

President's Message

Welcome to Transcultural Management Society!

TMS is an interdisciplinary organization whose purpose is to explore and establish the academic field of transcultural management. It is our firm belief that a close collaboration between the academic and business circle is essential in the effort to find answers to the crucial issue of how individuals and companies can effectively contribute to multicultural environments and to construct a theoretical framework of transcultural management.

It is therefore, important to distinguish culture-bound factors from economic and business factors and to pursue globally applicable practices or “best practices” while giving due heed to local cultural assets.

The primary arena is international business, but it can also apply to NPOs, educational institutions and others with multicultural backgrounds.

Culture does not simply mean national culture; there are regional, organizational, and individual cultures, too. “Transcultural” therefore, signifies diversity and can produce a synergistic effect. In this spirit, we encourage the active exchange of opinion among members transcending gender, age, nationalities and professional status.

Please join us and let us embark upon the uncharted journey to transcultural management!

**Emiko Magoshi
President of the Transcultural Management Society**

Transcultural Management Review <Vol.15>

Table of Contents

Introduction	Emiko MAGOSHI	
Invited Article		
A study on the utilization of self-initiated expatriates as a new HRM option for multinational enterprises: Based on questionnaire surveys of Japanese-affiliated companies in the UK and their SIE employees	Masayuki FURUSAWA	1
Articles		
Motivations for Firm-NGO/NPO Collaboration: Case Studies and Empirical Analysis of Factors Influencing Japanese Corporations	Norio SAKURAI, Junichi HAYASHI	37
Cultural Conflicts in the Process of Embedding Mission Statements	Yi Zhu	55
Case studies		
Improvement in communication skills of Indian engineers in Japanese domestic companies: Development of educational program to recognize cultural differences	Naotaka HIRAMI	73
Case Study on Turnaround of Transcultural Factory	Hideshi SAWAKI	81
Special Lectures		
My 50-year Studies of International Business and Transcultural Management	Hideki YOSHIHARA	101
Corporate Governance Reform - Can Japan Change?	Kunio ITO	111
About TMS		117

< Title >

A study on the utilization of self-initiated expatriates as a new HRM option for multinational enterprises: Based on questionnaire surveys of Japanese-affiliated companies in the UK and their SIE employees

Masayuki FURUSAWA

Faculty of Business Administration, Kindai University

< Abstract >

This paper explores the utilization of Japanese self-initiated expatriates (SIEs) in Japanese-affiliated companies in the UK. We find that Japanese SIEs seem to have potential as boundary-spanners because of their living and working experience in the UK and fluency in English. Concerning job satisfaction, the results indicate that Japanese affiliates have considerable room to improve their human resource management practices, which are related to motivator factors, and that the possibility for career advancement and recognition of high performance are likely to contribute to the retention of Japanese SIEs. Finally, we demonstrate that Japanese assigned expatriates highly recognize the SIEs' Japanese-ness, their boundary-spanning functions, and trust relationships with them as well as their professional knowledge, skills, and experience.

< Keywords >

Japanese self-initiated expatriates, Japanese-affiliated companies in the UK,
Japanese assigned expatriates, boundary-spanners, human resource management

< Title >

Motivations for Firm-NGO/NPO Collaboration:
Case Studies and Empirical Analysis of Factors Influencing Japanese Corporations

Norio SAKURAI

Doctoral student, Aoyama Gakuin University

Junichi HAYASHI

Aoyama Gakuin International Management Frontier Research Center

< Abstract >

This paper identifies the motivations and attributes that lead firms to collaborate with NGOs and NPOs. Three case studies of global firms reveal that among their motives are gaining a good reputation, ensuring objectivity, neutrality, and fairness in their conduct, and coping with issues that they alone cannot handle. An empirical analysis on the various factors associated with a Japanese firm's collaboration with NGOs/NPOs suggests that a firm is more likely to collaborate with them if it has a stronger commitment to corporate social responsibility (CSR), operates overseas, is bigger in size, has more stringent corporate governance, and is exposed more to the general public.

