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.

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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.

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

pajaree1@apu.ac.jp

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.

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

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.

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
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001738&Language=2

Faculty Information 教員情報

Additional Information 追加情報

ASGARI Behrooz
アスガリ ベルズ

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Seminar theme/topic ゼミのテーマ/トピック
Information, operations and Technology

What and why this seminar? 本ゼミの概要と魅力
To provide an environment for exploring the details of the following subjects

Focused areas 重点分野
Information technology
Technology management
Operations

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
Presentation
Hands on projects

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

Faculty Research Database 教員の研究実績
Behrooz Asgari

Faculty Information 教員情報

Additional Information 追加情報

BARAI Munim Kumar

baraimk@apu.ac.jp

Seminar theme/topic ゼミのテーマ/トピック

Financial Issues and Capital, Structure of Firms, Financial Markets and Institutions, Trade, Investment, and Macroeconomic Issues.

What and why this seminar? 本ゼミの概要と魅力

The seminar provides theoretical and practical lessons on writing an undergraduate thesis for students in the 8th semester.

Focused areas 重点分野

Financial Issues and Capital, Structure of Firms, Financial Markets and Institutions, Trade, Investment, and Macroeconomic Issues.

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

Case studies
Journal and other research papers reading for theoretical development.
Classroom presentations.

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 makes you ready for doing research.

Faculty Research Database 教員の研究実績
https://en.apu.ac.jp/home/about/content265/

Faculty Information 教員情報

Additional Information 追加情報

BEISE-ZEE Marian

rian@apu.ac.jp

Seminar theme/topic ゼミのテーマ/トピック

Frontiers in Innovation and Marketing

What and why this seminar? 本ゼミの概要と魅力

In this seminar you will be writing a great thesis that will enable you to continue with a Master program. My seminar is structured to develop an exciting topic and design a high-level research project. Even if you are not seeking a master degree, it is good to keep the option open and anyways it is helpful to really have understood what research is, to be better able to deal with consultants and research agencies in a future management position.

Focused areas 重点分野

Any area with marketing, innovation and technology management and service management is fine. Any research method is possible.

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

Group discussions and individual consultation centered around your individual research topic.

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

You should be interested in writing a thesis

Faculty Research Database 教員の研究実績
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001522

Faculty Information 教員情報
I teach research methods and discuss with my seminar students the principles of conduct a research project and writing a thesis

Additional Information 追加情報

CHEN Ping Kuo

Seminar theme/topic ゼミのテーマ/トピック

Sustainable and Green Supply Chain

What and why this seminar? 本ゼミの概要と魅力

This seminar will focus on issues related to green supply chains. It is designed especially for students considering applications to master's programs. In addition to exploring topics in green supply chains, I hope to provide you with the opportunity to take part in an international conference during the semester, where you can present your research findings. This will help you build academic achievements and strengthen the materials you can include in your master's program applications.

Focused areas 重点分野

Green Supply Chain

pkchen@apu.ac.jp

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

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.

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 recommended for students who are interested in applying to master’s programs and who are capable of working independently.

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

CHEN Shu Ching

schen@apu.ac.jp

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.

Focused areas 重点分野

Marketing

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

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.

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,
(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.
Additionally, 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/or 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 aforementioned contents,
(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 Major seminar, Apply for the Advanced seminar, or Apply for the Undergraduate Project. And, attach your 1- or 2-page document in the email before your application.

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 read the contents in the section "Preferable students and message for them" and completed the required three tasks beforehand.

CORTEZ Michael A.

Seminar in Finance and Accounting Research

'Cortez Zemi' class focuses on developing students' ability to conduct rigorous, relevant, and evidence-based research in accounting, corporate finance, and sustainability. My teaching approach is predominantly quantitative, with a progression toward mixed methods as students develop more sophisticated research questions and methodological skills. Our research agenda centers on corporate capital structures, environmental, social, and governance (ESG) factors, sustainability, and corporate financial performance. Through these themes, students learn to connect established theories with real-world corporate practices, critically evaluate empirical evidence, and develop research that contributes to both academic discussions and managerial decision-making.

