



APM 学部ゼミ要覧 /

APM

**Undergraduate
Seminar Booklet**

※各教員名をクリックすることでその教員のページへ飛びます。Clicking on each faculty member's name will take you to that faculty member's page.

目次 / CONTENTS

ACKARADEJRUANGSRI P.	4
ALCANTARA Lailani L.	6
AQUILI Luca	7
ASGARI Behrooz アスガリ ベルズ.....	10
BARAI Munim Kumar.....	11
BEISE-ZEE Marian	13
CHEN Ping Kuo	14
CHEN Shu Ching	18
CORTEZ Michael A.	20
FUJII Seiichi 藤井 誠一	21
FUJIMOTO Takeshi 藤本 武士.....	25
FUJITA Masanori 藤田 正典	28
GONG Yuanyuan.....	32
HIRAHARA Norimichi 平原 憲道.....	34
HOOI Carol Lai-Wan	37
KAMEI Noriaki 亀井 典明	39
KAWAZOE Satoshi 川添 敬	41
KIM Young Sun	43
LEE Geunhee 李 根熙	45
MAKINO Emi 牧野 恵美	47
NAKAJIMA Katsushi 中島 克志	48
OTAKE Toshitsugu 大竹 敏次	50
OZAWA Tomoyuki 小澤 朋之.....	54
PHAM Tam Long	56
QU Chengcheng 屈 程程	59
RICO LUGO Sinndy Dayana.....	61
RUIZ NAVAS Santiago	64
SAITO Hiroaki 齊藤 広晃	67
SATO Hiroto 佐藤 浩人	70
SHIGEMOTO Akiko 重本 彰子	72
SHINOHARA Yoshiki 篠原 欣貴	74
SUZUKI Yasushi 鈴木 泰	77
USREY Bryan Gordon	79
WATANABE Shotaro 渡邊 正太郎.....	81
YAMAKAWA Tetsufumi 山川 哲史.....	84
YANG Jeongwoo	86



YANG Xiaoling	89
YOO Bosul 柳 ボスル	91

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? 本ゼミの概要と魅力

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 重点分野

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



pajaree1@apu.ac.jp

Seminar language
instruction 開講言語
English 英語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

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.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

Please consult the instructor during the interview period before applying for this seminar.

Faculty Research Database 教員の研究実績

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001503&Language=2>

Faculty Information 教員情報

Additional Information 追加情報



ALCANTARA Lailani L.

Coming soon

AQUILI Luca

Seminar theme/topic ゼミのテーマ/トピック

The Neuroscience of Financial Decision-Making

What and why this seminar? 本ゼミの概要と魅力

This seminar explores the neuroscience of risk-taking, decision-making, and economic choices, offering a deeper understanding of how dopamine influences key aspects of financial behavior. Specifically, we will investigate how this neurotransmitter shapes optimism bias (and its role in financial profit predictions), responses to bonuses, risk-taking in financial decisions, the impact of financial stressors, decision-making processes, financial generosity, inequity aversion, and delay discounting.

To address these questions, students will engage with cutting-edge neuroscience methodologies, including evidence from pharmacological studies (e.g., L-DOPA, cabergoline, haloperidol, and tolcapone), neuroimaging techniques (e.g., fMRI and PET), and genetic analyses (e.g., polymorphisms in D2, D4, DAT1, DRD2, DRD4, and COMT).

Additionally, students will have the opportunity to apply advanced machine learning and statistical techniques to analyze existing datasets or design behavioral economic paradigms for experimental use. Depending on feasibility, we may also explore integrating behavioral approaches with neuroscience techniques such as transcranial direct current stimulation (tDCS) to further investigate decision-making mechanisms.

This seminar is designed primarily for students in Accounting & Finance, providing them with a unique interdisciplinary perspective that connects neuroscience with financial decision-making and economic behaviour.



laquili@apu.ac.jp

Seminar language instruction 開講言語

English 英語

Focused areas 重点分野

Neurofinance, financial decision-making, risk-taking behavior, dopamine and economics, behavioural neuroscience, and economic choice behaviour.

How will you learn (4th year seminar) 指導形態 (4回生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

In the 3rd year, students will engage in interactive discussions, group presentations, and hands-on activities to explore key concepts. They will not only analyze research literature but also gain practical exposure to analytical and experimental techniques, such as working with data-driven methods and designing behavioral economic tasks. The goal is to develop both critical thinking and applied skills through collaborative learning. In the 4th year, students will transition to more independent work, with the opportunity to undertake a graduation project. This may involve conducting data analysis, designing experiments, or integrating behavioural and neuroscience methodologies to investigate financial decision-making.

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

This seminar may be particularly beneficial for students considering graduate studies and a potential career in academic research. It offers an opportunity to engage with research-oriented thinking, analytical methods, and experimental approaches commonly used in fields such



as neuroeconomics, behavioural finance, and decision science.

Students who are intellectually curious, enjoy analyzing complex problems, and have an interest in how neuroscience intersects with financial decision-making will find this seminar especially valuable. It will expose them to advanced research methodologies and help them develop skills that could be useful if they choose to pursue further academic opportunities.

Faculty Research Database 教員の研究実績

As I will be joining the university soon, I do not yet have an entry in the faculty research database. However, my research profile and publications can be accessed via the following:

1.
<https://scholar.google.com/citations?user=A6fodQIAAAAJ&hl=en>
2. <https://orcid.org/0000-0003-4930-1536>

Faculty Information 教員情報

Additional Information 追加情報



ASGARI Behrooz

アスガリ ベルズ

Coming soon

BARAI Munim Kumar

Seminar theme/topic ゼミのテーマ/トピック

Finance and Economic Areas

What and why this seminar? 本ゼミの概要と魅力

This seminar is for students interested in the financial and economic issues of different parts of the world. Students can pursue different issues related to their interests. Topical matters of finance (and economics) will be covered in discussions. The expected end-product of the seminar is the student's thesis.

Focused areas 重点分野

Areas/Topics may include Corporate Performance and Capital Structure, Financial Institutions and Banks, FinTec, Stock Markets, Foreign Direct Investment (FDI), Trade, Macroeconomic Issues, etc.



baraimk@apu.ac.jp

Seminar language instruction 開講言語

English 英語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In person and Online (some time)

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Mostly in person and sometimes online.

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加
して欲しい学生/学生へのメッセージ

I prefer multidisciplinary views and ideas, and if you want to enrich and contribute, join this seminar.

Faculty Research Database 教員の研究実績

Please visit:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001510&Language=2>

Faculty Information 教員情報

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001510&Language=2>

Additional Information 追加情報



BEISE-ZEE Marian

Coming soon

CHEN Ping Kuo

Seminar theme/topic ゼミのテーマ/トピック

Related issues in global manufacturing supply chain management - based on empirical studies or multiple criteria decision making (MCDM).

What and why this seminar? 本ゼミの概要と魅力

Developing global manufacturing supply chains is a critical strategy for manufacturers to improve global competitiveness. It can be better to control production and logistics costs, ensure quality, meet production delivery, and provide flexibility.

Collaboration and coordination are fundamental for successful supply chain practices. However, various influential factors often exist and interfere with supply chain operations. Additionally, with the increasing awareness of environmental and social issues, controlling pollution emissions from the supply chain processes is also necessary. As a result, manufacturers need to recruit supply chain management talent to help define and solve supply chain-related issues.

In my seminar, in addition to helping you understand the in-depth concepts of supply chains and define various potential problems, I will also guide you in thinking about strategies and solutions to these issues. After attending my seminar, students will improve their supply chain management skills, increasing their likelihood of securing employment with manufacturers. They will also have the opportunity to enhance their research abilities. The seminar will provide valuable research skills for those considering further studies.



pkchen@apu.ac.jp

Seminar language instruction 開講言語

English 英語

Focused areas 重点分野

Supply Chain Coordination and Integration, Green and Sustainable Supply Chain

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

1. Weekly progress tracking: During discussions, a schedule will be set each week, and following the schedule will enhance the speed of learning and task completion.
2. Ongoing progress discussions: In addition to the scheduled seminar time, students are encouraged to visit the office at their convenience to discuss any questions they may have.
3. I encourage you to avoid over-reliance on the instructor for answers. Instead, I challenge you to think critically and independently, as this will deepen your understanding and keep you engaged in the learning process.

Area of Study 学修分野

Entrepreneurship and Operations Management アントレ・オペレーションマネジメント

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

The seminar is designed for students who are:

1. Motivated to enhance their understanding of supply chain management. Ideal candidates are passionate about learning the intricacies of supply chain dynamics and are eager to develop practical solutions to real-world challenges, which is the focus of this seminar.
2. Interested in global manufacturing competitiveness: This seminar is for students who want to understand how global supply chains impact large-scale

manufacturing and wish to contribute to enhancing efficiency and sustainability.

3. Pursuing further academic research: This seminar will help those planning to pursue advanced studies in supply chain management or related fields develop essential research skills.

Message for Students:

Are you ready to delve deep into supply chain management and explore its critical role in shaping global competitiveness? My seminar offers a comprehensive journey into understanding, analyzing, and solving the supply chain challenges that manufacturers face today.