< Keywords >

Non-governmental organizations (NGOs)/Non-profit organizations (NPOs), CSR, Unilever, Accord on Fire and Building Safety in Bangladesh (ACCORD), Governance

< Title >

Improvement in communication skills of Indian engineers in Japanese domestic companies
- Development of educational program to recognize cultural differences -

Naotaka HIRAMI

Professor (Special Appointment)

Center for Collaborative Research & Community Cooperation

Hiroshima University

< Abstract >

The purpose of this research is to clarify the communication issues that foreign engineers can face when they work in Japanese domestic companies and to present countermeasures. To sustain the labor population in Japan, the Japanese government is promoting foreign talent to work in Japan. This may be causing various communication issues in actual workplaces; therefore, research was conducted on Indian engineers engaged in the automobile industry. Communication styles were found to be different, and the engineers lacked the ability to use technical terms in context. An educational program developed on the basis of this research was found to be effective in increasing the motivation of the engineers to work in Japan with improved communication skills.

< Keywords >

Foreign engineer education, Indian culture, Japanese culture, Cultural differences,
Communication

< Title >

Case Study on Turnaround of Transcultural Factory

Hideshi SAWAKI

Professor Extraordinary, Faculty of Business Administration,
Asia University

< Abstract >

This research paper is a case study on a printing plant in Singapore (TSP) that was reconstructed (2010-2013) by the author, who was the President/CEO. It focuses on issues related to multi-cultural management and presents them. “Three-phases of restructuring process”(Sawaki 2009a) and John Kotter’s “8-steps change model” (Kotter 1996) are used for analysis. The author formed a project team by selecting internal members, brainstormed by using the KJ method, and formulated a medium-term business plan incorporating an execution plan. Specific strategies included organizational reform, the establishment of in-corporate universities, participation in a project of the Japan National Tourism Organization, and transparent management.

< Keywords >

Singapore, Multicultural management, Restructuring, Change, Motivation

< Guest Speakers >

Hideki YOSHIHARA

Emeritus Professor of Kobe University

< Lecture Title >

My 50-year Studies of International Business and Transcultural Management

< Guest Speakers >

Kunio ITO

Professor, Graduate School of Commerce and Management, Hitotsubashi University

< Lecture Title >

Corporate Governance Reform -Can Japan Change

What is Transcultural Management Society?

Transcultural Management Society (TMS) was founded in Tokyo in March 2003.

TMS is an interdisciplinary organization whose purpose is to explore and establish the academic field of cross-cultural management or transcultural management.*

TMS considers collaboration of the academic field and the business circle crucial in its endeavor. The membership reflects this spirit and TMS encourages active exchange of opinions among members of academic and business backgrounds.

TMS holds conferences and workshops regularly and publishes its journal annually. TMS promotes communication and interaction among members of diverse cultures: profession, gender, age, nationalities, ethnic group, language, religion and other attributes.

TMS covers the following fields : Cross-cultural management, international business, diversity management, multinational companies, global corporations, human resources management, strategic alliance, global marketing, personnel motivation, brand management, transplant of production overseas, implication of information technology, business ethics and others.

***Note : Cross-cultural management and intercultural management can be used interchangeably. TMS prefers to use a new word called “transcultural”: “trans” means both “across” and “beyond” and “transcultural” signifies the encompassing of diverse cultures.**

Activities

Conference on February 25, 2017

(Saturday 13:30-18:00 at Rissho University, Tokyo)