A defining feature of Cortez Zemi is the integration of practical financial research tools and student-led initiatives. We use the Bloomberg Terminal to access financial data, examine corporate performance, and investigate relationships among financial, governance, and sustainability indicators. We also participate in the CFA Institute Research Challenge, a global competition in which students conduct equity research, analyze a publicly listed company, develop an investment thesis, and communicate their findings professionally. Importantly, my students take the lead in driving this class initiative, assuming responsibility for organizing their research efforts and working collaboratively toward a common objective. My role is to guide, challenge, and mentor them throughout the process, encouraging analytical rigor, intellectual independence, and professional judgment.

Ultimately, Cortez Zemi students become more than competent users of research methods. I train them to become independent thinkers who can

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Michaelangelocortez.net

formulate meaningful research questions, select appropriate methodologies, interpret empirical findings, and communicate evidence-based conclusions with confidence. By combining methodological training, financial data analysis, and student-led research, our seminar aims to bridge academic inquiry and professional practice while preparing students for advanced research, doctoral study, and careers requiring strong analytical and critical-thinking skills.

Interested students are invited to sit in the zemi class as observers in lieu of individual consultations – Mondays, 2nd period, RMR6.

FUJII Seiichi

藤井 誠一

fujiis@apu.ac.jp

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)

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.

Focused areas 重点分野

In business management, innovation activities carried out by companies and individuals are divided into two fields. One as the innovation field is based on the internal aspects of the company or individual and involves considering what they can do with their capabilities. The other as the marketing field is based on the external aspects of the company or individual and involves considering what the customers (consumers or beneficiaries) who use the product or service want.

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

In-person + Online

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. Opportunities for personal consultation are also provided.

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. 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.

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).

Faculty Information 教員情報

Additional Information 追加情報

・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 Project Manager and Chief Adviser for small and medium enterprises, contracting “Organization for Small & Medium Enterprises and Regional Innovation”. During that period, I also had the experience of advising entrepreneurs.
・2017 &2023 stayed in the US for taking the research for for-profit and social entrepreneurship

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(Trading company), 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。

tfujimot@apu.ac.jp

This seminar is focusing on Marketing & Innovation of Product/Service Development. And it helps 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 function 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、エンターテイメント業界など
What industries the Senpais of this seminar focused on 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。ニッチ市場・ニッチ戦略・ニッチ企業
Category: Marketing on Fair trade, Hospitality business, Niche market, Niche strategy, Niche and Hidden business&company.

■これまでゼミの先輩が行なってきた企業訪問例
再春館製薬所、福井製作所、象印マホービン、JR東日本、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、パソナ、ミカサ、倉光酒造、日本食研など

The companies seminar students visited so far are Saishunkan Pharmaceutical co.,ltd, FUKUI SEISAKUSHO CO., LTD., Zojirushi Corporation, East Japan Railway Company, 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. Several companies are sponsor companies for APU Business Case Competition.

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。
Each semester, a few seminar-field-trips are designed.

Area of Study 学修分野

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

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、日本のグローバル・ニッチ企業（Global Niche company）や、ドイツの隠れた世界企業（Hidden Champion）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 Strategy and Hidden Champions in Germany.

Additional Information 追加情報

FUJITA Masanori
藤田 正典

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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.

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.

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 development of metal resources mines.
(2) Start-up of IT business, company management as a director, etc.
(3) IT planning and IT governance of the head office and group companies, internal audits of each department of the head office and subsidiaries

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.

FUKUYAMA Kimihiro
福山 公博

kimihiro@apu.ac.jp

Seminar theme/topic ゼミのテーマ/トピック
Strategy, Management & Leadership

What and why this seminar? 本ゼミの概要と魅力
We will learn and discuss the corporate strategies, management styles (including family business), and leadership of the managers by using the cutting edge technology

Focused areas 重点分野
Strategy, Management & Leadership

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
Discussion.
Topics： Family business management, SECI Model, AI, Agentic AI & embodied AI, Blockchain, Crypt Assets, Quantum computing, Meterverse, etc.

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 who are interested in Management, Strategies and Leadership of managers, welcome!

Faculty Research Database 教員の研究実績
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001696

Faculty Information 教員情報
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001696

Additional Information 追加情報
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001696

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, motivation, performance management

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

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

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.

yygong@apu.ac.jp

Faculty Research Database 教員の研究実績
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001722&Language=2
https://scholar.google.com/citations?user=-2LnnjMAAAAJ&hl=en

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、イノベー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

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回生ゼミ)

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.

