

# News Bulletin of the Union of National Economic Associations in Japan

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## Tradition and Reform

President Kenichi ENATSU

One phrase that has impressed me recently is “tradition is a progression of reform.”

Not to dwell on the point for too long, when an organization or institution continues over a long period of time, some sort of “tradition” develops, for better or worse. This is subjected to a commensurate social evaluation and labeling.

The quintessential example of this has been the long-established businesses of Japan, which nowadays have been frequently spoken of in public. These long-established businesses demonstrate the success brought about by the “will,” “wisdom,” “courage,” and “effort” of the founder, and gather years as that DNA of the founder is passed down generation by generation. There, it is necessary for the successors to sincerely face the vicissitudes of the social environment of each era, and in light of the results of such an assessment, continue reforms aimed at the continuation and further development of business. These would not be eye-catching reforms (innovation), but rather the repetition of down-to-earth, small reforms (transformation).

“Globalization” and “innovation” have become buzzwords, and in various academic circles as well, are frequently adopted as a unified theme in universities and the like. In such cases, a tendency is seen for “innovation” to connote overcoming a large barrier (breakthrough) or a tremendous advance (giant leap).

However, the success story of Professor Shinya Yamanaka, who won the Nobel Prize for Physiology or Medicine for his research on iPS cells and was thrust into the limelight, was not the result of ambitious activities aiming at some sort of “flashy” innovation. Rather, it is clear that this was the result of the blood, sweat, and tears of trial and error and a string of failures built up day in and day out by a plain, down-to-earth “uncle” (in the words of the man himself) based on cool wits, firm conviction, and vibrant relationships.

Nevertheless, the glory won by that effort was truly startling.

In Japan, long-established businesses are by and large regarded highly. They are respected as truly symbolizing the traditional culture of Japan. On the other hand, the exact opposite is the case with the criticism of the “elderly,” who in an aging society should be playing the leading role (although this may be the bias of the author).

Meanwhile, there is no negative nuance to the adjective “old” in China. The character for “old” is an honorable prefix added to the subjects of respect. The words for “teacher,” “old friend,” “boss,” “aged wine,” and “long-established business” are all examples using this prefix. Here, “old” is like a crown that cannot be bestowed merely through passing the time with mischief without any creative ingenuity or efforts for improvement, and signifies something that is respected and that cannot be found just anywhere.

For this purpose, it is vital to “renew daily,” cultivating that DNA of accumulating down-to-earth efforts to reform.

It is wished that this Union of National Economic Associations in Japan and member associations can continue to be respected “old” academic groups through the daily effort of laying down unpretentious, small reform activities one by one, and submitting their results to society.

## Report on Business Activities in FY 2012

### I. Assistance for the Invitation and Stay in Japan of Foreign Scholars

Four applications were submitted in this fiscal year, and as a result of a review by the board of directors, assistance was granted to the three academic groups listed below. For the reports of the three academic groups, see the “Reports on the Use of Assistance for the Invitation and Stay in Japan of Foreign Scholars” of this news bulletin.

1. Japan Association for Cultural Economics: This association held the 17<sup>th</sup> International Conference on Cultural Economics (at Doshisha University) jointly with the Association for Cultural Economics International, and ¥150,000 was used to invite Professor Stanley J. Liebowitz of the University of Texas in the United States to come to Japan to be a keynote speaker. Professor Liebowitz participated in the entire conference, and gave a lecture titled “Creative and non-Creative Destruction of Cultural Industries.”
2. Japan Society of Human Resource Management: This society held a symposium titled “Invitation to Asian HRM” with the unified theme of “The Dawn of Competition for Human Resources in Asia” at its 42<sup>nd</sup> National Conference (at Wakayama University), and ¥100,000 was used to invite Professor Ningyu Tang of Shanghai Jiao Tong University in China to be a panelist.
3. The Japan Statistical Society: At the 2012 conference of the Japan Federation of Statistical Science Associations (at Hokkaido University), ¥100,000 was used to invite Professor Ming-Yen Cheng of National Taiwan University in China (Taiwan), who came to Japan to hold an international session under the hosting by statistical societies of Japan, South Korea, and Taiwan.