Faculty Research Database 教員の研究実績

1. Chen, P. K., & Huang, X. (2024). Enhancing supply chain resilience and realizing green sustainable development through the virtual environment of the metaverse. *Sustainable Development*, 32(1), 438-454.
2. Chen, P. K., & Yong, Y. (2024). Realizing environmental sustainability development through the efficiency of Web 3.0 on supply chain resilience. *Sustainable Development*, 32(1), 1243-1260.
3. He, Q. R., & Chen, P. K. (2024). Developing an evaluation system for green resin suppliers in the plastic toy industry based on collaboration willingness. *Environment, Development and Sustainability*, 1-29.
4. He, Q. R., & Chen, P. K. (2024). Developing a green supplier evaluation system for the Chinese electric vehicle battery manufacturing industry based on supplier willingness to participate in green collaboration. *IEEE TRANSACTIONS ON ENGINEERING MANAGEMENT*, 71, 3098-3116.
5. Chen, P. K., Ye, Y., & Huang, X. (2023). The metaverse in supply chain knowledge sharing and resilience contexts: An empirical investigation of factors affecting adoption and acceptance. *Journal of Innovation & Knowledge*, 8(4), 100446.
6. Chen, P. K., Ye, Y., & Wen, M. H. (2023). Efficiency of metaverse on the improvement of the green procurement policy of semiconductor supply chain-based on behaviour perspective. *Resources Policy*, 86,



104213.

7. He, Q. R., & Chen, P. K. (2023). Developing a green supplier evaluation system for the Chinese semiconductor manufacturing industry based on supplier willingness. *Operations Management Research*, 16(1), 227-244.

8. Chen, P. K. (2023). Efficiency of lean practices and blockchain combinations for green supplier integration improvements in sustainable development. *Sustainable Development*, 31(1), 555-571.

9. Huang, X., Chen, P. K., & Zhang, G. (2023). The sustainable cycle between lean production and auditing practices and its efficiency in improving supplier relationships and green supply chains. *Journal of Business Economics and Management*, 24(3), 422-448.

Just display 9 items

Faculty Information 教員情報

Additional Information 追加情報

CHEN Shu Ching

Seminar theme/topic ゼミのテーマ/トピック

Marketing projects across industries and firms

What and why this seminar? 本ゼミの概要と魅力

This seminar targets a student who plans to work on his/her individual research as a graduation project with an intended topic in the field of marketing in a specific industry and/or a firm. The project can be done independently or with another student in this seminar.

Focused areas 重点分野

Marketing

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person OR Online after a discussion with students

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Project-based learning approach.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation project only 卒業プロジェクトのみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

The applicant must have:

(1) been in my class(es) and received a good grade,



schen@apu.ac.jp

Seminar language instruction 開講言語

English 英語

(2) taken the course of marketing research with a good grade.

(3) studied marketing relevant courses as a major, and

(4) aimed at a future career in the field of marketing or in the closely related areas.

Also, the applicant has the following characteristics in learning:

(5) active learner,

(6) open-mind,

(7) self-discipline, and

(8) no violations of academic Integrity such as the issue on AI-writing or plagiarism on assignments and homework from any course at APU in the past.

If you intend to apply for this seminar, please complete the following three tasks:

(I) read carefully the contents shown in point 9,

(II) respond to the aforementioned contents of (1) ~ (8) by typing on an A4 paper, maximum 2 pages, and

(III) send a message to schen@apu.ac.jp with the email titled: Apply for the 3rd year seminar, or the 4th year seminar, and attach your 1-2-page document.

Faculty Research Database 教員の研究実績

Please visit the faculty website for this instructor's selected publications in research.

Faculty Information 教員情報

Additional Information 追加情報

If you intend to apply for this seminar, make sure you have (I) read the contents shown in point 9, (II) responded to the aforementioned contents of (1) ~ (8), and (III) sent the instructor an email with the required document.



CORTEZ Michael A.

Coming soon

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? 本ゼミの概要と魅力

Changing society for the better relies on entrepreneurship and innovation activities by firms and individuals. In this seminar, we will mainly carry out two activities. The first is to analyze the factors behind successful companies and entrepreneurial activities and compile them as a paper. The second is to try out some of the success factors of companies and entrepreneurial activities and compile them as a report. These two activities are relevant to students who want to work on their graduation thesis and students who want to work on their graduation project, respectively.

社会をより良く変える事は、起業や個人のイノベーション活動に依拠しています。本ゼミでは、主に二つの活動を行います。一つは、成功した企業や起業活動の要因を分析し、論文としてまとめることです。もう一つは、企業や起業活動の成功要因の一部を試行してレポートとしてまとめることです。これらの二つの活動は、それぞれ卒業論文に取り組みたい学生と卒業プロジェクトに取り組みたい学生、に関わるものです。

Focused areas 重点分野

In business management, innovation activities carried out by companies and individuals are divided into two fields. One is based on the internal aspects of the company or individual and involves considering what they can do with their capabilities. The other



fujiis@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Activities are divided into individual and group activities, which are linked together. The seminar proceeds in a format where the results and accomplishments of individual efforts are presented to the group, and that information is then discussed. About group activities, the professor will provide feedback, giving his/her opinions and impressions on the overall efforts at any time. Since individual activities are based on the student's initiative, individual consultation time is set aside in addition to seminar class hours.

個人で行う活動とグループで行う活動に分かれており、これらは連携しています。個人で取り組んだ結果や成果をグループで発表し、その情報について討議を行う形式で、ゼミを進めます。グループの活動に対しては、教員が随時全体の取り組みに対して、意見や感想を述べて、フィードバックします。個人の活動は、学生の自主性に依拠しますので、ゼミの授業時間とは別に、個別に相談の時間を設けています。

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

We would like to invite students who feel there are problems in today's society and share the desire to "change society for the better" to participate. From 2025, deliverables will not only be graduation theses, but also deliverables from graduation projects. For graduation projects, we envision students collaborating

with entrepreneurs in Beppu City and Oita Prefecture to gain experience in real business. If you would like to take on the challenge, please join us.

今の社会に問題を感じ、“社会をより良く変えたい”という思いに共感を抱いて頂ける学生の皆さんに、是非参加して頂きたいと思っています。2025年度から成果物が卒業論文だけではなく、卒業プロジェクトからの成果物も加わることになります。卒業プロジェクトについては、別府市や大分県内の起業家と連携して、実際のビジネスの一端を経験することを想定しています。挑戦してみたい方は、是非ご参加ください。

Faculty Research Database 教員の研究実績

So far, I have conducted research on people who create innovation within companies (people known as product champions or serial innovators) and people who create innovation outside companies (people known as commercial entrepreneurs or social entrepreneurs). Below is a list of the main titles of my papers.

*Human resources bringing success of research and development: human resource study in Boost-Gate Model

*Exploratory study of key persons who success the innovation activities in Japanese firms

*Product Champion for Successful Innovation - A Review of the Previous Literature and Challenge for the Future

*Hindrane Issue in New Product Development by Japanese Firms -Proposal of Hypothesis Based on Fundamental Concept

*Project managers and product champions – exploring the relationship

*The role of key persons in radical innovation: Comparing product champions and others

*Comparison of Groups of Inclusive Entrepreneurs in Asian Countries

*The Practical Possibilities of Inclusive Entrepreneurship in Japan: A Case Study of Entrepreneurs with Disabilities
これまで、企業内のイノベーションを起こす人材（プロダクト・チャンピオンやシリアル・イノベーターなどと呼ばれる人々）や企業外でイノベーションを起こす人材（商業起業家や社会起業家と呼ばれる人々）を対象として、研究を行っています。

主な論文のタイトルリストは、下の通りです。

*研究開発を成功に導く人材：ブーストゲート法における人材研究

*日本型組織におけるイノベーション活動を成功に導く人材の探索的研

究

*成功するイノベーションを実現するプロダクト・チャンピオン

*日本型企業の新製品開発における阻害要因-基本思想に基づく仮説の提示-

*プロジェクト・マネジャーとプロダクト・チャンピオン-関係性の探索-

*革新的イノベーションにおけるキーパーソン役割：プロダクト・チャンピオンとの比較

*アジア諸国におけるインクルーシブ・アントレプレナーシップのグループ比較

*日本におけるインクルーシブ・アントレプレナーシップの実践可能性—障害者起業家のケーススタディ—

Faculty Information 教員情報

・1985～1999 worked for NPD of audio equipment as an engineer in a large household appliance manufacturer.

・2000～2006 took consulting service for NPD by large manufacturers in Tokyo and small and medium enterprises in Western Japan.

・2008～2011 served as a

Additional Information 追加情報

Nothing in particular

特になし

FUJIMOTO Takeshi

藤本 武士

Seminar theme/topic ゼミのテーマ/トピック

メーカー・流通・サービス企業におけるマーケティングとイノベーション
Marketing & Innovation on Manufacturer, Wholesaler, Retailer and Service Enterprises

What and why this seminar? 本ゼミの概要と魅力

本演習では、製品・サービスの開発・流通のマーケティングとイノベーションについて扱う。この演習を通じて、マーケティングやイノベーションの価値創造活動の現状と課題を身近に感じてもらえるよう進めたい。

たとえば、企業はどのように取引先を開拓したり、市場・顧客を創造したりするのか。NGOや公共機関のあるべき価値創造活動とはどのようなものか。これらの問いに、ケースを通じて、マーケティングの機能と役割の点から理解を深める。

また同時に、製造業や流通業のマーケティング活動、企業やNPOの連携など、あらたな関係性づくりにも焦点を当てる。

そのため、サプライ・チェーン・マネジメント、ブランドなども視野に入れた学習とする。

This seminar is focusing on Marketing & Innovation of Product/Service Development. And it help students understand current situation and concern on value-added activities. These are ,for example, how companies build new marketing channels, how they create customers/markets, and what value NGO/Public Institution need to create. Students learn not only these role and fuction of marketing through business cases but also new cases on relationship and strategic alliance between manufacturer and retailer, marketing and NPO.