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

Please refer to the URLs below（APU教員情報）：
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001732（日本語）
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001732&Language=2（英語）

Faculty Information 教員情報

https://medical-dm.info/

Additional Information 追加情報

https://www.rdsystems.asia/

https://global-leaders.xyz/

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・コンサルテーションの実践：Science & Artアプローチ
Marketing Consultation in Practice: The Science & Art Approach

What and why this seminar? 本ゼミの概要と魅力

本ゼミでは、サイエンス（分析・理論）とアート（創造・表現）を駆使して、プロフェッショナル水準に迫るマーケティング戦略・戦術を構築することを目指します。
具体的には、クライアント企業・広告会社・本ゼミによる三者連携によるプロジェクト実施します。クライアント企業には現実に直面している課題を提示していただき、学生は広告会社の助言を受けながら、また協働しながら、調査・分析、ソリューション開発、提言を行います。
春セメスターでは、レクチャーとディスカッションを通じて、マーケティングのサイエンスとアートを体系的に学びます。秋セメスターでは、学んだ知見を活かし、企業との共同プロジェクトに取り組みます。
※そのため、春・秋セメスターを通して参画できる方の応募を推奨します。

n-kamei@apu.ac.jp

This seminar aims to develop marketing strategies and tactics that approach a professional level by leveraging both science (analysis and theory) and art (creativity and expression).
Specifically, the course is organized as a project-based collaboration among a client company, an advertising agency, and this seminar. Client company will present real-world challenges they face, and students, with guidance and collaboration from the advertising agency, will conduct research, analysis, solution development, and recommendations to address these challenges.
Spring Semester: Students will systematically learn the scientific and artistic aspects of marketing through lectures and discussions.
Fall Semester: Students will apply the knowledge gained to engage in collaborative projects with client companies.

※For this reason, applicants who can participate in both the Spring and Fall semesters are encouraged to apply

Focused areas 重点分野

消費者インサイト分析、ビジネス統計、KPI・KGIマネジメント、クリエイティブ事例、ブレーンストーミング、プレゼンテーション技術
Consumer Insight Analysis, Business Statistics, KPI and KGI Management, Creative Case Studies, Brainstorming, and Presentation Skills

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

学外の実務者との交流機会を通じて、ゼミのテーマにとどまらず、幅広いマーケティング知識や企業情報、ビジネスや組織の実態などについて学んでいただきます。
Through opportunities to interact with external professionals, students will learn not only about the seminar theme but also gain broader insights into marketing knowledge, company information, and the realities of business and organizations.

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

春/秋セメスターを通して参画できる方の応募を推奨します。
applicants who can participate in both the Spring and Fall semesters are encouraged to apply.
プロジェクト進行の都合上、高度な日本語力が求められます。Due to the nature of the project, high level of proficiency in Japanese is required.

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。従って実践的な分析技術と発想法を共有します。
The instructor comes from a professional background and has focused on the theme of this seminar. Accordingly, students will be introduced to practical analytical methods and creative approaches.

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 Organizational Behavior

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

kimsean@apu.ac.jp

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

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.

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=S0016

Faculty Information 教員情報

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

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（春セメスター）と共創（秋セメスター）
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

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

In-person 対面

glee1092@apu.ac.jp

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回生）と論文研究（4回生）
In-person marketing practices with outside companies (3rd year) and research study (4th year)

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

研究室はH356です。いつでもゼミの相談に来て下さい！

My office is H356. You're always welcome to drop by if you'd like to talk about the seminar!

