and Inclusion, and Sustainability

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :  
Online+Hybrid



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yshino@apu.ac.jp

## Specialization

Strategic Management & Organization;

## Seminar language instruction

English and Japanese

## Possible Research Output

Undergraduate thesis

Please be sure to conduct a quantitative analysis in your graduation thesis. Qualitative papers such as case studies will not be covered in this seminar.

卒業論文では必ず定量分析を行ってください。ケーススタディなど定性的な論文は本ゼミでは扱いません。

## Faculty Research Database

Alcantara, L. & Shinohara Y. (2022) Diversity and Inclusion in Japan: Issues in Business and Higher Education, Routledge.

Shinohara, Y. & Kim, R. C. (2022) Sanpo-Yoshi and Corporate Social Responsibility in Japan, Strategic Analysis, 46(4), pp.403-415.

渡辺林治編著、篠原欣貴、薩佐恭平著 (2022) 小売業の実践SDGs経営、慶應義塾大学出版会。

篠原欣貴、加藤良平 (2021) 病院職員の定着を促進する他者を尊重する組織風土：大分県内の病院における事例研究、日本医療・病院管理学会誌、58(1),2-11.

## Faculty Information





# SUZUKI Yasushi 鈴木 泰

**Seminar theme/topic ゼミのテーマ/トピック :**  
比較金融制度、制度の政治経済学

## What and why this seminar?

卒論研究、大学院進学に向けての準備等

## Focused areas

日本・米国・中国の政治経済・金融制度

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 :  
Hybrid (mix of in-person and online class )



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## **Specialization**

Accounting and Finance; Innovation and Economics

## **Seminar language instruction**

English

## **Possible Research Output**

Undergraduate thesis

## **Faculty Research Database**

Digital Transformation in Islamic Finance (2023), Banking and Economic Rent in Asia (2017), Japan's Financial Slump (2011).

## **Faculty Information**



# UEHARA Yuko 上原 優子

## Seminar theme/topic ゼミのテーマ/トピック :

ソーシャル・アントレプレナーとミッションマネジメント

## What and why this seminar?

- ・ ミッションマネジメントについて実践的に学ぶ。
- ・ NGO/NPOや社会的企業の意義と社会におけるインパクトについて理解する。
- ・ 組織のミッションとそこに携わる人々のミッションとの関わりについて検討し、組織におけるミッション・マネジメントの重要性について理解する。



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y-uehara@apu.ac.jp

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 :  
Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 :  
Hybrid (mix of in-person and online class )

## Specialization

Innovation and Economics;Accounting and Finance;Marketing;Strategic Management & Organization;

## Seminar language instruction

Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

「多文化共生社会に向けて -日本と韓国における多文化政策と意識をもとに-」九州  
コミュニケーション研究 2021年19号, 「英国チャリティにおける情報開示制度と年  
次報告書」  
商経論叢

## Faculty Information



# USREY Bryan Gordon

## Seminar theme/topic ゼミのテーマ/トピック :

Marketing and Management with a Focus on Consumer Behavior

## What and why this seminar?

This seminar focuses on the area of consumer behavior by introducing students to advanced behavioral and psychological theories and concepts. Weekly topics can include social media, digital marketing, social influence, cultural influence, cognitive biases, branding, co-creation, sustainability and many more.



**Contact Email Address**  
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## Focused areas

Consumer Behavior and Psychology

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 : Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 : Hybrid (mix of in-person and online class )

## **Specialization**

Marketing;

## **Seminar language instruction**

English

## **Possible Research Output**

Undergraduate thesis

If students wish to seek publication, this can be discussed during one-on-one sessions.

## **Previous thesis topics**

Weekly Topics can Include: Exposure, Attention and Attitude, Word of Mouth and Reference Groups, Digital and Social Media Consumer Behavior, Brand and Product Co-Creation, Nostalgia and Consumer Behavior, Consumer Happiness, and Sustainability.