### II. Assistance for Dispatching to International Conferences

Four applications were received during the fiscal year, and as a result of a review by the board of directors, assistance was granted to the two academic groups listed below. For the report from each case, see the “Reports on International Conference Attendance” of this news bulletin.

1. Japan Society of Marketing and Distribution: ¥100,000 was used to dispatch Eunji Seo of Fukuyama Heisei University to the 2012 Global Marketing Conference at Seoul (hosted by the Korean Scholars of Marketing Science) held during July 19-22, 2012 in Seoul, South Korea.
2. CIRIEC Japanese Section (Japan Society of Research and Information on Public and Cooperative Economy): ¥250,000 was used to dispatch Professor Kazuhiro Ueta of the Graduate School of Economics and Faculty of Economics at Kyoto University to the 29<sup>th</sup> International Congress of CIRIEC (International Center of Research and Information on the Public, Social, and Cooperative Economy) held during September 12-14, 2012 in Vienna, Austria.

### III. Assistance for Academic Conference Expenses

In order to promote interdisciplinary study, assistance is given to a portion of conference expenses necessary for activities related to interdisciplinary study, such as co-hosting and joint hosting among member associations and requesting speeches from outside experts. Five applications were received this fiscal year, and as a result of a review by the board of directors, assistance was granted to the four academic groups listed below. For the report from each case, see the “Reports on the Use of Assistance for Academic Conference Expenses” of this news bulletin.

1. The Society for the History of Management Theories: ¥50,000 went towards the hosting of the 20<sup>th</sup> Anniversary National Conference of the society (held during May 25-27, 2012 at Meiji University with the unified theme of “Contributions and Reflections of Management Studies: Facing the 21<sup>st</sup> Century,” with exchanges of external panelists and a search for the issues and directionality of the future study of management from an interdisciplinary and international viewpoint as well as a historical viewpoint).
2. Japan Association for Management Systems: ¥50,000 went towards the hosting of the 48<sup>th</sup> National Research Presentation Conference (held during June 2-3, 2012 at Waseda University with the unified theme of “Management Systems in a Networked Age,” under which external experts were invited, keynote lectures and special lectures were held, and then during the exchanges of research result presentations from individual participating members, the discussion from each standpoint progressed in an interdisciplinary manner).
3. Japan Academy of Management: ¥50,000 went towards the hosting of the 12<sup>th</sup> International Symposium since co-hosting an international symposium with the Academy of Management in Mongolia in July 2000 (held during August 7-8, 2012 at Yamanashi Gakuin University with the unified theme of “Harmony Between the

Environment and Economic Growth, and Management Practices” and reports by four people on the Mongolian side and four people on the Japanese side. The Academy’s National Conference was held during the period that the symposium was held, after which a social get-together was held jointly by the participants of the International Symposium and the National Conference as a mutual international exchange).

4. The Japan Society for Social Science of Accounting: ¥50,000 went towards the hosting of the 27<sup>th</sup> National Conference (held during October 12-14, 2012 at Ritsumeikan University with a unified topic plan paying attention to fact that there are diverse opinions in various circles in Japan, especially the world of economics, regarding the adoption of the International Financial Reporting Standards (IFRS), which these days has been a global focus in the realm of corporate accounting, and with three debaters joining a unified topic panel, the objective was to clarify the general topic and the points at issue of each argument regarding the introduction of IFRS in Japan).

#### IV. The Publication of the English Information Bulletin No. 32

At the FY 2011 Second English Information Bulletin Editorial Committee held in January 31, 2012, Senshu University Professor Katsuaki Onishi (The Society for Industrial Studies) was elected chairman of the committee. For the progress of the editorial work, see “Publication of English Information Bulletin No. 32” in this news bulletin.