Additional Information 追加情報

YouTube(APU glee)に載っているゼミの活動も確認して下さい。

Please also check out the seminar activities on our YouTube (APU glee).

https://www.youtube.com/apuglee

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 select this seminar if they are passionate about contributing to a sustainable future through business practices. The seminar emphasizes Management for Sustainable Development and the Sustainable Development Goals (SDGs), providing an in-depth look at how Japanese and global companies implement sustainability strategies. By examining areas like social responsibility, sustainability management, and the SDGs, students will gain valuable insights into the increasing demand for corporate responsibility in today's global market. This seminar is perfect for those aiming to build a career in sustainability-focused roles or pursue further research in sustainable business practices.

longpt@apu.ac.jp

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

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 SDG. Facts and figures are provided in several cases in the context of the Japanese business market. In

the second half, students are required to work individually or in groups to present case studies of how companies integrated sustainable concepts into their strategic management.
Besides lectures, the instructor also discusses and supervises 4th-year students on how to conduct academic research. Both qualitative and quantitative research methods are welcome. Discussion shall be made upon several popular and famous academic research articles related to Strategic Management for Sustainable Development...
The primary language will be English, but discussions could sometimes be held in Japanese if needed. Regardless of nationality, both Japanese and international students are welcome if you want to improve your language proficiency through this seminar (English or Japanese, respectively).
The graduation thesis is supervised on a monthly basis to keep track of the progress. Students seeking publication opportunities are encouraged to talk with the instructor in advance (preferably from the 3rd-year seminar).

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 sustainablechange.

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://researcher.apu.ac.jp/apuhp/KgApp?resId=S001725&Language=2

Faculty Information 教員情報
https://longptaep.wixsite.com/main

Additional Information 追加情報

NAKAJIMA Katsushi
中島 克志

Seminar theme/topic ゼミのテーマ/トピック

Finance Theory and Data Science (including AI)
金融理論とデータ・サイエンス（AIを含む）

What and why this seminar? 本ゼミの概要と魅力

In the 3rd-year seminar, we will learn advanced finance theory and data science techniques, including AI. It will provide you with a first step to the cutting edge (at the graduate level) of finance theory.
In the 4th-year seminar, you will apply the knowledge you learned in your 3rd year to work with data and absorb the data science techniques that you can utilize after graduating from APU. I will guide you in understanding advanced techniques and theories, enabling you to acquire knowledge and skills that will set you apart from your peers in job hunting and graduate school applications.

knakaji@apu.ac.jp

3年次のゼミでは、高度なファイナンス理論とAIを含むデータサイエンスの手法を学びます。これは、大学院レベルの最先端ファイナンス理論への第一歩となります。
4年次のゼミでは、3年次で学んだ知識をデータに応用し、APU卒業後に活用できるデータサイエンスの手法を吸収します。就職活動や大学院進学において、他の学生より一歩抜きん出るような知識とスキルを身につけていただけるよう、高度な技術や理論を理解できるよう指導します。

Focused areas 重点分野

Finance, Economics, Data Science
金融、経済学、データ・サイエンス

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

For 3rd-year students, they will read and present the materials in turns to assess their understanding. For 4th-year students, they will find good literature, collect data, apply data science techniques to the data, and summarize the findings in a document.

3年生は、資料を順番に読んで発表し、理解度を確認します。4年生は、優れた文献を探し、データを探し、データサイエンスの手法を適用し、文書としてまとめます。

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

Be not allergic to mathematics and statistics. Be willing to learn advanced knowledge and skills for your future career (industry in finance, accounting, real estate, IT, and graduate schools). I will always be available to discuss your future career.

数学や統計に苦手意識がないこと。将来のキャリア（金融、会計、不動産、IT業界、大学院など）のために、高度な知識とスキルを積極的に学ぶ意欲があること。将来のキャリアについての相談にはいつでも応じる。

Faculty Research Database 教員の研究実績

- 2025/03 Article Asset pricing in a country embracing religious beliefs and social norms: Evidence from the Indonesian stock market Borsa Istanbul Review 25(2), pp. 227-239
- 2022/03 Article Equilibrium pricing of commodity spot and forward under incomplete markets with implications on convenience yield Annals of Finance 18(1), pp. 35-80

See the following website. 以下のウェブサイトを参照。
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001549

Faculty Information 教員情報

Worked as a quant for asset management, a financial advisory consultant, and a researcher at a think tank serving a major manufacturing company.

資産運用のクオンツ、財務アドバイザリーコンサルタント、大手製造企業向けシンクタンクの研究員として勤務。

Additional Information 追加情報

Half of my students went into industries and half went to graduate school. Industries include banks and other financial institutions, real estate companies, IT, and manufacturing companies, etc. Countries for graduate schools include the US, the UK, Australia, Hong Kong, Singapore, and Japan.