- MC: Motomichi IKAWA** Visiting Professor, Toyo Gakuen University
- Speaker: Yoko KURAHASHI** Professor, Tokai Gakuen University
“Global Human Resource Education: Japanese Students’ Intercultural Competence”
- * **Commentator: Hideshi SAWAKI** Professor Extraordinary, Faculty of
Business Administration, Asia University
- Speaker: Yasuhiko HARAGUCHI** Professor, Department of Management
Studies Graduate School of Social Science,
Hiroshima University
*“Research on the effect of HRM of Japanese companies operating overseas
-Empirical research through international comparison of Japan, Thailand and
China-”*
- * **Commentator: Jun ONISHI** Professor, Graduate School of International
Management Yokohama City University
- Speaker: Takeshi FUJISAWA** Professor, School of Business
Administration, Kwansai Gakuin University
*“An Analysis of the Influencing Factors on Tourism Expenditures in Asian 12
countries : their comparisons with EU main 8 countries”*
- * **Commentator: Yoshiharu KUWANA** Professor, College of Business
Management, J.F. Oberlin University
- Guest speaker : Haruo SHIMADA** Professor Emeritus of Keio University
“What Japan Can Do in This Turbulent World”

Conference on July 8, 2017

(Saturday 13:30-18:00 at Rissho University, Tokyo)

- MC: Takeshi FUJISAWA** Professor, School of Business
Administration, Kwansai Gakuin University
- Speaker: Hideshi SAWAKI** Professor Extraordinary, Faculty of
Business Administration, Asia University
*“An Exploratory Research on Japanese Entrepreneur in ASEAN: a Solution for less
entrepreneurship and less global mind of Japanese Young People”*

- * **Commentator: Toru TAKAI** Professor, College of Commerce,
Nihon University
- **Speaker: Motoko NAGAO** Professor, Faculty of Commerce,
Takushoku University
- “Solving High Turnover Rate under Japanese Management in Viet Nam
-Applying Positive Deviance to Solve Cross-cultural Issues-”*
- * **Commentator: Yoshinobu NAKAMURA** Executive Advisor, Relo Panasonic Excel
International Co.,Ltd.
- **Guest speaker : Kunio ITO** Professor, Graduate School of Commerce
and Management, Hitotsubashi University
- “Corporate Governance Reform - Can Japan Change? ”*

Conference on November 11, 2017

(Saturday 13:30-18:00 at Rissho University, Tokyo)

- MC: Satomi KATO** Professor, Faculty of Business Administration,
Aichi Institute of Technology
- **Speaker: Anderson Joel Daniel** J.F. Oberlin University graduate student
- “Understanding workplace experiences of LGBT+ individuals in Japan:
The research context and outline of present study”*
- * **Commentator: Yoshinobu NAKAMURA** Executive Advisor, Relo Panasonic Excel
International Co.,Ltd.
- **Speaker: Yuko INADA** Kwansei Gakuin University Graduate Department
of Advanced Management
- “Effects of Entrepreneurship Education through Collaborative Learning between
International Students and Japanese Students”*
- * **Commentator: Kenichi HIRASAWA** Professor, Junior College of Aizu
- **Speaker: Nakano Scott T.** Manager, TFM Sales
Dept., Manager, YKK Fastening
Products Sales Inc.
- “A case study for cross-cultural management : A practice in YKK”*
- * **Commentator: Tamiko** Lecturer in International Business University of
KASAHARA(Ph.D.) Shizuoka, School of Management and Information
- **Guest speaker : Tetsuro HORI** Tokyo Electron Limited,
Representative Director, CFO

“Learning from the US-Japan Corporate Alliance That Did Not Materialize”

Conference on May 26, 2018

(Saturday 13:30-18:00 at Asia University, Tokyo)

MC: Hideko SAKURAI Professor, Faculty of Policy Studies,
Chuo University

- Speaker: Kaori ONO** The Doctoral Program, The Graduate School of
Commerce, Waseda University

*“A review of the Japanese management style: a cross-cultural management
perspective”*

- * **Commentator:** Professor, Faculty of Business and Commerce, Keio
Atsushi YASHIRO University

- Speaker: Naotaka HIRAMI** Professor (Special Appointment),
Center for Collaborative Research & Community
Cooperation, Hiroshima University

*“Communication Skill Improvements of Foreign Engineers at Domestic Companies
in Japan -Educational Program Development for Engineers from India-”*

- * **Commentator: Yoshiharu KUWANA** Professor Emeritus, J. F. Oberlin University