Additionally, the Information Bulletin No. 32 was published in mid-December 2012.

## List of Primary Proceedings of Meetings in FY 2012

4/2012-3/2013

2012	5/21	First Board of Directors Meeting	<ul style="list-style-type: none"> <li>• Report on closing the books for FY 2011</li> <li>• Budget for FY 2012</li> <li>• Parliamentary Procedure for the Board of Trustees</li> </ul>
		First Board of Trustees Meeting	<ul style="list-style-type: none"> <li>• Reports on the Use of Assistance for Academic Conference Expenses for the “Earthquake and Nuclear Reactor Problem Fukushima Symposium”</li> <li>• FY 2012 First Review Report for Assistance for Dispatching to International Conferences, Assistance for the Invitation and Stay in Japan of Foreign Scholars, and Assistance for Academic Conference Expenses</li> <li>• Report on the Publication of the Union News Bulletin No. 48</li> <li>• Report on the Publication of English Information Bulletin No. 31, Report on the Progress of Editing No. 32</li> <li>• Report/Approval of Audit of FY 2011 Settlement of Accounts</li> <li>• Future Operation of Special Accounting Activity Administration Fund</li> <li>• Approval of FY 2012 Budget</li> <li>• FY 2012 Business Plan</li> </ul>
	7/2	Second Board of Directors Meeting	<ul style="list-style-type: none"> <li>• Review of Main Elements of Academic Conference Assistance</li> <li>• FY 2012 Second Review for Assistance for Dispatching to International Conferences, Assistance for the Invitation and Stay in Japan of Foreign Scholars, and Assistance for Academic Conference Expenses</li> </ul>
	10/15	Third Board of Directors Meeting	<ul style="list-style-type: none"> <li>• Report on the Progress of Editing English Information Bulletin No. 32</li> <li>• Correction of FY 2012 Accounting Budget (Predicted Value of Interest Earned)</li> <li>• FY 2012 Interim Accounting Report</li> <li>• FY 2013 Business Plan</li> <li>• Parliamentary Procedure for the Board of Trustees</li> </ul>
		Second Board of Trustees Meeting	<ul style="list-style-type: none"> <li>• Report on the Progress of Editing English Information Bulletin No. 32</li> <li>• FY 2012 Second Review Report for Assistance for Dispatching to International Conferences, Assistance for the Invitation and Stay in Japan of Foreign Scholars, and Assistance for Academic Conference Expenses</li> <li>• Correction of FY 2012 Accounting Budget (Predicted Value of Interest Earned)</li> <li>• FY 2012 Interim Accounting Report</li> <li>• FY 2013 Business Plan</li> </ul>

2012	10/26	First English Information Bulletin Editorial Committee Meeting	<ul style="list-style-type: none"> <li>• Final Inspection of Draft for No. 32</li> <li>• Confirmation of Editing Activity Schedule until Publication of Bulletin</li> <li>• Organization Heading the Writing of English Information Bulletin No. 33</li> <li>• “CiNii (Citation Information Navigator Service)” run by the National Institute of Informatics</li> </ul>
2013	2/4	Second English Information Bulletin Editorial Committee Meeting	<ul style="list-style-type: none"> <li>• Election of Editorial Committee Chairman for English Information Bulletin No. 33</li> <li>• Editing Activity Schedule until Publication of Bulletin</li> <li>• Review of Writing Summary for English Information Bulletin No. 33</li> <li>• Report on Number of Copies of English Information Bulletin to Issue, Distribution Destinations, and Number to Distribute</li> <li>• “CiNii (Citation Information Navigator Service)” run by the National Institute of Informatics</li> </ul>
	4/1	Fourth Board of Directors Meeting	<ul style="list-style-type: none"> <li>• Report on the Publication of English Information Bulletin No. 32</li> <li>• Budget for FY 2013</li> <li>• FY 2012 First Review for Assistance for Dispatching to International Conferences, Assistance for the Invitation and Stay in Japan of Foreign Scholars, and Assistance for Academic Conference Expenses</li> </ul>

## Publication of English Information Bulletin No. 32

Katsuaki ONISHI, Editorial Committee Chairman

The publication of the English-language Information Bulletin of The Union of National Economic Associations in Japan is an important undertaking of the Union disclosing the activities of member associations domestically and abroad.