学生の半数は産業界に、残りの半数は大学院に進学。産業界には、銀行などの金融機関、不動産会社、IT企業、製造業などが含まれる。大学院進学先としては、アメリカ、イギリス、オーストラリア、香港、シンガポール、日本などが挙げられる。

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。

In this seminar, we explore the field of risk anagement—the process of identifying, assessing, and effectively handling the various risks faced by corporations and financial institutions to minimize economic losses and maintain stable operations. We also develop quantitative analysis skills by learning probability and statistical methods using MATLAB. One of the unique features of this seminar is the opportunity for both Japanese and international students to participate in inclusive internships through our corporate network. In addition, we introduce hackathons focused on digital transformation (DX) and invite researchers from DX-oriented and IT companies as guest speakers, offering participants valuable insights into real-world business practices.

totake@apu.ac.jp

Focused areas 重点分野

リスク尺度(VaR, CTE)、確率過程
Risk Measure(VaR, CTE), Stochastic Process

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

対面/オンライン併用 In-person + Online

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

本ゼミでは、3回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。4回生では、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、最終的に卒業論文の執筆を目指します。

In this seminar, third-year students learn the fundamentals of probability and statistical analysis using MATLAB, gaining a solid understanding of concepts such as risk measures and stochastic processes. In the fourth year, each student selects a research topic, identifies and evaluates risks within that theme, and regularly presents their findings. This process culminates in the completion of a graduation thesis.

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。 ゼミ希望者は必ず申請前にインタビューを受けてください。インタビューは40名までとします。希望する学生は、早めに面談の予約を取ってください。

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. Please consult me during the interview period before applying for my seminar. Interviews will be limited to a maximum of 40 students.

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。

教員情報 - 大竹 敏次 | 立命館アジア太平洋大学

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分析を行ってきた。

Additional Information 追加情報

最近の主なゼミ学生の進路・進学先

企業：銀行(MUFG、みずほ), 保険会社(アメリカ再保険、Chubb), KPMG、Accenture, Deloitte, PwC, Morgan Stanley, Moody's,S&P, 日立グループ, 楽天, 三桜工業

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

OZAWA Tomoyuki
小澤 朋之

Seminar theme/topic ゼミのテーマ/トピック
会計関連資格能力向上の研究

What and why this seminar? 本ゼミの概要と魅力
会計関連資格能力向上の研究をするとともに、会計関連資格取得も目指します。
また、生成AIの発展とともに、初級レベルの人間が上級レベルの管理者になるための経験を積む機会（例えば新入社員～中堅社員の雇用）はどんどん少なくなる可能性があります。そのため、単純に一時的に資格取得を目指すのではなく、これから勉強や仕事をするにあたり生成AIとどう付き合っていくかも考えられる能力も育みましょう。

Focused areas 重点分野
会計教育

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

tomo-oza@apu.ac.jp

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や合格体験談や、資格の特徴や自分の取り組み、疑問点や悩みを事前にまとめて、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や教え合いをします。そのプロセスを経て興味が出てきたことについて、各々卒業プロジェクトにまとめます。

Preferable students and message for them 参加して欲しい学生/学生へのメッセージ
会計関連資格能力向上 に興味のある学生。

受講生への要求事項（より実効性のあるゼミの実現と卒業後のビジネスマナーを学ぶため）：
- ゼミに毎回積極的に参加すること
- 時間・期限を守ること
- 連絡の徹底・確認・返信をすること（読んで終わり、は不可。返信を

することを意識すること。読んでいないは問題外）
- オンライン授業の場合、原則としてビデオはオンにすることが必要です。
- 私の講義科目をとっている場合は、当該授業に毎回参加すること
- 会計関連資格に合格した場合は、必ず教員に報告すること（卒業後も含む）
- 英語力推奨：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を有していることが推奨されます。
- ★インタビューの準備(詳細は下記の「ゼミの申請プロセス」を参照)：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（内容は会計関連資格能力向上 に関すること、あなたの動機、目指す資格や勉強計画、人生の目標、勉強や仕事をするにあたり生成AIとどう付き合うかなど）。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

2025/9 Fingertalk B: Breaking the Silence and Empowering Individuals with Disabilities, Asian Journal of Management Cases
2025/9 Fingertalk A: Breaking the Silence and Empowering Individuals with Disabilities, Asian Journal of Management Cases
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