■これまで、ゼミの先輩が扱ってきた主なテーマや業界、企業例など
業界： 通販、アパレル、ゲーム、生鮮卸売、人材派遣、大規模小売
業界、化粧品、書籍、飲料、物流、自動車、携帯電話、コンビニ業
界、エンターテインメント業界など

What industries the Senpais of this seminar focused on



tfujimot@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両
言語

are EC, apparel, Game console, fresh foods and beverages, human resource consulting, Retailer and Logistics, Cosmetics, Automobile, Mobile phone, Convenient store, and Entertainment.

テーマ別：フェア・トレード、ホスピタリティ・ビジネスなどにおけるマーケティング活動など。

■これまでゼミの先輩が行ってきた企業訪問例

ヒルトン、イオン九州、ダイヤモンドシティ・イオン、三和酒類、アステム、トヨタ自動車九州工場、安川電機、コカ・コーラ基山工場、サッポロビール日田工場、キューピー、キャナルシティ博多、博多シティ、大分航空ターミナル、武雄市図書館（CCCツタヤ）、OLC（東京ディズニーランド）、ハウステンボス（HTB）、今治タオル（四国タオル工業組合）、トキコーポレーション、パナソニック、ミカサ、倉光酒造、日本食研など

The companies seminar students visited so far are Hilton Hotel, Aeon, Sanwa Shurui, Toyota Kyushu, Yaskawa Electric, Coca-cola, Sapporo Hita, Canalcity, OLC(Tokyo Disneyland), HTB in NAGASAKI, IMABARI Towel, Mikasa, Nihon Shokken, Pasona and so on.

Focused areas 重点分野

マーケティングとイノベーション

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

現地訪問ヒアリングなどもあります。

Zemi field trips may be designed.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加

して欲しい学生/学生へのメッセージ

意欲ある学生を望む

Highly motivated students are wellcome.

Faculty Research Database 教員の研究実績

1. 2023 論文 Deutschland und Japan im Digitalisierungsvergleich Ergebnisse einer aktuellen Studie bei 208 Unternehmen Der Betriebswirt 64(3),181-196頁 (共著)
2. 2023/12 論文 「DXからみたグローバル・ニッチトップ企業の日独比較」政策情報学会誌 17(1),17-40頁 (共著)
3. 2022 論文 (寄稿)「グローバルでニッチな企業の強み」経営情報誌季刊『合理化』(春),3-6頁 (単著)
4. 2021/12 論文 「国際市場におけるグローバル・ニッチトップ企業のパラダイムシフト」政策情報学会誌 15(1),27-40頁 (共著)
5. 2019/07 著書 『グローバル・ニッチトップ企業の国際比較』 pp.33-34, 63-67, 113-141, 167-177, 181-219頁 (共著)

Faculty Information 教員情報

近年は、グローバル・ニッチトップ (GNT) 企業や、隠れた世界企業 (Hidden Champion: HC) 企業のマーケティングやイノベーションに関心があります。

かつて、別府に来るまでは、関西におりました。よろしくお願いします。

I have been recently focusing on management of Global Niche Top Enterprises and Hidden Champions. Before I came to Beppu, I lived in Kyoto

Additional Information 追加情報

FUJITA Masanori

藤田 正典



Seminar theme/topic ゼミのテーマ/トピック

世界のスタートアップ・エコシステムの成功要因についての研究

Research on success factors of startup ecosystems in the world

What and why this seminar? 本ゼミの概要と魅力

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、起業家を取り巻く様々なプレイヤーから構成されるスタートアップ・エコシステムの理解と活用が重要です。

本ゼミでは、イノベーションや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についての知識を修得し、世界のスタートアップ・エコシステムの成功要因について研究でき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 understand and utilize startup ecosystems which consist of various players 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 innovation and entrepreneurship. The goal of this seminar is to provide them with knowledge about the overall picture of the startup ecosystems and capability of research on success factors of startup ecosystems in the world.



mfujita@apu.ac.jp

Seminar language
instruction 開講言語
Japanese 日本語

Focused areas 重点分野

世界のスタートアップ・エコシステム

Startup Ecosystem in the world

How will you learn (4th year seminar) 指導形態 (4回生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

本ゼミでは、イノベーションや起業に関心のある学生が、以下の活動を通じて、スタートアップ・エコシステムの全体像についての知識を修得し、世界のスタートアップ・エコシステムの成功要因について研究できる能力を修得することを目標とします。

- ・書籍や論文の輪読、ゼミ内の討議などを通じて、スタートアップ・エコシステムについての知識と世界のスタートアップ・エコシステムの成功要因について研究できる能力を修得します。

- ・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。

なお、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 innovation and entrepreneurship aim to acquire knowledge about the overall picture of the startup ecosystems and capability of research on success factors of startup ecosystems in the world through the following activities.

- ・Acquire knowledge about the startup ecosystems and capability of research on success factors of startup ecosystems in the world through reading books and papers, discussing, etc. in seminars.

- ・Acquire leadership of organizational management by carrying out seminar activities voluntarily under the guidance of the instructor.

Although a personal start-up activity of a seminar participant is not supported in this seminar, if such support is necessary, please consult the instructor.

Area of Study 学修分野

Entrepreneurship and Operations Management アントレ・オペレーションマネジメント

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

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 has his/her own startup business plan, it is possible to strengthen that plan through this seminar.

Faculty Research Database 教員の研究実績

以下のWebサイトを参照してください。

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001686>

Please refer to the following website.

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001686&Language=2>

Faculty Information 教員情報

総合商社において、以下のような業務に従事。

- (1)産業用資材などの国際貿易・金属資源鉱山の事業開発
- (2)IT事業の起業、取締役などとしての会社経営
- (3)本社・グループ企業のIT企画・ITガバナンス、本社各部門・子会社の内部監査

At a general trading/enterprise company, engaged in the following operations.

- (1) International trade of industrial materials and business

Additional Information 追加情報

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.

GONG Yuanyuan

Seminar theme/topic ゼミのテーマ/トピック

Topics on organizational behavior and human resource management

What and why this seminar? 本ゼミの概要と魅力

The goal of this seminar is to provide you with an entry into the fields of organizational behavior and human resource management, so that, by the end of the course, you have an overview of these fields, a general idea of what good research is like in these fields, and some of the topics you want to pursue during your graduation thesis or graduation project.

Focused areas 重点分野

AI, technophobia, leadership, emotions, performance management



yygong@apu.ac.jp

Seminar language instruction 開講言語

English 英語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

The seminar involves extensive reading, student presentations, and discussions.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加
して欲しい学生/学生へのメッセージ

Those with a keen interest in managing human resources, particularly in navigating complex and challenging situations, who are highly motivated and eager to engage in critical discussions, are especially encouraged to join.

Faculty Research Database 教員の研究実績

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001722&Language=2>

Faculty Information 教員情報

Additional Information 追加情報

HIRAHARA Norimichi

平原 憲道



Seminar theme/topic ゼミのテーマ/トピック

イノベーションと組織開発

Innovation and Organizational Development

What and why this seminar? 本ゼミの概要と魅力

ビジネスの在り方や社会ニーズが複雑化する中、企業・大学・自治体など組織が生き残るためにはイノベーションを起こし続ける必要があります。そのために必要なのが、グローバルな人材開発も含んだ組織開発です。昨今のトレンドであるポジティブ心理学を活用した心理的安全性やコンパッション・リーダーシップ等を手掛かりに、イノベティブな組織と個人のウェルビーイングを両立させる探索をしましょう。

As business landscape and social needs become increasingly complex, organizations such as companies, universities, and municipalities must continue to innovate in order to survive. What is crucial for this is organizational development that includes global human resource development. Let's explore balancing innovative organizations and individual well-being using the recent trend of positive psychology application, such as psychological safety, compassionate leadership, etc. as evidence-based clues.



nori0804@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両
言語

Focused areas 重点分野

イノベーション、組織開発、人材開発、起業家人材、ポジティブ心理学
innovation, organizational development, human resource
development, entrepreneurship, positive psychology

How will you learn (4th year seminar) 指導形 態 (4年生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

3年次のゼミでは、グループディスカッションや事例・先行研究論文のプレゼンテーションを行います。各学生は指定された論文を精読・批評し、ゼミのクラス討論と発表をリードすることが期待されます。4年次のゼミでは、卒業論文のテーマとして興味のある内容について先行研究を探しプレゼンテーションを行いクラスでディスカッションを行います。後半では重点的に論文執筆の進捗発表を行います。「ゼミ合宿」も希望者の状況によって行うかも知れません。

In the 3rd year seminar, students will participate in group discussions and presentations of case studies and research papers. Each student is expected to read and critique the assigned paper and lead the class discussion and presentation. In the 4th year seminar, students search for and present research topics of interest for their graduation thesis, which is then discussed in class. In the second half of the year, students will make presentations on the progress of their thesis writing. A "seminar camp" may also be held depending on the number of students who wish to participate.

Area of Study 学修分野

Entrepreneurship and Operations Management アントレ・オペレーションマネジメント

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

イノベーションを起こす組織と、そこで働く個人のウェルビーイングを両立させることに興味のある学生を期待します。ポジティブ心理学の組織への応用に興味がある諸君も多くを学べると思います。

I welcome students who are interested in balancing innovative organizations with the well-being of the individuals working in them. Those interested in the application of positive psychology to organizations will



also have much to learn in this seminar.