In January 2012, the first English Information Bulletin Editorial Committee Meeting for the 32<sup>nd</sup> issue was held, a committee chairman was elected, and the work schedule and the like were confirmed. The editorial committee comprises Mazuru Nakamura, Shujiro Urata, Michihiko Tokoro, Shuichi Nakagawa, Hajime Takahashi, Takayuki Matsui, Toshihiko Matsuo, Nobuaki Endo, Naoki Senda, and Katsuaki Onishi, and Onishi was elected as the Editorial Committee Chairman. Also, 11 writing members (affiliated academic groups) were selected from 10 academic groups: Mazuru Nakamura (Japan Economic Policy Association), Masahiro Endo (The Japan Society of International Economics), Michihiko Tokoro (The Society for the Study of Social Policy), Hironobu Oda (The Japan Association of Economic Geographers), Hajime Takahashi (The Society for the Economic Studies of Securities), Takayuki Matsui (Japan Auditing Association), Toshihiko Matsuo (Japan Logistics Society), Yoshihiko Akashi (The Society for Industrial Studies), Nobuaki Endo and Tomio Takada (Japan Society of Logistics and Shipping Economics), and Mitsutoshi Hirano (The Japanese Association of Administrative Science).

The draft was due at the end of July, 2012, the English was corrected by Professor Paul Snowden (Waseda University School of International Liberal Studies), and 900 copies of English Information Bulletin No. 32 were printed in December 2012. The Information Bulletin was distributed not only to the universities of the leading universities in Japan, but about 360 copies went to 44 countries abroad to introduce academic activities in Japan to the world.

Also, the Union of National Economic Associations in Japan is providing the Information Bulletin on the internet through “CiNii (Citation Information by NII),” a service of the National Institute of Informatics (NII), the Research Organization of Information and Systems, and the Inter-University Research Institute Corporation. CiNii is a data service with which it is possible to search for articles from academic journals issued by Japanese academic societies, and to display and print pages from those articles. The Information Bulletin can be searched for as a publication of an academic society under “CiNii Articles.” The Union of National Economic Associations in Japan provides the Information Bulletin gratis, but some documents accessed by logging in require a payment, and if institutional flat-rate pricing (usage registration by organization) or an ID (usage registration by individual) is obtained, there are privileges including preferential pricing. The details are available at <http://ci.nii.ac.jp>.



Furthermore, in order to access the Information Bulletin from the website of the Union of National Economic Associations in Japan, the top page is provided with the English version of the Announcements and the “About Us” sections. Related to this, the “Union News Bulletin” of the Union of National Economic Associations in Japan issued this Spring will be posted in an English version in addition to the Japanese version in order to enhance the international system for releasing information.

Finally, in the publication of the Information Bulletin No. 32, we particularly offer our deep gratitude to Paul Snowden for his cooperation with revising the English text, to Secretary General Masataka Ota of the Union, who was in charge of the progress of editing activities, and to Yoshiko Ishii, who was in charge of office affairs.

Reports on International Conference Attendance  
Report of Participation at the 2012 Global Marketing Conference at Seoul

Japan Society of Marketing and Distribution Eunji SEO  
(Fukuyama Heisei University)

On recommendation from the Japan Society of Marketing and Distribution, I received dispatch assistance from the Union of National Economic Associations in Japan, participated in the 2012 Global Marketing Conference at Seoul, held at the COEX convention center in Seoul during August 19-21, 2012, and was able to present my research.