## **Faculty Information**



# YAMAKAWA Tetsufumi 山川哲史

## Seminar theme/topic ゼミのテーマ/トピック:

当ゼミでは、金融論、マクロ経済学等の理論を、投資戦略の策定に際し実践的に応用する手法を、資産価格論の基本的な枠組みを確認しつつ学ぶことを目的とする。具体的には、学生によるプレゼンテーションを中心とした、

- ・実際の金融データ等に基づく投資戦略（ポートフォリオ）の構築/パフォーマンスの評価
- ・Financial Times、Economistといった主要誌に掲載される記事の購読・分析
- ・原書購読

を中心に、ゼミを進めることとする。

Primary purpose of this course is to learn how to apply basic framework of asset pricing theory to an establishment of optimal investment strategy/portfolio diversification, based on macro-economics and finance. More specifically, participants in this course will be requested to make presentations on;

- formation of investment strategy based on actual financial data etc. to be followed by an assessment to performance,
- detailed analysis on articles appearing on major economic/financial journals and magazines, such as Financial Times and Economist
- reading several chapters included in major books written in English

## What and why this seminar?

金融論は決して机上の空論ではなく、実際日々の経済・金融活動を理解するために有用なツールであることを、理論の金融市場分析への実践的な応用を通じ理解する。

Finance theory is essential in capturing economic/financial events and movements in asset prices in practice. In order to understand its importance and effectiveness, an actual application of theoretical framework to financial data will be required, which is what is aimed at in this course.

## Focused areas

投資戦略、金融論、マクロ経済学 investment strategy, finance, macro-economics



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態：  
In-person only
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態：  
In-person only

## Specialization

Accounting and Finance; Innovation and Economics;

## Seminar language instruction

English

## Faculty Research Database

市場が問う成長戦略（日本経済新聞）  
International Portfolio Diversifications, Asset-return Determinations and  
Foreign Exchange Risk Premium（IMES, the Bank of Japan; based on Ph.D.  
dissertation submitted to Brown Univ.）  
想定外のドル高 – 三つの要因（日本経済新聞；2024年1月）

## Faculty Information





# YAMAURA Koichi 山浦 紘一

## Seminar theme/topic ゼミのテーマ/トピック :

Practical research on consumer food and renewable energy preferences in the areas of inclusive wealth and food economics/environmental economics.  
新国富と食料経済・環境経済分野での消費者の食と再エネ選択嗜好についての実践研究

## What and why this seminar?

Deeply understanding non-economically rational consumer purchasing behavior in the fields of food and renewable energy through academic research papers.  
食や再エネ分野における、いわゆる経済学的な合理的な振る舞いをしない現実の消費者の購買行動を学術論文を通して深く理解する



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究 (7セメ向けゼミ) の開講形態 :
- Undergraduate thesis (8th semester ) will be /卒業論文 (8セメ生向けのゼミ) の開講形態 :

## Specialization

Innovation and Economics

## Seminar language instruction

English and Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

I hold a Ph.D. in economics (agricultural economics) from Kansas State University, and have worked at Sophia University and Tokyo University of Agriculture and Technology before joining APU in 2019. My research has included studying food insecurity risk analysis in Africa with the United Nations Food and Agriculture Organization, grain production and trade research with the Kansas Soybean Association, the socioeconomic impact of global warming on the environment using the budget of the Ministry of the Environment, research on consumer purchasing behavior after the Fukushima nuclear accident with the support of research grants, and energy and urban research with the budget of the Japan-Taiwan Exchange Association. In addition, I have also received research grants from Mitsui Chemicals and Crita Water Environment Research.