Faculty Research Database 教員の研究実績
<https://medical-dm.info/expertise/>

Faculty Information 教員情報

Additional Information 追加情報

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? 本ゼミの概要と魅力

The objectives of this seminar are:

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 重点分野

Human Capital Management



c-hooi@apu.ac.jp

Seminar language instruction 開講言語

English 英語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Field trip (if time permits)

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加

して欲しい学生/学生へのメッセージ

This seminar is for:

1. Students who are interested in transborder human capital management in the new VUCA world
2. Students who are committed to seminar class and intend to write a graduate thesis.
3. Students who have taken Research Design and Method

Note:

1. Students must fully prepare for the class to participate in the discussion, give constructive feedback, and present their assigned tasks.
2. Students must research transborder human capital management in the new VUCA world and present the end report.

Faculty Research Database 教員の研究実績

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001685&Language=2>

Faculty Information 教員情報

HOOI Carol Lai-Wan

Additional Information 追加情報

NIL

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 | Science and Art for Marketing Communication

What and why this seminar? 本ゼミの概要と魅力

このゼミでは、マーケティング・コミュニケーションに関するコンサルティング実務を体感します。プロジェクトにおいては、マーケティングのScienceとArtの側面にフォーカスします。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、ブランディング、セールス広告、CRMなどの具体的なソリューションを構築します。

In this seminar, students will experience consulting practices in marketing communications. In our consultations, we focus on the science and art aspects of marketing. Science here refers to data analysis, and Art refers to ideas and sense. Applying them effectively, we will build solutions for branding, sales advertising, CRM, etc.



n-kamei@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

Focused areas 重点分野

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

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

学外の実務者との交流機会を設けて視野を広げていただきます。Provide students with opportunities to interact with practitioners outside the university and broaden horizons.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

マーケティングに関連した仕事に就きたい方、ご自身の他分野研究にマーケティングの知見を活かしたい方に有効です。

This seminar is effective for those who want to work in a marketing-related job or who want to apply marketing knowledge to their own research in other fields.

Faculty Research Database 教員の研究実績

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 教員情報

Additional Information 追加情報

KAWAZOE Satoshi

川添 敬

Seminar theme/topic ゼミのテーマ/トピック

Beyond efficient markets / 効率的市場の向こう側

What and why this seminar? 本ゼミの概要と魅力

The fundamental concept underlying modern financial theory, market efficiency, leads to beautiful conclusions. Having said that, the real world is full of things that should not exist if markets are efficient. This seminar aims to expose students to the existence of such "anomalies" and concepts that tries to make sense of them. / 現代のファイナンス理論の大本には市場の効率性という概念があり、これによってさまざまな美しい結論が得られています。さはさりながら、現実の世界に目を転じると、効率的な市場では起き得ないことが日常的に起きています。この演習では、参加者にそのような「アノマリー」の存在に目を向けさせ、アノマリーを説明しようとする議論に触れられるようにします。



skawazoe@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

Focused areas 重点分野

Finance and macro economics / 金融論とマクロ経済学

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Students will be exposed to concepts and theories that questions conventional academic wisdom through discussions on current economic and financial developments and recent notable publications. / 演習では、正統的な学説に疑問を呈する論説や学説について、金融経済にお

ける最近のできごとや新刊出版物を通じて学びます。

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

Any student who is willing to actively participate in sessions are welcome. / 各回の議論に積極的に参加する意思がある学生はすべて歓迎します。

Faculty Research Database 教員の研究実績

My main areas of research include but not limited to: maintaining the value of the currency; maintaining confidence in the financial system; and responses to financial crashes. / 通貨価値の維持、銀行システムに対する信認の維持、金融恐慌への対応策などについて研究しています。

Faculty Information 教員情報

Additional Information 追加情報

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? 本ゼミの概要と魅力

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 重点分野

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



kimsean@apu.ac.jp

Seminar language
instruction 開講言語
English 英語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

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.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

Use this seminar as an opportunity to explore your academic interests.

Faculty Research Database 教員の研究実績

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001652&Language=2>

Faculty Information 教員情報

Additional Information 追加情報

LEE Geunhee 李 根熙

Seminar theme/topic ゼミのテーマ/トピック

バイラル・マーケティング（春semester）と共創（秋semester）
Viral Marketing (Spring Semester) and Co-Creation (Fall Semester)

What and why this seminar? 本ゼミの概要と魅力

実践を通じてマーケティングを勉強するなら、このゼミしかないでしょう？
Probably the only seminar where you can learn marketing through practical experiences?

Focused areas 重点分野

実践マーケティング、消費者行動、バイラル・マーケティング、共創
Practical Marketing, Consumer Behavior, Viral Marketing, Co-Creation



glee1092@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

外部企業と対面での実践マーケティングトレーニング（3年生）と論文研究（4年生）

In-person marketing practices with outside companies (3rd year) and research study (4th year)

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加 して欲しい学生/学生へのメッセージ

実践でマーケティングを学びたい、とにかく意欲の高い人

Someone who is eager to learn marketing through practical experience, with a strong sense of motivation.

Faculty Research Database 教員の研究実績

Tussyadiah, I. P., Tuomi, A., Ling, E. C., Miller, G., & Lee, G. (2022). Drivers of organizational adoption of automation. *Annals of Tourism Research*, In Press, 103308.

Hassan, M. & Lee, G. (2021). Online Payment Options and Consumer Trust: Determinants of e-commerce in Africa. *International Journal of Entrepreneurial Knowledge*, 9(2), 1-13.

Kim, S., Kim, S., & Lee, G. (2021). Learning from eSports: A review, comparison, and research agenda. *Pan-Pacific Journal of Business Research*, 12(1), 61-80.

Tuomi, A., Tussyadiah, I. P., Ling, E. C., Miller, G., & Lee, G. (2020). $x=(tourism_work)$ $y=(sdg8)$ while $y=true$: $automate(x)$. *Annals of Tourism Research*, 84, 102978. (Won the IFITT Journal paper of the year award 2021, First Place)

Faculty Information 教員情報

Additional Information 追加情報



MAKINO Emi 牧野 恵美

Coming soon

NAKAJIMA Katsushi

中島 克志

Seminar theme/topic ゼミのテーマ/トピック

Finance and Economics. For subtopics, empirical finance, computational finance, asset pricing, portfolio theory, corporate finance, and statistical analysis.

What and why this seminar? 本ゼミの概要と魅力

In the 3rd year, you will learn the foundations of finance which includes the theory of finance and computational finance. I will also allow students to choose topics for their interests. In the 4th year, you will go through your undergraduate thesis and projects which students need to choose their topic and apply the methods they learn using data. For those students who are aiming for graduate school, I recommend you write your undergraduate thesis or projects.



knakaji@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

Focused areas 重点分野

Finance and Economics. We will focus on statistical analysis and computational finance including machine learning. For those who are esteemed and interested in financial theory, we may go through mathematical finance and/or mathematical economics.

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Learning and presenting from materials. Reading academic books and papers, gaining knowledge,



retrieving data, applying the methods, analyzing data, summarizing statistical analysis, and writing academic papers or final reports.

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

Students who are willing to advanced courses in finance/economics and/or learn cutting-edge methods.
Students who are aiming for graduate school.
Students who are not allergic to mathematics, statistics, and/or computer programming.

Faculty Research Database 教員の研究実績

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001549&Language=2>

Faculty Information 教員情報

Worked as a researcher, a quant in asset management, and a financial consultant.

Additional Information 追加情報

OTAKE Toshitsugu

大竹 敏次

Seminar theme/topic ゼミのテーマ/トピック

MATLABによるDXおよびリスク管理研究

Research for DX and Risk Management by MATLAB

What and why this seminar? 本ゼミの概要と魅力

本ゼミでは、経済的損失を最小限に抑え、安定した経営を維持するために、企業や金融機関が直面するさまざまなリスクを識別・評価し、適切に管理するプロセスであるリスク管理について調査・研究します。また、数量的分析のために、確率や統計分析をMATLABを用いて学びます。

本ゼミの魅力として、ゼミ内の企業ネットワークを活用し、日本人学生と国際学生がインクルーシブ・インターンシップに参加できる機会を提供しています。さらに、デジタルトランスフォーメーション（DX）に特化したハッカソンの紹介や、DX企業やIT企業の研究者をゲストスピーカーとして招聘し、実際のビジネスを学ぶ機会も設けています。また、海外の大学との共同研究発表会を開催し、国際性を高める取り組みも行っています。

In this seminar, we conduct research on risk management, a process in which various risks faced by companies and financial institutions are identified, evaluated, and appropriately managed in order to minimize economic losses and maintain stable management. We also learn probability and statistical analysis using MATLAB for quantitative analysis. One of the seminar's attractions is that it offers opportunities for both Japanese and international students to participate in inclusive internships by utilizing the seminar's corporate network. In addition, we introduce hackathons focusing on digital transformation (DX) and invite researchers from DX and IT companies as guest speakers, providing opportunities



totake@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両
言語

to learn about real-world business. Furthermore, we organize joint research presentations with overseas universities to enhance international collaboration.

Focused areas 重点分野

本ゼミの主な重点分野として、金融リスク管理における市場リスク、信用リスク、流動性リスクが挙げられます。また、一般的なリスク管理では、オペレーショナルリスクや戦略リスクも重要なテーマとなります。金融リスクに限らず、企業が抱えるさまざまなリスクを研究テーマとして取り上げ、リスクの回避、軽減、移転、または受容に向けた対応策について調査・研究します。具体的には、どのようなリスクが存在するかを特定し、リスク発生の確率や影響の度合いを数量的に評価する方法を学びます。これらのリスクに関する数量的分析の重点分野として、リ

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

本ゼミでは、3年生では確率や統計分析の基礎をMATLABを用いて学び、リスク尺度や確率過程などの理論を理解します。その後、グループ学習として、これらの理論がリスク管理にどのように応用されているかを調査し、プレゼンテーションを行います。4年生では、各自が研究テーマを設定し、それぞれのテーマにおいてリスクを認識・評価し、定期的に研究内容を発表しながら、互いに助け合い研究を深め、最終的に卒業論文の執筆を目指します。

In this seminar, third-year students will learn the basics of probability and statistical analysis using MATLAB and understand theories such as risk measures and stochastic processes. Following this, students will engage in group work to investigate how these theories are applied in risk management and present their findings. In their fourth year, students will choose their own research theme, recognize and evaluate risks related to their chosen topic, and regularly present their progress while helping each other deepen their research, with the goal of writing a graduation thesis.