This was the first time I participated in the Global Marketing Conference. It was a large-scale international academic conference with 110 sessions overall and over 300 scholars participating. As a result, the system was such that the sessions were divided by research topic among ten rooms in the COEX conference center held simultaneously, and each participant selected the presentations that he or she was interested in. Also, aside from research reports by scholars, the city of Seoul as well as KOOKSOONDANG, a South Korean company that produces and sells alcoholic beverages, participated as sponsors and gave away small articles to all the participants. Furthermore, there was also a speech by the president of a South Korean company at a dinner party hosted by the conference, and so there were diverse events prepared in addition to the academic conference.

Unique were the social activities during the day preceding the start of actual sessions. They specifically consisted of first going to a temple in Seoul called Bongeunsa in the morning, practicing bowing and the like, and eating a lunch consisting only of vegetables at the temple. Afterwards, we visited a Lotte Department Store and a Lotte Supermarket. Lotte, which is a famous company in Japan as well, has operations in South Korea ranging from candy production to shopping malls such as department stores and retail shops. Besides these, its multi-faceted business has included opening an amusement park called Lotte World. Then, we visited NCSOFT, which an online game company, and were given the chance to see the work of drawing game characters.

At the academic conferences in Japan that I have participated in up to now, it has been common primarily for research presentations to be conducted, and I had not seen the direct inclusion of social activities in the conference program. However, at this conference, diverse events were prepared starting from the day before the research presentations took place, and my impression was that it took advantage of the unique characteristics of an international conference as a forum for exchanges with participants from other cultures and for introducing the culture of the country, in addition to academic objectives. This is because

in the experience at the temple, the reaction from the participants from Asia was mild, but those from the West were tremendously delighted.

Starting from the following day, the actual research reports took place. In particular, this was the first time the Japan Society of Marketing and Distribution participated as a co-host, and a track was specially provided called “Japanese Perspective on Value Creation in Marketing and Consumer Behavior.” I was also able to present research at this session, but aside from myself, four teams from Japan introduced the trends in marketing research in Japan.

Scholars from many countries having an interest in Japanese marketing research participated in this session, and were able to exchange views. I presented research titled “Cross-functional Communication Behaviors in Japanese Industrial Company: The Moderating Role of Alternatives.”

This research pertained to sales aimed at high customer accommodation in industrial goods companies as well as technology partnership and communication. In industrial goods companies, expert product knowledge and high customer accommodation are called for, and so it is common for a technical representative to be present during sales activities. I studied the effect at such times of conflicts brought about by differences in background knowledge and the tasks of each person on bidirectional communication between the sales representative and the technical representative and the level of satisfaction regarding the information received from the technical side. Meanwhile, since the sales representative depends on the technical representative in the work, it is not possible to easily eliminate the work dependence solely due to dissatisfaction in the relationship. As a result, I quantitatively verified that sales representatives with high conflict with technical representatives reduce their level of satisfaction and bidirectional communication with technical representatives only in the case of sales representatives with many other technical representatives who can be relied on as alternates. From this survey, I was able to present the practical implications of distributing tasks within a company and at the same time emphasize the contributions on sales management research, conflict research, and social network theory.

Each session lasted one and a half hours, with four research reports lasting about 15-20 minutes with 10 minutes of questions and answers. After my presentation, I received comments regarding doubts of the non-linear relationship between variables and the possibility of an effect of the length of service of the sales representative, and so was able to gain deep points of view for reviewing and revising the study.

I received more comments and questions than expected, and since the time was short, there were scholars who came to give me their comments after the session ended as well. I feel that there was an atmosphere in which it was possible to very actively exchange opinions.

The other teams aside from myself presented research regarding marketing problems that

have been garnering attention in Japan and the world in recent years, such as an expansion in manufacturer channels in Japan, hesitation by consumers to make purchases through online shopping, research pertaining to mobile coupons on the internet, and the like.