Faculty Information 教員情報

https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001598

Additional Information 追加情報

私の授業を取ったことがない学生は、私のゼミ生か授業を取った学生に事前にゼミの内容（雰囲気や項目など）や私の授業スタイルを聞いておくことをお勧めします（期待のギャップを防ぐため）。また、私の講義をとっていて積極的に参加している学生をゼミ選考の際に優先する可能性もあります（逆もまた然り）

なお、「ゼミの申請プロセス」は以下の通りです。

1. インタビュー

- 方法：事前に、APUアドレスを使用して、メールでアポイントメントを取ってください。
（メールのタイトルには「Seminar appointment: 」と入力してください。）
- 実施期間：アカデミックオフィス提示期間中実施（詳細日時はメールでの日程調整時に確定）
- メールアドレス：tomo-oza[at]apu.ac.jp （[at]の部分を@に変えてメール送信してください。）
- 準備：
★5分程度のプレゼンテーションを準備してくること（内容は会計関連資格能力向上 に関すること、あなたの動機、目指す資格や勉強計画、人生の目標、勉強や仕事をするにあたり生成AIとどう付き合うかなど）。インタビュー時にプレゼンをしてもらいます。

また、シラバスを事前に熟読し理解しておくこと。
*メールによるアポイントメントの取り方も評価の対象になります。
*シラバスを読んでいない(メールタイトルが違うなど)場合は、シラバスを読んでから再度アポイントをする必要があります。

2. インタビュー結果確認

本ゼミに申請する学生は、インタビュー期間終了後・ゼミ申請前に、メールでインタビュー結果を問い合わせてください（問い合わせなしでゼミ申請をした学生は受け付けられません）。

3. ゼミ申請

ゼミ申請時は必ずアカデミックオフィス指定の志望理由書を提出してください。志望理由書の内容も受入判断の対象になります（志望理由提出免除はしていません。必ず志望理由を記載すること）。
研究にはモチベーションが重要であることから、基本的に第1希望のみ受け付けております。

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

Have you ever wondered what actually happens inside a financial market, beyond the textbook models of valuation or supply and demand? This seminar takes you behind the scenes of the Efficient Market Hypothesis and other simplified assumptions to explore how markets really work—who trades, how prices are set, and why spreads exist.

Unlike typical finance courses that focus on corporate finance or portfolio theory, this seminar asks questions rarely addressed:

* What happens between the moment a trader places an order and the moment it's executed?
* Why do some investors use algorithms while others stick to simple rules?
* How do stock exchanges like the Tokyo Stock Exchange or NASDAQ make money?
* What can we learn from unusual market events like the GameStop squeeze or flash crashes?

We'll combine theory, real trading data, and case studies from industry news to explore the structure, rules, and behavior that shape financial markets. You'll be introduced to the world of order books, market design, high-frequency trading, and strategic behavior—and you'll see how these invisible mechanics impact everything from stock prices to market fairness.

This seminar is ideal if you're curious about the inner workings of markets, or if you want to look beyond the surface of models to understand the dynamics driving

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real-world finance. We aim not only to teach the mechanics but to inspire new ways of thinking about financial markets—and even how other complex systems (like online platforms) might operate.

Focused areas 重点分野

Financial market microstructure

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

* The 3rd year seminar consists of different topics. For each topic, we start with the basic introduction, then apply the knowledge in case studies built around recent industry news.
*The 4th year seminar focuses on your research idea. This seminar introduces you to essential research skills with step-by-step examples and regular feedback.

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 ideal for students who are curious about how financial markets work in reality, not just in theory. You do not need prior experience in trading or advanced mathematics—but you should be willing to ask questions, engage with data, and think critically about how market mechanisms shape outcomes.

Grading: 10% x 4 = 40% reflection assignments + 5% x 12 = 60% in-class participations

Application process

All steps below are mandatory for consideration even for second-time applications

- Complete the questionaire and select the time fore interview
  - The questionaire: https://forms.cloud.microsoft/r/cTZAfTmDGy
- Students are strongly encouraged to start applying at least 5 working days before the official deadline, as it gets more

difficult to find available meeting slots near the deadline. Requests for scheduling meetings during weekends, holidays, or busy periods will not be accommodated in principle.