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

新しいアイデアや異なる視点に対して柔軟であり、学問に対する興味や好奇心が強く、ゼミのメンバーと協力し合える協調性を持つ学生に参加してほしいと考えます。ゼミは、一生涯の友を作る場でもあるため、ぜひ良き友を作ってください。

I encourage students who are flexible in considering new ideas and different perspectives, highly interested and curious about academics, and who possess a cooperative attitude to work together with other seminar students. The seminar is also a place to form lifelong friendships, so I hope you will create good relationships during your time in this seminar.

Faculty Research Database 教員の研究実績

(Peer-reviewed Journal)

“Enhancing Internal Controls for Smart Contracts: A Comprehensive Framework for Blockchain” (Joint work with Sara Beshir and et. el.), International Journal of Auditing and Accounting Studies, 6 (3), November 2024.

“The Quantity and Quality of Corporate Environmental and Social Disclosure in Egypt” (Joint work with Amal H. El Shewikh and et. el.), Jordan Journal of Business Administration, 25 (2), August 2024.

“How Firm Size Shapes the ESG and Financial Performance Nexus: Insights from The MENA Region” (Joint work with Rola Samy Shawat and et. el.), Journal of Accounting and Auditing: Research & Practice, Vol. 2024, July 2024.

“The Impact of Corporate Environmental and Social Disclosure on Firm Value Creation over Its Different Life Cycle Stages: An Empirical Evidence from Egypt” (Joint work with Amal H. El Shewikh and et. el.), International Journal of Auditing and Accounting Studies, 6 (2), pp 125-158, June 2024.

“A Comparison of Customers’ Profile and Default

Probabilities of Consolidated and Non-Consolidated Loans in the Peer-to-peer Lending Market” (Joint work with Muhammad Rofiqul Islam), Bank Parikrama, A Journal of Banking and Finance, XLVI (3&4), pp 5-30, December 2021.

“Analysis of the Impact of CSR Scoring on Credit Ratings-Application to Machine Learning Model Using Permutation Importance ” (Joint work with Masato Nozue), Journal of Policy Informatics, 15(1), August 2021.

(Peer-reviewed Book)

“Diversity and Inclusion in Japan: Issues in Business and Higher Education” Routledge, November 2022 , ISBN 978-1-032-28989--2.

Faculty Information 教員情報

米国にて経済学、数学、統計学の各修士号を取得後、経営工学の博士号を取得。外資系金融機関にて研究員およびリスクマネジメント部に所属し、リスク分析・リスクモデル・CRM分析を担当・統括し、確率・数理統計やORの技術をビジネスに応用してきました。その後、起業しCEOとして10年以上、日本をはじめ海外の銀行やノンバンクに対して金融リスク分析・CRM分析を行ってきました。

After obtaining master's degrees in economics, mathematics, and statist

Additional Information 追加情報

最近の主な学生の進路・進学先

企業：銀行、証券会社、コンサルタント業、IT・DX企業

大学：John Hopkins University、Washington University、Texas A&M（US）、University of Essex、University of Leeds(UK)、香港科学技術大学（香港）、北京大学（China）、東京大学、福岡大学

Recent career paths and graduate school placements of students in th

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? 本ゼミの概要と魅力

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 重点分野

会計教育

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

各々先行研究である論文を事前に調査しまとめて、ゼミで発表をします。その後ゼミで必要に応じて議論や質疑応答をします。そのプロセスを経て興味が出てきたことについて、各々卒業論文や卒業プロジェクトにまとめます。

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ



tomo-oza@apu.ac.jp

Seminar language instruction 開講言語

Japanese 日本語

会計教育に興味のある学生。

- 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 教員の研究実績

- 2024/02 Sanpo-yoshi, top management personal values, and ESG performance Journal of Behavioral and Experimental Finance, 41
- 2023/02 The possible application to Japanese mobile apps of success factors of Gojek, an Indonesian ride-sharing company Journal of the Kansai Association for Venture and Entrepreneur Studies, 15, pp.23-34
- 2022/09 日本におけるBコープ認証の意義と課題：質的研究によるBコープ認証プロセスの仮説モデル, 日本ベンチャー学会誌, 40, 97-111頁
- 2021/03 のれんの会計処理の考察と、それに伴う日本の医薬品業界において経営管理活動上考慮すべき事項の提言－日本の医薬品業界の事例研究から－, 工業経営研究, 35(1), 15-32頁
- 2020/09 ESG・サステナビリティ要素開示の問題点とフレキシブルディスクロージャーコンセプトの提言－日本の電気機器業界の事例研究から－, 工業経営研究, 34(2), 3-15頁
- 2018/03 外形標準課税の拡大に伴う、メーカーが考慮すべき事象の検討, 工業経営研究, 32(1), 39-46頁
- 2017/02 我が国の外形標準課税制度の経緯とその適合性 高千穂論叢紀要, 51(4), 67-90頁

Faculty Information 教員情報

Additional Information 追加情報

PHAM Tam Long

Seminar theme/topic ゼミのテーマ/トピック

Management for Sustainable Development, Sustainable Development Goals and Practices of Japanese/Global companies

What and why this seminar? 本ゼミの概要と魅力

Students should choose this seminar if they are passionate about contributing to a sustainable future through business practices. The seminar focuses on Management for Sustainable Development and the Sustainable Development Goals (SDGs), offering a deep dive into how Japanese and global companies implement sustainability strategies. By exploring areas such as social responsibility, sustainability management, and the SDGs, students will gain valuable insights into the growing demand for corporate responsibility in today's global market. This seminar is ideal for those looking to build a career in sustainability-focused roles or further research in sustainable business practices.



longpt@apu.ac.jp

Seminar language instruction 開講言語

English 英語

Focused areas 重点分野

Sustainability, Social Responsibility, Management of Sustainable Development, SDGs

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

In this seminar, in the first half of each class, lectures will be delivered by the instructor, showing the concept

of Sustainability and going deeper into the contents of each SDGs. Facts and figures are provided with several cases in Japanese business market context. In the second half, students are required to work individually or in group to present case studies of how companies integrated sustainable concepts into their strategic management.

Besides lectures, the instructor also discuss and supervise 4th year students how to conduct academic research. Both qualitative and quantitative research methods are welcomed. Discussion shall be made upon several popular and famous academic research articles related to Strategic Management for Sustainable Development...

Main language will be English but discussion sometimes could be held in Japanese in case it is needed.

Regardless of nationality, both Japanese and foreign students are welcomed if you want to improve your language proficiency through this seminar (English or Japanese, respectively).

Graduation thesis is supervised on a monthly basis to keep track of the progress. Students who seek for publication opportunities are encouraged to discuss in advance with the instructor (preferably from the 3rd year seminar).

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

My motto is "Anybody can be a teacher by teaching with their life". Later on when you enter the job market, you can influence people with what you have learnt. The best way to widen the positive impact is to empower

each individual with the right knowledge and appropriate skills. I believe in the power of academic and my expected role is to construct a bridge to link academic with the society.

If you are passionate about making a real impact on the world through business, this seminar is your gateway to understanding how companies can drive sustainable change. You will explore cutting-edge concepts in Management for Sustainable Development, delve into the Sustainable Development Goals (SDGs), and examine the innovative sustainability practices of Japanese and global companies.

This is your opportunity to gain the knowledge and skills that are in high demand by businesses striving to align profitability with social responsibility. Together, we will uncover how organizations can thrive while contributing to a better, more sustainable future.

Join this seminar to become a leader in shaping your world where business success and sustainability go hand in hand!

Faculty Research Database 教員の研究実績

<https://www.researchgate.net/profile/Long-Pham-51>

<https://scholar.google.com/citations?user=o3G5Eq4AAAAJ&hl=en>

Faculty Information 教員情報

<https://longptaep.wixsite.com/main>

Additional Information 追加情報

The Instructor of this seminar is a Business Administration scholar who serves as an Assistant Professor at College of International Management (APM), Ritsumeikan Asia-Pacific University. Having experiences in Finance & Banking sector; Teaching experience

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? 本ゼミの概要と魅力

This seminar explores 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 introduces you to theories, data analysis, and recent innovations within the realm of financial market microstructure.

Focused areas 重点分野

Finance

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

TBD

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト



chqu@apu.ac.jp

Seminar language
instruction 開講言語
English 英語

Preferable students and message for them 参加 して欲しい学生/学生へのメッセージ

This seminar is designed for students curious about real-world operations of financial markets and eager to explore research in finance and economics. This seminar introduces you to essential research skills with step-by-step examples and how to apply these skills in solving research questions. You can choose between a research thesis or project according to your academic and career goals, and this seminar will provide you with tailored guidance to navigate your chosen topics.

Faculty Research Database 教員の研究実績

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

Dzieliński, M., Hagströmer, B., and Qu, C. (2024) "Exchange Competition, Fragmentation, and Market Quality", Working paper.

Nordén, L., Qu, C., and Xu, C. (2024) "Tick Size, Lot Size, and Liquidity in Futures Trading", Working paper.

