

Faculty Information

FUJIMOTO, Takeshi

■ Specialization:

Japanese Management (JM)
Marketing and Management (MM)

■ Research Area:

Marketing, Innovation

■ Keywords:

Management Strategy, Marketing Strategy, Niche Strategy, Global Marketing, Family Business, SMEs, Start-up Venture, Japanese Enterprises

■ Seminar Topic:

Global Marketing and Innovation on Start-up Venture and SMEs

■ Seminar Teaching Method:

Consultation-based

■ Possible Research Topics for Students:

Topics are proposed by supervisees and further developed with them

■ Research Method:

Case Approach

■ Comments:

Marketing and Innovation are Key role of company. This seminar is focusing especially on niche strategy and its market.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001442&Language=2>