- Speaker: Fumiyuki, MIYAMOTO** Associate Professor, J. F. Oberlin University

*“Consideration about the culture of “face” in the cosmetics company Shiseido
-Makeup face and face of product- :
From a package communication research point of view”*

- * **Commentator: Jiro USUGAMI** Professor, School of Business,
Aoyama Gakuin University

- Guest speaker:** Corporate Senior Vice President,
Masaya TOCHIO Ajinomoto Co., Inc

“Ajinomoto Group's Growth Strategy”

Conference on December 1, 2018

(Saturday 13:30-18:00 at Asia University, Tokyo)

MC: Chitose FURUKAWA Associate Professor,
Faculty of Business Administration,
Aichi University

- **Speaker:**
Tatsuo MORIYAMA CEO, Spiceup Academia Inc.
“The achievement of oversea internship program”
- * **Commentator: Masashi ARAI** Lecturer, Faculty of International Relations,
Asia University
- **Speaker: Danning Zhao** Saitama University, International student counselor
“What Do Moving Experiences Bring to us: Semi-structured Interview on Japanese and Chinese”
- * **Commentator: Toru HIRATA** Director, Ishikawa Study Center,
The Open University of Japan
- **Speaker: Noriko YAGI** Associate Professor, Seigakuin University, Faculty
of Political Science and Economics
“An individual as a composite of multiple identities –A new perspective toward diversity management”
- * **Commentator: Satomi KATO** Professor, Faculty of Business
Administration, Aichi Institute of
Technology
- **Speaker: Yong Ge Liu** Professor, Faculty of Business
Administration, Toyo University
“Chinese ICT Equipment Firms Overseas Expansion and Their Pitfalls: Focusing on the ZTE co. Ltd. Case”
- * **Commentator: Takabumi HAYASHI** Visiting Professor, Kokushikan University
- **Speakers: Yoshihiro OISHI** Professor, School of Business
Administration, Meiji University
- Kohei TAKAHASHI** Group Manager,
Research Group Manager,
Overseas Division, DO HOUSE Inc.
“a Comparison among Four countries of Millennial Generation”
- * **Commentator: Junichi ICHIKAWA** Associate Professor, Department of
Economics, Orio Aishin Junior College
- **Guest speaker:**
Junzo FUJITA Former Consul-General, Consulate-General of Japan, Brisbane,
Australia

Former Ambassador of Japan to the Republic of Uganda
Former Ambassador for TICAD, Ambassador in charge of RECs,
Peace and Security in Africa

“My experience with different cultures”

The 8th International Session

**Friday, May 12, 2017, 18:35-20:30 Venue: Aoyama Gakuin University at Aoyama
Campus Room 14404 (Building 14, 4F)**

- MC: Jiro USUGAMI** Professor, School of Business,
Aoyama Gakuin University
- Opening Remarks: Emiko MAGOSHI** President of the Transcultural Management
Society
- Speaker: Hirotami OHARA** RPh, MBA, PharmD, PMP, Project Lead,
Patient portal and Patient Insights, Real
World Informatics and Analytics Astellas
US LLC

*“How Pharmaceutical Company Accelerate Patient-Centered R&D: Capturing
patients' Insights and behavioral differences between Japan and USA”*

- * **Moderator: Akio YAMAMOTO** Assistant Professor, Meiji University
School of Business Administration
- Guest Speaker: James E. Moynihan** Director, Intellectual Property Department,
Louis Vuitton Japan Co.

“IPR and Brand Management Strategies”

The 9th International Session

**Friday, December 15, 2017, 18:35-20:30 Venue: Aoyama Gakuin University at
Aoyama Campus Room 14404 (Building 14, 4F)**

- MC: Jiro USUGAMI** Professor, School of Business,
Aoyama Gakuin University
- Opening Remarks: Emiko MAGOSHI** President of the Transcultural Management
Society
- Speaker: Kenichiro TACHIBANA** Associate Professor,
Tohoku Bunka Gakuen University

“Curious Shift in Me Decade: How U.S. Consumers Get More Value from Pickup

Trucks”