Faculty Information 教員情報

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001713&Language=2>

Additional Information 追加情報

RICO LUGO Sinndy Dayana

Seminar theme/topic ゼミのテーマ/トピック

Decision-Making Aid for Sustainable Management:
Strategic Incentives for a Circular Economy Involving
Multiple Actors from a Multidisciplinary Perspective.

What and why this seminar? 本ゼミの概要と魅力

The circular economy is gaining attention worldwide as a key approach to supply chain sustainability and achieving the SDGs. But how do businesses and stakeholders actually adopt circularity? What motivates them? What challenges do they face?

In this seminar, we explore how different actors—companies, policymakers, and consumers—collaborate to balance sustainability with profitability. We look at real-world incentives, success factors, and decision-making processes to understand what makes circular economy strategies work (or fail).

This seminar takes a multidisciplinary approach, combining qualitative and quantitative methods, including individual and group decision-making, negotiation, voting and coordination strategies, economic experiments and game theory, policymaking, and innovation.

More than a lecture-based seminar, this is an interactive space where you can discuss ideas, develop critical thinking skills, and apply concepts to real-world business and sustainability challenges. Additionally, you will get some opportunities to meet and learn from industry professionals and researchers from Japan and abroad, gaining valuable insights into how circular economy principles are applied in practice.



sinndy@apu.ac.jp

Seminar language
instruction 開講言語
English 英語

Focused areas 重点分野

Sustainable management; supply chain sustainability; circular economy; multicriteria and group decision-making; incentives design; economic experiments and basics of game theory; policymaking and governance for sustainability.

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

- 3rd year: This year focuses on building a strong foundation in circular economy and sustainable management. In the first sessions, I will introduce key theories, methods, and real-world case studies. Then, you will work in teams to review, present, and discuss journal articles, government reports, and case studies related to sustainability in actual contexts. You will choose a topic of interest for deeper exploration, and I will guide you in shaping your research idea. Your pairs in the seminar will also give you comments and suggestions that will enrich the conceptualization of your idea.

- 4th year: This is the stage where you apply what you have learned and develop your graduation thesis/graduation project. You will present your progress biweekly, receiving feedback from both me and your peers. Additional individual consultations are available outside seminar hours if needed. By the end of the seminar, it is expected that you will have a well-developed project or thesis that reflects your four years of learning, makes you proud of your work, and enriches your path toward your future professional steps after graduation.

Area of Study 学修分野

Entrepreneurship and Operations Management アントレ・オペレーションマネジメント

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

If you are passionate about making the circular economy a reality and exploring co-creative ways to support sustainable business practices, this seminar is for you. This is a particularly good opportunity for students who enjoy discussing and exchanging ideas in a diverse and collaborative environment, want to learn from multiple perspectives, including economics, management, policy, and innovation, and search for applying concepts to real-world sustainability challenges and work on practical solutions.

Faculty Research Database 教員の研究実績

<https://researchmap.jp/sinndy.rico>

<https://scholar.google.com/citations?user=sCb-Bk8AAAAJ&hl=es>

Faculty Information 教員情報

Additional Information 追加情報

This seminar is conducted in English. However, for individual consultations, we can also use Spanish and Portuguese. Additionally, Japanese (intermediate level) can be used as a complement when needed.

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 career path after graduation. I have topics of my preference, such as how to use AI in Games to Improve Entrepreneurship, if y

What and why this seminar? 本ゼミの概要と魅力

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.

Open-door policy: Students from any year or school are welcome; the doors are always open (this means you can visit the semi without registering to check if you like the dynamic or not, or even ask other students taking the semi the hard questions you won't ask me).

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

What you get: I do not guarantee 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]

Focused areas 重点分野

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 to power up your interests but in the



ru21014d@apu.ac.jp

Seminar language instruction 開講言語

English 英語

end,

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

3rd Year: Exploration and Execution

In this seminar, I will guide you in conducting exploratory research to identify topics that genuinely interest you. If you're considering a thesis, we'll focus on finding a subject you're passionate about. If you're more inclined towards projects—such as starting a company, developing prototypes, building your own data analysis portfolio for example dashboards or building data products based on machine learning, statistics or AI—I will support you in bringing those ideas to life.

You'll have opportunities to present your topics of interest so we can monitor your progress together. I'll check in from time to time to see how things are going and offer any assistance you might need.

Assessment: Progress is key. Regular presentations, updates, and consistent advancement are essential parts of this seminar. If challenges arise, please communicate with me so we can work through them together.

4th Year: Execution

In your fourth year, we'll aim to have a final version of your thesis or project. We'll use our time to refine and format it into a polished report. To facilitate this, we'll hold meetings as needed (at least once every two weeks). You're always welcome to join face-to-face classes or request additional meetings if you need.

Assessment: Your ongoing progress on your thesis or project will determine your score, much like in the third year. My goal is to support you in achieving a successful and fulfilling outcome.

Area of Study 学修分野

Entrepreneurship and Operations Managementアントレ・オペレーションマネジメント

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

Everyone is welcome, if you are up for the challenge!

Faculty Research Database 教員の研究実績

<https://www.researchgate.net/profile/Santiago-Ruiz-Navas>

Faculty Information 教員情報

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001642&Language=2>

Additional Information 追加情報

Previous outstanding thesis title:

- Sensory immersion: A theoretical Approach on a digital Art Museum teamLab Inc

Previous thesis titles:

- 'Automation of Financial Reporting for accuracy and efficiency in Companies (Data Analysis Dashboard)
- Generat

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? 本ゼミの概要と魅力

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運営などを通し、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。

Focused areas 重点分野

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



hsaito@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両
言語

How will you learn (4th year seminar) 指導形態 (4回生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

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

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

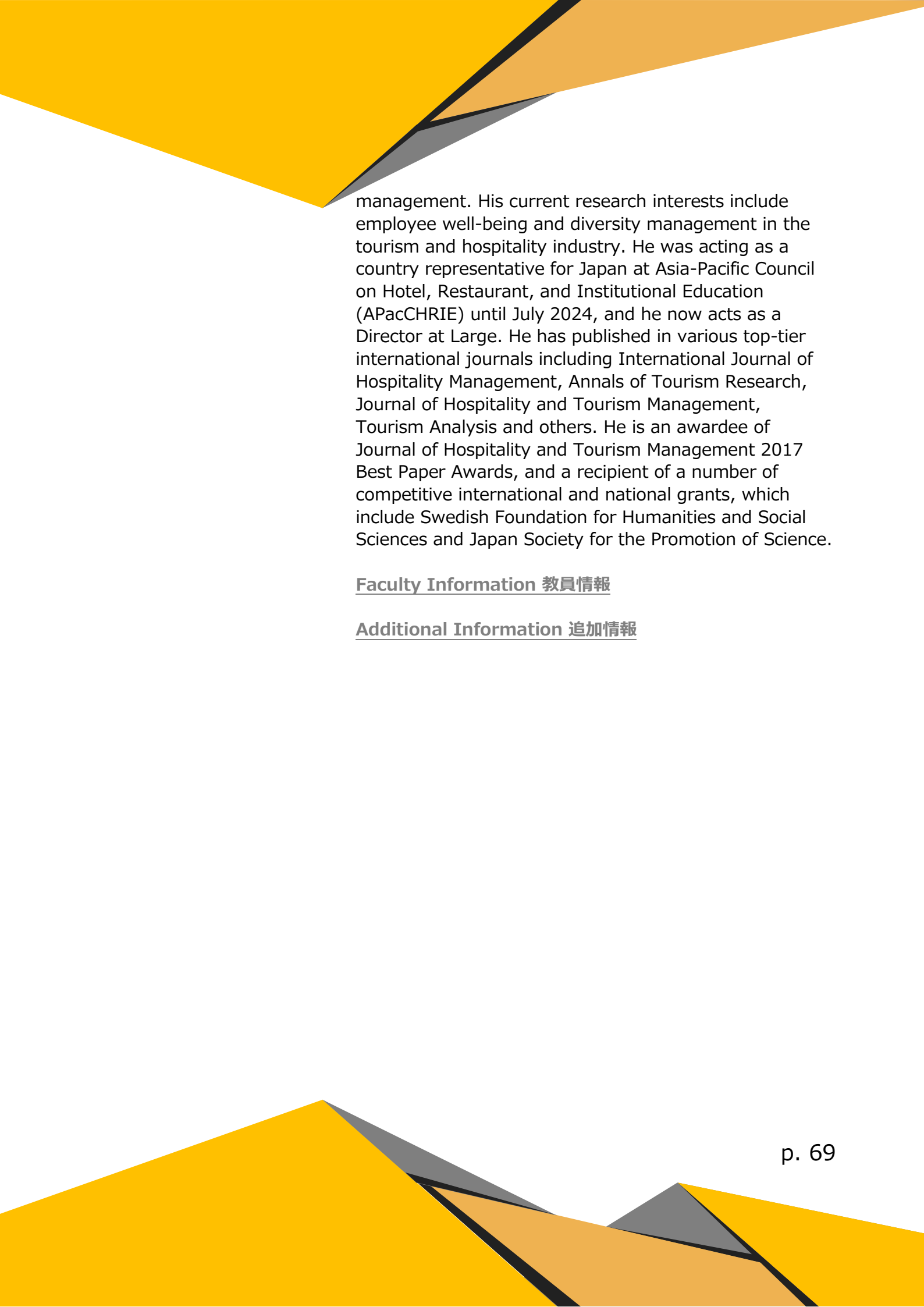
Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