After my presentation, I participated primarily in sessions pertaining to innovation and development of new products, and was able to see these presentations.

English was the official language of the conference, and although this was my second presentation at an international academic conference, it was my first experience of one of such a large scale, and I was quite nervous due to the heavy pressure regarding English and the contents of my research. However, I was able to make my presentation in an unexpectedly friendly atmosphere.

Among the participants of this conference, I was able to directly attend presentations by famous scholars such as Professor Kenneth R. Deans whose names I had only encountered in academic papers in the past, and for reasons including this, I believe it was a valuable experience that brought me closer to overseas research both psychologically and practically speaking. Furthermore, I was impressed by the high level of the other research that was presented, and so I felt that in the future I would like to increase my linguistic skills and the level of my research in order to be able to conduct research that can be presented on the international stage and exchange opinions with scholars from a variety of countries.

Finally, I once again offer my appreciation for being able to participate in the 2012 Global Marketing Conference at Seoul due to the assistance for Assistance for Dispatching to International Conferences provided by the Union of National Economic Associations in Japan.

## Report of Participation at the 29<sup>th</sup> International CIRIEC Congress

CIREIC, Kazuhiro UETA  
(Kyoto University)

I participated in the 29<sup>th</sup> International Congress of CIRIEC (Centre International de Recherches et d'Information sur l'Economie Publique, Sociale et Coopérative; International Center of Research and Information on the Public, Social and Cooperative Economy; the Japan Society of Research and Information on Public and Cooperative Economy is combined with CIREC Japan) held in Vienna, Austria in September 12-14, 2012.

The overall theme of this conference was “public, social and cooperative economy meeting the general interest.” I was requested to give a report at a workshop during the energy session. For the record, the themes of the other workshops that were held were water, health, social housing, and transportation.

The report playing the role of a keynote report for the session was titled “Introductory report on energy from Japanese perspective.” As a conjecture, the reason Japan was requested by the CIRIEC congress organizers to give a keynote report on energy problems and policy was due to wanting to know the directionality of Japan’s energy policy since the Fukushima nuclear power plant accident in March 2011. I myself had habitually desired to organize the arguments regarding Japan’s energy policy and present them internationally, and so I considered this report a good opportunity. Additionally, this is because the CIRIEC international congress would be a valuable forum for providing information and exchanging views as a locus where scholars and important implementers relating to public utilities including energy would gather.

My report presented the fact that Japanese energy policy responded to the Fukushima nuclear power plant accident by indicating a directionality towards an exit from the dependence on nuclear power, and the fact that three options regarding the makeup of power sources in 2030 were presented and subjected to national debate. Furthermore, as an important argument regarding the selection of power sources, I stated that there is the problem of evaluating power generation cost, and that the government set up a Cost Verification Committee in order to have a third-party verification. Based on my experience of participating in the Cost Verification Committee, my report indicated that in evaluating the cost of power generation by power source, the central point of contention was the problem of evaluating social costs that are not included in the power generation costs of the power companies. In particular, the environmental damage caused by greenhouse gases emitted during power generation is central in the external costs of thermal power generation, and in the latest

version (2010 version, preceded by the 2005 version) of the Projected Costs of Generating Electricity (of which the first report was released in 1983, after which new versions have been published at the pace of once every 4 or 5 years) by the OECD, the price of 30 dollars per ton was applied to CO<sub>2</sub> emissions for the first time.