  - Take the interview with the instructor before the deadline

- Submit the application form provided by the Academic Office before the deadline

Submission of the official seminar application form alone does not guarantee consideration.

Faculty Research Database 教員の研究実績

Qu, C. (2025) "Latency Arbitrage and Market Liquidity", Working paper.
Dzieliński, M., Hagströmer, B., and Qu, C. (2025) "Exchange Competition, Fragmentation, and Market Quality", Working paper.
Nordén, L., Qu, C., and Xu, C. (2025) "Tick Size, Lot Size, and Liquidity in Futures Trading", Journal of Futures Markets.

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

sinndy@apu.ac.jp

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.

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

- 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 peers 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 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.

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 seek to apply 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
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001742&Language=2

Additional Information 追加情報
This seminar is conducted in English. For individual consultations, we can also use Spanish and Portuguese, or Japanese (intermediate level) 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, scientometrics, analyzing how emerigng information technologies impact society. but in the end is about you.

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 takingthe 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 it is about you.

ru21014d@apu.ac.jp

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

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.

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! it is challenging, ask your senpais.

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

Additional Information 追加情報
https://www.linkedin.com/in/santiago-ruiz-navas-987aa522/

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 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 essential skills after graduation.

hsaito@apu.ac.jp

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、学術研究の基礎スキルを身につけるだけではなく、どのようにすれば組織行動/組織心 理学の理論を実社会において適用できるようになるかを学びます。これには実際の企業との共同作業が含まれることもあります。さらに、ゼミでの組織運営やゼミのYouTube・Instagram運営などを通し、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

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

3rd year: Project-based learning（３回生 プロジェクトベースド・ラーニング）
4th year: Independent learning for either graduation thesis or project（４回生 卒論もしくは卒業プロジェクトに向けての個人ラーニング）

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

Professor Hiroaki Saito received his PhD from The University of Queensland. Before joining the current university, he served The University of Queensland as a sessional lecturer, where he taught various courses in hospitality management. His current teaching subjects include organisational behaviour, leadership, service management and global management. His current research interests include employee well-being and diversity management in the tourism and hospitality industry. He 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

Professor Hiroaki Saito APU Faculty Page (https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001569&Language=2)

Additional Information 追加情報

Professor Hiroaki Saito Official Website (https://memlordy.com/)

SATO Hiroto

佐藤 浩人

Seminar theme/topic ゼミのテーマ/トピック

会計学（なるべく原価計算・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・会計の資格取得のための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ればと考えております。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・原価計算ですが，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。管理会計の研究と言っても，なかなか企業の内部情報が入手できる訳ではありませんので，経営分析・財務分析のようなことか，文献に基づいて技法の研究をするといったところが限界となるケースが多いかと思います。企業の財務データなどのアーカイバルデータを用いた研究をする場合，管理会計と財務会計の境界領域の研究となることが多いかと思います。

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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，データ分析

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

秋口に他大学のゼミとの合同ゼミ合宿を予定しており，3 回生の春セメスターにはそこに向けて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。

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おります。

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回生ゼミ)
In-person + Online 対面/オンライン併用

shigem@apu.ac.jp

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。

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 every year in fall, 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.

yshino@apu.ac.jp

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。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。

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 Systems, Public Finance, Political Economy, Laws and Economics.

What and why this seminar? 本ゼミの概要と魅力
The seminar primarily focuses on deepening discussions of research topics freely chosen by students, grounded in the fields of financial systems, public finance, and political economy.

Focused areas 重点分野
Topics include the evolution of the Japanese financial and economic systems, Chinese political economy, Islamic finance, microfinance, the philosophy of economics, and related areas.

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

szkya@apu.ac.jp

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

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 one of the oldest seminars in APM, and students can benefit from its extensive alumni network when pursuing graduate studies or seeking employment in Japan and elsewhere in Asia!

Faculty Research Database 教員の研究実績
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001446&Language=2

Faculty Information 教員情報

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回生ゼミ)

In-person 対面

b-usrey@apu.ac.jp

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

The final undergraduate thesis course may be offered online.