カンザス州立大学で経済学（農業経済学）のPh.D.、上智大学、東京農工大学を経て、2019年よりAPUです。

国連食糧農業機関とともにアフリカの食料脆弱性リスク分析研究、アメリカカンザス州大豆協会とともに穀物生産と貿易研究、環境省予算による地球温暖化の社会経済への影響研究、科研費による福島原発事故後の消費者購買行動研究、日本台湾交流協会予算によるエネルギーと都市研究などを台湾や日本で研究してきました。そのほか、三井化学やクリタ水環境研究の助成を受けての研究があります。

## Faculty Information



# YANG Jeongwoo 梁 晟宇

## Seminar theme/topic ゼミのテーマ/トピック :

コーポレートガバナンス・内部統制・監査機能

## What and why this seminar?

本ゼミでは、企業における内部統制と監査の基本的な枠組み、そして関連する重要なテーマを学んだ上で「経営と社会との関係」「経営の本質」を理解することができます。

## Focused areas

会計、組織



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## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 :  
Online+Hybrid
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 :  
Online+Hybrid

## Specialization

Accounting and Finance; Strategic Management & Organization

## Seminar language instruction

Japanese

## Possible Research Output

自ら進んで計画し、様々な文献を丁寧に把握し、抽象的で複雑な論点を自分の言葉で簡潔に表現できるようになってください。担当教員はその過程をサポートします。大学卒業後は、一生自分で学び続けることとなりますが、卒業論文は良い練習になります。特にいつかは進学したいと考えている人は、卒業論文を執筆すべきです。

## Previous thesis topics

内部統制報告制度に関する研究、企業不祥事関連研究、内部監査の活用可能性に関する研究など

## Faculty Information



# YOO Bosul 柳 ボスル

## Seminar theme/topic ゼミのテーマ/トピック :

このゼミの主なテーマはグローバルマーケティング戦略とブランドマネジメントです。現代の市場環境に合わせたマーケティング戦略を立案するための専門知識を学習し、グローバルマーケティングとブランドマネジメントの成功事例を分析します。必要に応じては、デジタルマーケティングや消費者行動の分野についても解説します。ゼミの進め方としては、教科書と論文を輪読します。グループで担当を決め、各章の内容をパワーポイントにまとめ、発表します。教科書は、マーケティングやブランドマネジメントに関する本の中で決めます。論文の場合、研究分

## What and why this seminar?

このゼミでは、ブランドマネジメントとグローバルマーケティングの基本的な理論を学ぶだけでなく、他の学生とのディスカッションを通じて多様な視点の知識を得ることができます。さらに、消費者行動やデジタルマーケティングなど幅広いマーケティング分野を取り上げ、深く取り組んでいます。また、プレゼンテーションの機会も多いため、将来、社会人として必要なプレゼンスキルを磨くこともできます。何よりも、リラックスした雰囲気の中で自由に意見を出し合うことができるので、楽しいゼミになると思います。

## Focused areas

ブランドマネジメント、デジタルマーケティング、消費者行動

## How will you learn

- Major Seminar I & II (5th and 6th semester) will be in-person.
- Research seminar (7th semester ) will be /卒業研究（7セメ向けゼミ）の開講形態 : Hybrid (mix of in-person and online class )
- Undergraduate thesis (8th semester ) will be /卒業論文（8セメ生向けのゼミ）の開講形態 : Hybrid (mix of in-person and online class )



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## Specialization

Marketing

## Seminar language instruction

Japanese

## Possible Research Output

Undergraduate thesis

## Faculty Research Database

1. 勝又壮太郎, 一小路武安, & リュ ボスル. (2017). スマートフォンゲーム市場の成熟化による製品普及過程の変化. 情報通信学会誌, 35(2), 33-43.
2. Yoo, B., Katsumata, S., & Ichikohji, T. (2019). The impact of customer orientation on the quantity and quality of user-generated content: A multi-country case study of mobile applications. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 516-540.
3. リュ ボスル&勝又壮太郎. (2019). 電子漫画作品の人気要因：作者によるアイデンティティと読者によるイメージの距離. 情報通信学会誌, 37(2), 81-92.
4. Yoo, B., Katsumata, S. (2022). Sightseeing spot satisfaction of inbound tourists: comparative analysis of first-time visitors and repeat visitors in Japan. *International Journal of Tourism Cities*, Vol. 9 No. 1, pp. 111-127.
5. Yoo, B., Ichikohji, T. (2023). The influence of the public sector in promoting digital transformation during the pandemic. *Annals of Business Administrative Science*, 22(4), 47-58.

## Faculty Information