In the case of nuclear power generation, an issue is the evaluation of three types of costs not sufficiently incorporated in the evaluation of electricity generation costs in the OECD report. The first is the problem of the cost of the so-called back end in the form of radioactive waste and the nuclear fuel cycle. The OECD report does calculate back end costs, but they are estimated as a portion of fuel costs. In other words, it is a provisional calculation that assumes that the nuclear fuel cycle works as envisioned. But in reality, as seen in the retreat from policies of re-processing and fast breeder reactors in the countries of the world, there are many facilities that are not working as envisioned and locations for the final disposal of highly radioactive waste products have not been determined. As a result, the estimates are for how much disposal will cost assuming that disposal sites are decided upon, and the evaluation of those costs is problematic. Similarly to CO<sub>2</sub> countermeasures for thermal power generation, it is inevitable that the costs of countermeasures for disposal limitations (the fact that it disposal will become difficult, which will act as a limiting factor on power generation) will increase in the future.

The second is the problem of the cost of handling the risk of accident. The greatest concern with nuclear power generation is safety and controllability, but in most private enterprises, the risk of accident is handled through insurance. However, information necessary for creating insurance for nuclear power, namely the probability of an accident and the magnitude of damage were an accident to occur, have not been brought to light. As a result, it is not possible to account for the cost of handling the risk of an accident as an insurance premium. In the report of the Cost Verification Committee, which verified the power generation cost for nuclear power, an alternative and convenient method was used, but even then it was not possible to confirm to what extent the cost of damage associated with the Fukushima nuclear power plant accident will rise. As a result, although the lower limit for the cost is clear, the upper limit is not. This greatly complicates the managing of a nuclear power plant in the same manner as an ordinary private business.

Furthermore, the third is the costs that, while not being directly involved in the location and operation of nuclear power plants, are indispensable for enabling them. Nuclear power plants differ from other power plants in that it is necessary to provide subsidies to the local municipalities where they are located. This subsidy, which has the Electric Power Development Promotion Tax as a source, is founded on the institutional framework based on the so-called Three Power Source Development Laws. Although it is not a cost paid by the power companies, it is not possible to have a nuclear power plant located without it, and if the

nuclear power plant cannot be moved, it would be necessary to evaluate the subsidy as a cost accompanying power generation. The Cost Verification Committee evaluated this under the name “policy cost.” There are no similar examples in the West, and so it is an institution unique to Japan. At the end of my report, it was mentioned that the way in which power system reforms such as liberalization of the power market and the separation of power generation and power transmission will also have a large effect on the competitive relationship between power sources and the internalization of external costs.

Based on the above analysis, my report did indicate the results of re-evaluating power generation costs by power source, but there were many questions and comments in the hall, and a very active debate ensued. Regarding the comparison of power generation methods, there was a high interest in the point that instead of only considering the magnitude of power generation costs and the technological elements, the social costs were estimated across the entire life cycle of each power generation method. In the discussion, it was confirmed that although the directionality of Japan’s shift in energy policy is, naturally, garnering attention, at the same time, it was also confirmed that how to build a foundation of information for considering this and what technical contributions are being made in this direction are points that must not be forgotten.

Report on the Use of Assistance for the Invitation  
and Stay in Japan of Foreign Scholars  
Japan Association for Cultural Economics Conference Report

Japan Association for Cultural Economics, Kazuko GOTO  
(Saitama University)  
Tadashi YAGI  
(Doshisha University)

The 17<sup>th</sup> International Conference on Cultural Economics was held in Kyoto during June 21-24, 2012. This was the first time the conference was held in a country outside of the US and Europe.

Assistance was received from the Union of National Economic Associations in Japan for inviting Professor Stanley J. Liebowitz (University of Texas and Director of the Center for the Economic Analysis of Property Rights and Innovation), who gave a keynote address. Professor Liebowitz has performed detailed and comprehensive empirical study of the effect of illegal downloading on cultural industries, and is well known as a debater in this field.

The theme of the keynote address was “The Internet’s Upending of Cultural Industries: The Good, the Bad, and the Ugly,” and investigated commonly held beliefs such as that consumer choices have broadened through the advent of the internet, and the long tail (many minor works will be able to survive). From an economic standpoint, the speech faced the question of whether illegal downloading will destroy the music industry or invigorate it.