* **Moderator: Noriko YAGI** Associate Professor, Seigakuin University

□ **Guest Speaker: Steven Mark Greenberg** Partner, Heidrick & Struggles

“Managing Your Global Career”

The 10th International Session

Friday, May 11, 2018, 18:35-20:30 Venue: Aoyama Gakuin University at Aoyama Campus Room 14404 (Building 14, 4F)

□ **MC: Chie YOROZU** Associate Professor, School of Business, Aoyama Gakuin University

□ **Opening Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

□ **Speaker: Noriko YAGI** Associate Professor, Faculty of Political Science & Economics Dean, Career Design Division, Seigakuin University

“How do the organization members interpret the ‘boundaries’ of diversity?”

“From the field of transcultural management at a small and medium-sized enterprise”

* **Moderator: Jiro USUGAMI** Professor, School of Business, Aoyama Gakuin University

□ **Speaker: Kenichiro “Kenny” YAMAMOTO** Mitsubishi Motors Corporation, Global Aftersales Division Overseas Aftersales Department B

“Mitsubishi Motor Sales of Canada Brand Improvement Activity (2013-2015)”

* **Moderator: Sean Michael Hackett** Professor, School of Business, Aoyama Gakuin University

The 11th International Session

Friday, November 16, 2018, 18:35-20:30 Venue: Aoyama Gakuin University at Aoyama Campus Room 14404 (Building 14, 4F)

□ **MC: Chie YOROZU** Associate Professor, School of Business, Aoyama Gakuin University

□ **Opening Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

- **Speaker: Norio SAKURAI** Nissin Foods Holdings Co., Ltd., Doctoral Student at Aoyama Gakuin University

“Firm-NGO/NPO Collaboration in the Field of Sustainability”

- * **Moderator: Philippe Orsini** Associate Professor, College of Economics, Nihon University

- **Guest Speaker: Shinjiro IWATA** Director and Chairman, Benesse Holding, Inc., Former Executive Vice President and Executive Officer, Hitachi, Ltd

“Global Business & Innovation: Food for Thought”

Regional Session

The 4th Session of the Kyushu Division

Saturday, March 11, 2017, 13:30-17:00

Venue: Tokai University, Kumamoto Campus, Siesta

- **MC: Kisei Jyo** Assistant Professor, Department of Business Management, School of Business Studies, Tokai University
- **Opening Remarks: Emiko MAGOSHI** President of the Transcultural Management Society
- **Speaker: Hitoshi KINOCHI** Professor, Department of Business Management, School of Business Studies, Tokai University

“Kumamoto Earthquake and Agricultural Management”

- **Speaker: Junichi ICHIKAWA** Associate Professor, Department of Economics, Orio Aishin Junior College

“A Survey of International Students' Consciousness in Southwest Asia: Differences in Consciousness with Japan”

- **Speaker: Toyokazu ONO** Professor, Department of Business Management, School of Business Studies, Tokai University

“Dogmatism Can Save a Lost Lamb: Bolivia Report”

- **Overall Review: Yoshitomo IZAWA** Professor, Kyushu Institute of Information Technology, Head, Academic Research Institute

<Special Session>

- Guest Speaker: Kayoko HOSOKAWA** Honorary President, Public Interest
Foundation Corporation Special Olympics
“Special Olympics Started from Zero”

<Pre Session>

- Speaker: Natsuki MINETA** Student, Department of Business
Management, School of Business Studies,
Tokai University
*“On the Shochu Culture from Kyushu and the Type Culture of Each Country Viewed
in the Liquor Market”*

The 5th Session of the Kyushu Division

Saturday, March 10, 2018, 13:30-17:00

Venue: Tokai University, Kumamoto Campus, Siesta

- Opening Remarks: Emiko MAGOSHI**
- Speaker: Nobuya EMOTO** Kyushu International University
“China Steel (Taiwan)’s ASEAN Strategy”
- Speaker: LEE Soji** Tokai University
“Trend of Korean Tourists in Inbound Tourism”
- Speaker: Junichi ICHIKAWA** Orio Aishin Junior College
*“Transcultural Level and ability to respond at Japanese Language School in
Southwest Asia (Nepal, Sri Lanka and Bangladesh)”*
- Speaker: Hideshi SAWAKI** Professor Extraordinary, Faculty of
Business Administration, Asia University
*“Case Study on Japanese Entrepreneurs in Thailand Singapore and Malaysia:
Japanese Businessman beyond Transcultural Problems”*