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。

Faculty Research Database 教員の研究実績

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

The page features abstract geometric shapes in yellow and orange at the top and bottom corners. The top shapes are triangles and polygons pointing downwards, while the bottom shapes are larger polygons pointing upwards. The text is centered in the white space between these shapes.

management. His current research interests include employee well-being and diversity management in the tourism and hospitality industry. He was acting as a country representative for Japan at Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) until July 2024, and he now acts as a Director at Large. He has published in various top-tier international journals including International Journal of Hospitality Management, 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 教員情報

Additional Information 追加情報

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? 本ゼミの概要と魅力

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。会計専門職の資格試験へ向けた学習をそのままゼミの中で実施する訳ではありませんが，そうした資格に関心がある方にも資するものにしていければと考えております。

教員の専門は管理会計ですが，ゼミ生の研究テーマに関しては，財務会計も含め比較的柔軟に対応していきます。



hirotos@apu.ac.jp

Seminar language instruction 開講言語

Japanese 日本語

Focused areas 重点分野

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 (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

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 年生の春 semester にはそこに向けたグループ研究を進めていただきます。

あとは，各自の関心に応じた発表をしてもらい，皆で議論する形で進めていきます。

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

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。様々な機会を活かして学びを深めていきましょう。

Faculty Research Database 教員の研究実績

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 教員情報

Additional Information 追加情報

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経営戦略

What and why this seminar? 本ゼミの概要と魅力

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する。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する。

Focused areas 重点分野

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 (4th year seminar) 指導形態（4年生ゼミ）

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

戦略的ESG経営を行っている企業の調査分析を中心に企業の役割やあるべき姿を考察し、ビジネスパーソンをゲストに迎え話を聞いたり、企業訪問などによってビジネスの現場を知ることによって、将来的に自分が起業する際のプランや就職などのキャリアプランを踏まえた卒業プロジェクトの指導を行う。

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ



shigem@apu.ac.jp

Seminar language instruction 開講言語

Japanese 日本語

Possible Research Output 卒業成果物の概要

Graduation project only 卒業プロジェクトのみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

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し、時にはゲストスピーカー（ビジネスパーソン）との対話を通して、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 教員の研究実績

“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 教員情報

Additional Information 追加情報

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? 本ゼミの概要と魅力

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.

Finally, a joint symposium with Keio University, Kwansei Gakuin University, Senshu University, and Otaru University of Commerce is planned each year, where students present their research. I hope that students will experience visiting other universities or welcoming other university students as hosts, and enjoy communication with students outside of APU.

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。



yshino@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

最後に、慶應義塾大学、関西学院大学、専修大学、小樽商科大学との合同シンポジウムを毎年計画しており、学生はそこで研究発表します。他の大学に赴く、あるいはホストとして他の大学生を歓迎するといったイベントもあります。APU以外の学生との交流を深めてくれることを願っています。

Focused areas 重点分野

Corporate Social Responsibility, Diversity and Inclusion, and Sustainability

How will you learn (4th year seminar) 指導形態 (4回生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Reading academic articles and conduct quantitative analysis.

論文の輪読と定量的分析を行います。

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

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 教員の研究実績

Kim, R.C. and Shinohara, Y. (2024), "Reinventing Responsible Management Education Under New Capitalism", Obexer, R., Wieser, D., Baumgartner, C., Fröhlich, E., Rosenbloom, A. and Zehrer, A. (Ed.) Innovation in Responsible Management Education, Emerald Publishing Limited, Leeds, pp. 9-25.
<https://doi.org/10.1108/978-1-83549-464-620241003>

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 教員情報

Additional Information 追加情報

[note]

https://note.com/i_partners/

SUZUKI Yasushi 鈴木 泰



Seminar theme/topic ゼミのテーマ/トピック

Comparative Financial and Economic Systems, Political Economy, and Economic Thought

What and why this seminar? 本ゼミの概要と魅力

In the APM department, this seminar has a long history (starting in 2004), and there are many alumni who are working in various fields or have gone on to graduate school.

Focused areas 重点分野

Financial and Economic Systems in Japan and China:
The Impact of Digitalization (DX) on Financial Activities

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Opportunity to Join my Seminar for Postgraduates

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

It is especially recommended for students who are



szkya@apu.ac.jp

Seminar language instruction 開講言語
English 英語

considering pursuing graduate studies in the future.

Faculty Research Database 教員の研究実績

Books

- 1) Yasushi Suzuki and Mohammad Dulal Miah (eds.), 2023. Digital Transformation in Islamic Finance: A critical and analytical view, Routledge, 303pp.
- 2) A.K.M. Kamrul Hasan and Yasushi Suzuki, 2021. Implementation of Basel Accords in Bangladesh: A Case of Multiple Institutional Failures, Springer/Palgrave, 214pp.
- 3) Sigit Pramono and Yasushi Suzuki. 2021. Growth of Islamic Banking in Indonesia: Theory and Practice, Routledge, 144pp.
- 4) Mohammad Dulal Miah and Yasushi Suzuki, 2018. Power, Property Rights, and Economic Development, Palgrave, 199pp.
- 5) Yasushi Suzuki and Mohammad Dulal Miah (eds.), 2018. Dilemmas and Challenges in Islamic Finance: Looking at Equity and Microfinance, Routledge, 216pp.
- 6) Yasushi Suzuki, Mohammad Dulal Miah, Manjula K. Wanniarachchige and S. M. Sohrab Uddin (eds.), 2017. Banking and Economic Rent in Asia: Rent effects, financial fragility and economic development, Routledge, 204pp.
- 7) Yasushi Suzuki, 2011. Japan's Financial Slump: Collapse of the monitoring system under institutional and transition failure, Palgrave Macmillan, 219pp.

Faculty Information 教員情報

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001446&Language=2>

Additional Information 追加情報

USREY Bryan Gordon

Seminar theme/topic ゼミのテーマ/トピック

Consumer behavior and psychology

What and why this seminar? 本ゼミの概要と魅力

This seminar will help students understand how and why consumers make purchasing decisions by examining key marketing and psychological theories and concepts.

Focused areas 重点分野

Decision-making processes, motivation and needs, perception, attitudes and beliefs, social and cultural influence, learning and memory, emotions, personality, and consumer co-creation.

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Major Seminar will be conducted in-person only and will involve extensive student participation. 4th year seminar (undergraduate thesis) can be taken online but only if approved before the seminar begins.

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ



b-usrey@apu.ac.jp

Seminar language
instruction 開講言語
English 英語

Preferable students and message for them 参加 して欲しい学生/学生へのメッセージ

This course will not cover the general concepts of consumer behavior as a field. You should have completed the Consumer Behavior course as part of your APM curriculum prior to joining this seminar. Instead, this course will focus on academic research papers published in top journals in consumer behavior, marketing, management, psychology, and economics. Please ensure that you are interested in pursuing a thesis before enrolling in this seminar, as it involves extensive reading and is designed to assist with thesis development.

Faculty Research Database 教員の研究実績

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001649>

Faculty Information 教員情報

Additional Information 追加情報

WATANABE Shotaro

渡邊 正太郎

Seminar theme/topic ゼミのテーマ/トピック

Understanding of Real Estate Investment and Analysis of the Real Estate Market / 不動産投資の理解と不動産市場の分析

What and why this seminar? 本ゼミの概要と魅力

In this seminar, the goal is to apply the knowledge of finance and economics learned so far to discussions focused on the real estate market. There are many approaches to the real estate market, with participants ranging from individuals to corporations and governments. I hope you will proceed with your studies and research while envisioning how you might approach the real estate market from various perspectives, taking into account your desired career path and the kind of professional you aspire to be after graduation. You are expected to collect data related to the real estate market and conduct empirical analysis, as well as engage in case studies using real-world development examples. 本ゼミでは、これまでに学んだ金融論や経済学の知識を、不動産市場に焦点を当てて応用することを目的として議論を進めていきます。不動産市場へのアプローチは多岐にわたり、市場参加者は個人から企業、政府に至るまで様々です。卒業後の希望進路や将来の目指す姿を見据え、不動産市場にどのような立場からアプローチするかを想像しながら、学習や研究を進めてほしいと思います。不動産市場に関するデータを収集して実証分析を行うことや、実際の開発事例を用いたケーススタディなどを行ってもらうことを期待しています。



s-wata@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

Focused areas 重点分野

Real Estate Finance, Real Estate Economics, Micro-econometrics / 不動産ファイナンス・不動産経済学・ミクロ計量経済学

How will you learn (4th year seminar) 指導形態 (4回生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Conduct reading discussions of research papers and related books, presentations, and quantitative analysis. / 論文や関連書籍の輪読、プレゼンテーション、定量的分析を行います。

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

Students are expected to have an interest in the real estate market and industry. Although it is a relatively niche field of study and research, it is inseparable from our daily lives. For individuals, buying a home is often the largest investment they will make, and for companies, the office could be the place where employees spend the most time. Because real estate has a significant impact on our well-being, I believe it is a subject worth studying and researching.

不動産市場や業界に興味を持っていることを期待しています。比較的ニッチな分野ではありますが、日常生活から切り離すことができない領域です。個人にとって、家を購入することは人生で最も大きな投資の一つであり、企業にとって、オフィスは従業員が最も多くの時間を過ごす場所になるかもしれません。不動産が私たちの幸福に大きな影響を与えるからこそ、学ぶ価値があり、研究する意義があると思います。

Faculty Research Database 教員の研究実績

Working Papers:

Marcato, G., Watanabe, S. and Zhu, B. "Strategic Default, Foreclosure Delay and Post-Default Wealth Accumulation."