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
渡邉 正太郎

Seminar theme/topic ゼミのテーマ/トピック

Real Estate Finance, Investment Analysis, and Empirical Analysis of Real Estate Markets / 不動産ファイナンス・投資分析と不動産市場の実証分析

What and why this seminar? 本ゼミの概要と魅力

This seminar is for highly motivated students who want to study real estate finance, investment, and market analysis in a serious and self-driven way. Students will apply finance, economics, accounting, and statistics to real estate issues.

The seminar combines selected textbook readings, case discussions, and small pilot empirical analyses using market data. Students will learn how to analyze real estate markets and critically assess whether observed correlations can be interpreted as causal relationships.

Students who have performed well in Introduction to Economics, Finance, and/or Statistics courses are strongly encouraged to apply.

This is a small, intensive, discussion-oriented seminar. Students are expected to prepare, contribute to group work, give presentations, and participate actively. **A consultation during the designated period is mandatory to prevent mismatches in your expectations.**

s-wata@apu.ac.jp

本ゼミは、不動産ファイナンス、不動産投資、不動産市場分析を、主体的に学びたい意欲ある学生を対象とします。学生は、金融論、経済学、会計学、統計学の知識を不動産に関する課題へ応用します。

本ゼミでは、指定テキストの輪読、ケースディスカッション、不動産市場データを用いた小規模なPilot実証分析を組み合わせて進めていきます。

学生の皆さんは、不動産市場の分析方法を学ぶとともに、観察された相関関係を因果関係として解釈できるかどうかを批判的に考える力を養います。そのため経済学入門、金融論、統計学などの科目を好成績で修得している学生の応募を強く推奨します。

本ゼミは、少人数で集中的に議論を行うゼミです。学生には、事前準

備、グループワークへの貢献、発表、議論への積極的な参加が求められます。**学生の皆さんにとってのミスマッチを防ぐため、指定期間内でのコンサルテーションへの参加を必須とします。**

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

Reading and discussing academic 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

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 should have a clear interest in the real estate market and industry. Although this field may seem niche, real estate is inseparable from daily life. Purchasing a home is often the largest investment for individuals, and office spaces play a central role in corporate activities. Because real estate significantly influences our well-being, it is a field worth studying. To support your learning, please ensure you have the necessary foundational knowledge, cultivate your curiosity, and take advantage of the interview to decide whether this seminar is the right academic environment for you.

不動産市場や業界への明確な興味を持つ学生を歓迎します。不動産は一見ニッチな分野ですが、日常生活と切り離せない重要な領域です。個人にとって住宅購入は大きな投資であり、企業にとってオフィスはワーカーの活動の中心となる場です。不動産が私たちの生活や幸福に与える影響は大きく、学ぶ意義があります。 そのためにも、基礎知識の準備、学びたいテーマのイメージ、そして面談を通じたマッチングの確認を大切にしてほしいと思います。

Faculty Research Database 教員の研究実績

Working Papers:

Watanabe, S. "The Friction of Fortune: Flexible Work Arrangements, Stockholdings, and Residential Mobility in Japan."

Watanabe, S. "Flexible Work as a Buffer Against Health-Related Productivity Decline: Implications for Household Economic Stability from Japanese Panel Data."

Watanabe, S. "Surviving Financial Distress: Divergent Impacts of Strategic vs. Non-strategic Parental Defaults on the Next Generation's Consumer Resilience."

Faculty Information 教員情報

(JA)
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001731&Language=1

(EN)
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001731&Language=2

Additional Information 追加情報

YANG Jeongwoo

梁 晸宇

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、将来ビジネスリーダーを目指す人に、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 business leaders in the future with various “questions” regarding how to align their dreams with their specific career plans.

jwyang@apu.ac.jp

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

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　（自主的な計画・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 planning, preparation of draft papers, careful reading of relevant materials, and compilation of 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 who nurtures “people”

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

Additional Information 追加情報

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

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

Discussions, hands-on activities, and peer reviews

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 provides you with the opportunity to explore a topic in Organizational Behavior (OB) that interests you while developing essential research skills. Writing a thesis can be challenging, but with the right

guidance it can also be a highly rewarding experience that strengthens your ability to think analytically and tackle complex problems. A well-executed thesis can help you stand out, especially if you plan to pursue further studies.

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

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

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。

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。