The 4th Session of the Chubu Division

Saturday, June 17, 2017, 14:00-18:00

Venue: Aichi University of Technology

- Greetings from the President:** President of the Transcultural Management
Emiko MAGOSHI Society
- Opening Remarks:** Professor, Head of English Language
Tomoyasu KIMURA Education, Nagoya University of Foreign

- Studies
in Master's Program in Business
Administration Graduate School of
Business Administration, Asahi University
- Speaker: THANITTAYA BOONYA** *“A Case Study of Thai Students' Solutions of Culture Shock: An Analysis of A Japanese-style Junior High School in Thailand”*
- * **Supervisor: Shintaro AZECHI,** Professor, Asahi University
- * **Moderator: Masami KAJIURA** Professor, Aichi Gakuin University
- Speaker: Tomoko HARAGUCHI** Professor, Tokoha University
“How American Supervisors Praise Their Subordinates”
- * **Moderator: Hiroshi KITAHARA** Professor, Kyoto Sangyo University
- < Special Session >
Guest Speaker: Hideki YOSHIHARA Emeritus Professor of Kobe University
“My 50-year Studies of International Business and Transcultural Management”

The 5th Session of the Chubu Division

Saturday, June 16, 2018, 14:00-18:00

Venue: Aichi University

- Greetings from the President:** President of the Transcultural Management
Emiko MAGOSHI Society
- Opening Remarks:** Professor, Head of English Language
Tomoyasu KIMURA Education, Nagoya University of Foreign
Studies
- Speaker: Hisako SHINOZAKI** Nagoya University of Foreign Studies
“A Study of ‘Hospitality’ Education at University ~ Aimed at Enhancing Global Perspectives ~”
- * **Moderator: Tomoyasu KIMURA** Nagoya University of Foreign Studies
- Speaker: Hiroshi KITAHARA** Kyoto Sangyo University
“Evolutionary processes of localization at an oversea subsidiary of a Japanese Enterprise ~ From a perspective of localizing management and human resources ~”
- * **Moderator: Chitose FURUKAWA** Aichi University
- < Special Session >
Guest Speaker: Hironobu KURATA KURATA PEPPER Co., Ltd
“Transcultural Management learnt from Aesop’s Fable of ‘The Ant and the

Grasshopper”

- * **Moderator: Satomi KATO** Aichi Institute of Technology
- **Closing Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

The 4th Session of the Kansai Division

Saturday, February 18, 2017, 14:00-16:45

Venue: Osaka University of Commerce, Room442

- **Opening Remarks:**
 - Masayuki FURUSAWA** Osaka University of Commerce
- **Speaker: Yoshihiro KABURAGI** Osaka University of Commerce
“How Global Human Resources can be Evaluated to Cope with Diverse Cultures, with Special Reference to Matsushita Electric (Presently Panasonic) in India”
- * **Commentator: Kenji KOGA** Japan Overseas Enterprises Association
- **Speaker: Kenji TSUJIMOTO** Kansai Productivity Center
“Productivity Movement and Japanese Management: Is Japanese Management Acceptable in the World?”
- * **Commentator: Kenichi YASUMURO** Osaka University of Commerce
- **Closing Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

The 5th Session of the Kansai Division

Saturday, September 23, 2017, 14:00-17:00

Venue: CURUO-CITY (a satellite office of Tanioka Gakuen Educational Foundation)

- **Opening Remarks:**
 - Masayuki FURUSAWA** Kindai University
- **Speaker: Masayuki FURUSAWA** Kindai University
“Potential of self-initiated Japanese employees at Japanese-affiliated companies in China as boundary spanners: Their antecedents such as Chinese language ability and human resource management”
- * **Commentator: Shugo TSUJI** University of Marketing and Distribution Sciences
- **Speaker: Masato YAMAUCHI** Hiroshima University of Economics
“Origin of global business management at Okinawa Tourist Service Inc. : ”