Marcato, G., Watanabe, S. and Zhu, B. "Google Search and Risk of Strategic Default in the US Great Recession."

Marcato, G., Watanabe, S. and Zhu, B. "The Third Trigger of Strategic Default: Households' Portfolio Composition."

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001731&Language=2>

Faculty Information 教員情報

Additional Information 追加情報

YAMAKAWA Tetsufumi

山川 哲史

Seminar theme/topic ゼミのテーマ/トピック

ファイナンス分野におけるテーマ全般（担当教員の専門分野は、金融論、金融政策論、資産価格決定理論）

What and why this seminar? 本ゼミの概要と魅力

ファイナンス関連分野を中心に、ゼミ参加者が興味を抱いているテーマに関し、プレゼンテーション、討論を通じ理解を深めることが出来る。担当教員は、APUでの教職前は長期に亘り中央銀行、及び欧米投資銀行に勤務した経験を有しており、学術・実務両面から幅広い視野での指導を行うことが可能。

Focused areas 重点分野

資産価格決定論が専門分野となるが、実際にはこれに拘らず、投資理論からコーポレートファイナンスまでファイナンス関連であれば幅広くこれを対象とする。



te-yamak@apu.ac.jp

Seminar language instruction 開講言語

Japanese 日本語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person 対面

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

各自の独自のテーマに関するプレゼン及び議論が中心。これに加えて、洋書を対象とした購読も実施する予定。

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒



業プロジェクト

Preferable students and message for them 参加
して欲しい学生/学生へのメッセージ

ファイナンスに何らかの興味を持っている学生であれば、積極的に参加してほしい。

Faculty Research Database 教員の研究実績

1992年に米国ブラウン大学より、国際分散投資と為替市場におけるリスクプレミアムの研究業績に対し経済博士号を授与。日銀金融研究所、米国ゴールドマンサックス証券を中心とした欧米投資銀行勤務期間に金融市場と金融・財政政策関連のレポートを多数公表。日経新聞に対し、定期的に執筆。

Faculty Information 教員情報

Additional Information 追加情報

YANG Jeongwoo



Seminar theme/topic ゼミのテーマ/トピック

健全な企業経営のためのコーポレートガバナンス・内部統制・監査機能
Corporate governance, Internal Control and Audit
Functions for Sound Corporate Management

What and why this seminar? 本ゼミの概要と魅力

本ゼミでは、現代の資本市場を守り・健全な企業運営を支える重要な要素である、コーポレートガバナンス・内部統制・監査機能について議論していきます。

企業が、「正しいことを正しく行う」ためには、自ら社会的責任を十分果たす必要があります。また、そのためには健全なガバナンスと統制の仕組みが欠かせません。

本ゼミの目標は、コーポレートガバナンスの基本的な枠組みとそれに関連する監査機能の役割を学んだ上で「経営と社会との関係」「経営の本質」を理解することです。なお、本ゼミは、将来経営者を目指す人に、自分の夢とその具体的なキャリアプランをどう合わせていくかに関する、様々な「問いかけ」を提供します。

This seminar will discuss corporate governance, internal control, and audit functions, which are important elements that protect modern capital markets and support sound corporate operations.

To “do the right thing right,” a company must fully fulfill its social responsibility. In addition, a sound governance and control structure is essential for this purpose.

The goal of this seminar is to understand “the relationship between management and society” and “the essence of management” after learning the basic framework of corporate governance and the role of the audit function related to it.

In addition, this seminar will provide those who aspire to become managers in the future with various “questions” regarding how to align their dreams with their specific career plans.



jwyang@apu.ac.jp

Seminar language instruction 開講言語

English and Japanese 日英両言語

Focused areas 重点分野

コーポレートガバナンス・内部統制・監査機能

Corporate governance, Internal Control and Audit Functions

How will you learn (4th year seminar) 指導形態 (4回生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

新たな概念の学び、ディスカッション、プレゼンテーションの組み合わせ

Combination of learning new concepts, discussions and presentations

Area of Study 学修分野

Accounting and Finance 会計・ファイナンス

Possible Research Output 卒業成果物の概要

Graduation Thesis or Graduation Project 卒業論文または卒業プロジェクト

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ

積極的な参加、また、その為に必要な事前準備（自主的な研究計画、論文ドラフトの作成、関連資料の熟読・自分の考えをまとめること等）

Active participation and the preparation necessary for such participation (e.g., independent research planning, preparation of draft papers, careful reading of relevant materials, and compilation of one's ideas)

日本語と英語両方使用可能です。一方で、日本語文献を多く使用しますので、国際学生には中級レベル以上の日本語能力があればよいです。（それ以下でも大丈夫ですが、努力をお願いします。）

Both Japanese and English are available. On the other hand, since we will be using a lot of Japanese literature, international students should have at least an intermediate level of Japanese language proficiency.

(Less than that is also fine, but please make an effort.)

【教育方針 Educational Philosophy】

・No.1ではなく、Only 1の「人」を育てる人になること

To be not the No.1, but the Only 1 person who nurtures "people"

※相談は随時可能です（要メール事前連絡）。

【メールアドレス】 jwyang[at]apu.ac.jp （[at]の部分を@に変えてメール送信してください。）

Available for consultations (prior email contact required).

【E-mail address】 jwyang[at]apu.ac.jp (Please change the [at] part to @ and send the e-mail.)

Faculty Research Database 教員の研究実績

日本語

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001575>

English

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001575&Language=2>

Faculty Information 教員情報

・経営コンサルティング会社勤務後、IT及び製造企業にて内部統制・内部監査業務を担当（国内・海外）。

・ 東京証券取引所 第1部上場プロジェクト、ISO27001（情報セキュリティマネジメントシステム）認証取得プロジェクトへの参加。

・ 商社、メーカー、ITなど日本の大企業を含む、約60社の内部統制（全社、決算、業務プロセス、IT統制）業務、内部監査業務を担当。

・ 東証一部市場（現在、プライム市場）上場企業2社のリスク管理業務に関与

After working for a management con

Additional Information 追加情報

【春セメスターの3回生ゼミテーマ：会計監査】

企業の財務的・非財務的成果は、内部統制の仕組みを通して、「財務情報（財務諸表）」または「非財務情報」という形で整理されます。この財務情報に基づき、投資家はもちろん、取引先、従業員、そして社会の様々な構成員は、企業と関係を持ち、様々な意思判断をしていくことになります。もしここで、財務情報に問題（誤謬、不正等）が生じれば、財務情報に基づいて行ったステークホルダーの意思判断は間違ったものになってしまいます。結果として、社会に様々な混乱を招いてしまいます。国は、こうし

YANG Xiaoling

Seminar theme/topic ゼミのテーマ/トピック

Organizational behavior

What and why this seminar? 本ゼミの概要と魅力

This seminar series is designed for third- and fourth-year undergraduate students who are preparing to write their final thesis in the field of Organizational Behavior (OB). The seminars will provide a structured pathway from identifying a research topic to producing a well-rounded academic thesis. The series includes sessions on critical aspects of thesis writing, such as developing research questions, conducting literature reviews, selecting appropriate methodologies, analyzing data, and presenting findings. Students will engage in discussions, hands-on activities, and peer reviews to refine their research skills.



xlyang@apu.ac.jp

Seminar language instruction 開講言語

English 英語

Focused areas 重点分野

Proactivity, emotions, creativity, or other OB topics students feel interested

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

Discussions, hands-on activities, and peer reviews

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加 して欲しい学生/学生へのメッセージ

This seminar is your opportunity to explore a topic in OB that excites you and develop critical research skills. Writing a thesis is challenging, but with the right guidance, it becomes a rewarding experience that sharpens your ability to think analytically and solve complex problems. A well-executed thesis will help you stand out, whether you're pursuing further studies or entering the workforce.

Faculty Research Database 教員の研究実績

1. Wang, J., Yang, X., & Deng, H. (2023). Different Curvilinear Effects of Challenge/Hindrance Stressors on Creativity: The Role of Resource. In Academy of Management Proceedings (Vol. 2023, No. 1, p. 16335). Briarcliff Manor, NY 10510: Academy of Management. [AoM Best OB paper]
2. Zhu, Y., Wang, J., Chen, T., Crant, M. J., Yang, X., Li, C., & Wang, Y. (2024). Can high performers take charge? The effects of role breadth self-efficacy and hostile interpersonal environment. Journal of Business Research, 179, 114709.

Faculty Information 教員情報

Additional Information 追加情報

YOO Bosul 柳 ボスル

Seminar theme/topic ゼミのテーマ/トピック

消費者行動とブランドマネジメント

What and why this seminar? 本ゼミの概要と魅力

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。

Focused areas 重点分野

グローバル・ブランド・マネジメントの理論とケース分析、消費者行動の観点からのケース分析



yoobosul@apu.ac.jp

Seminar language instruction 開講言語

Japanese 日本語

How will you learn (4th year seminar) 指導形態 (4年生ゼミ)

In-person + Online 対面/オンライン併用

Additional teaching method for 3rd and 4th year seminar ゼミの指導方法

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びながら、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。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。

Area of Study 学修分野

Marketing and Strategic Management and Leadership マーケティングと経営戦略・リーダーシップ

Possible Research Output 卒業成果物の概要

Graduation thesis only 卒業論文のみ

Preferable students and message for them 参加 して欲しい学生/学生へのメッセージ

積極的で主体的に参加することを期待します。

Faculty Research Database 教員の研究実績

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 教員情報

Additional Information 追加情報

ゼミ申請のためには事前に面談が必要です。その際、①自己紹介、②このゼミに入りたい理由、③今後勉強したい内容の3点についてプレゼンテーションを用意してください。