Using global network at the local company”

- * **Commentator: Qiuli YANG** Ritsumeikan University
- **Speaker: Rolf SCHLUNZE** Ritsumeikan University
- “Cultural adjustment to the intercultural workplace: A comparison of two types of managers”*
- * **Commentator: Takeshi FUJISAWA** Kwansei Gakuin University
- **Closing Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

The 6th Session of the Kansai Division

Saturday, March 3, 2018, 14:00-17:00

Venue: Kindai University

- **MC: Choi Kyuho** Osaka University of Commerce.
- **Opening Remarks:** Kindai University
Masayuki FURUSAWA
- **Speakers: Masayuki FURUSAWA, and** Kindai University
Takaaki MORIOKA Osaka University of Commerce
- “The language investment and internal internationalization in Japanese corporations: Based on the interview survey”*
- * **Commentator: Hiroki NAKASAKA** Commons Com Marketing; 313
- **Speaker: Shugo TSUJI** University of Marketing and Distribution Sciences

“Human resource management in Japanese companies: Focusing on the utilization of Chinese employees in Japan”

- * **Commentator: Kenichi YASUMURO** Osaka University of Commerce; University of Hyogo
- **Speaker: Yuko TSUDA** ECC Junior
- “Global communication in the 21st century: What is vital for public education, ECC Junior, and its Fukuicho Class”*
- * **Commentator: Yukiko FUJIWARA** Kobe Gakuin University
- **Closing Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

The 7th Session of the Kansai Division

Saturday, September 22, 2018, 14:00-17:00

Venue: CURIO-CITY (a satellite office of Tanioka Gakuen Educational Foundation)

- MC: Qiuli YANG** Ritsumeikan University
- Opening Remarks:**
Masayuki FURUSAWA Kindai University
- Speaker: Masayuki FURUSAWA** Kindai University
“A study on the potential of Japanese self-initiated expatriates as boundary spanners, their career-related issues, and job satisfaction: Based on the questionnaire survey of Japanese SIEs working at Japanese-affiliated companies in China”
- * **Commentator: Hiroaki NISHIMURA** Yanmar Co., Ltd.
- Speaker: Sadanori ARIMURA** Yamaguchi University
“Multinational enterprises and employment of disabled persons”
- * **Commentator: Naotoshi UMENO** Osaka University of Commerce
- < Special Session >**
Guest Speaker: Ichiro TANIOKA President of Osaka University of Commerce
“The impact of IR (Integrated Resort) on economic society”
- Closing Remarks: Emiko MAGOSHI** President of the Transcultural Management Society

The 2nd Session of the Hokuriku Division

Friday, November 3, 2017, 14:00-17:15

Venue: Hotel Grand Terrace Toyama, Room Kunpu

- Opening Remarks:** President of the Transcultural Management Society
Emiko MAGOSHI
- Speaker: Hikoshi OGINO** Director of International Affairs Division, Toyama Prefectural Government
“Reward by Future Job Assignment and Process Utility: Empirical Analysis with Data Sets of Corporate and Employee Questionnaires”
- * **Commentator:**
Tamiko KASAHARA Lecturer, University of Shizuoka
- Speaker:**
Tokutaro HIRAMOTO Lecturer, Kanazawa Institute of Technology
“Changing BoP markets and global marketing by Japanese corporations From

BoP strategies to SDGs strategies”

* **Commentator: Masashi ARAI** Lecturer, Asia University

< **Special Session** >

Guest Speaker:

Tsuyoshi IWAMURA Corporate officer, KOKANDO Co., Ltd.

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Kenichi YASUMURO

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Yoshinobu NAKAMURA

Executive Advisor, Relo Panasonic Excel International Co.,Ltd.

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Professor, MBA Programme at HABS, validated and awarded by the University of Wales

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