The economic analysis of copyright is an interdisciplinary study, and also a very contemporary theme. For this reason, the Nikkei Shimbun of June 18 covered this as the “first academic conference in Asia for the promotion of cultural industries,” and reported that “it appears that interest will be garnered regarding whether knowledge will be gained to make a notable addition to the legal debate over copyright protection, such as penalizing illegal downloads and creating regulations for parodies.”

Professor Liebowitz noted that it is true that consumer choices have become unlimited due to the digitalization of cultural industries, but as a result, consumption has increased, and so it is necessary to scrutinize whether the consumption structure has changed. Also, using the music industry as an example, he indicated that from data regarding album sales, market size, concert earnings, and the like, the internet has not vitalized the music industry. He noted the problem of illegal downloading as a cause for this, and argued that this is true for the film industry as well. It goes without saying that Professor Liebowitz’s speech drew tremendous interest and unfurled a lively argument.

Over 350 scholars, policymakers, and businesses from over 40 countries around the world participated in this international conference. Of these, 250 came from abroad, mainly from Europe. Aside from “Copyright and Economics,” there was a keynote speech inquiring about the significance of cultural diversity from the viewpoint of “spatial economics,” special



sessions were formed on interdisciplinary themes such as the game industry, e-books, intangible cultural heritage, and the like, and many arguments were developed.

There were also over 200 papers presented and many presentations pertained to new themes, resulting in the evaluation that it was a very substantial conference. As a result, this association is considering the desire to build an international and interdisciplinary research network pertaining to the study of cultural industries and the like.

Japan Society of Human Resource Management 42<sup>nd</sup> National Conference  
Report on the Use of Assistance for the Invitation  
and Stay in Japan of Foreign Scholars

Japan Society of Human Resource Management Hisakazu MATSUSHIGE  
(Osaka University)

The 42<sup>nd</sup> National Conference of the Japan Society of Human Resource management was held at Wakayama University during July 13-15, 2012 with a unified theme of “The Dawn of Competition for Human Resources in Asia.” Aside from Professor Ningyu Tang of the Antai College of Economics and Management at Shanghai Jiao Tong University, for whose invitation assistance was received, there were a total of four panelists in Symposium A on the 14<sup>th</sup> including Natenapha Wailerdasak of Thammasat Business School (Thailand), Associate Professor Qiulan Zhang of the Da-Yeh University Department of Human Resource and Public Relations (Taiwan), and Associate Professor Hyun-Tak Rho of the Yonsei University School of Business (South Korea). With Hisakazu Matsushige as the moderator and Jun Ma (University of Toyama) as a commentator, the session took place spanning two and a half hours with the theme of “Asia’s Invitation to HRM.” There were many attendees including society members and opinions were actively exchanged, and so it was meaningful.

The session was held with the objective of examining the economic development of Asia, which has had the vigor to unflinchingly overcome the negative impacts of the Lehman Shock, which immediately cooled the global economy, the European financial crisis, and the like, and to debate the methods of cultivating human resources and managing personnel, which have been a driving force for that development.

The focus was on the human resource strategy in rapidly growing Asia against the backdrop of concerns over the fact that with the Japanese economy remaining in a long stagnation, the Japanese style of HRM, which had once garnered attention as the wellspring of the competitive strength of Japanese businesses, has ceased to be the subject of research, and the question of whether this omission has invited the current situation or whether it remains an excellent aspect while another overlooked factor is the problem.

Also, reflecting on the fact that academically speaking, Japanese research that conducts an international comparison of HRM has put the emphasis on comparing Japan to the West, there has arisen the necessity to conduct research that compares against Asian rival companies, which have grown as powerful rivals to Japanese corporations and have come to frequently show their overwhelming strength as global players.

The primary discoveries obtained through debate are as follows. First, there was a strong impression that companies in the Asian countries have achieved reforms at the speed

described above and felt in Japan, and that in each of these countries, numerous large and powerful global corporations have developed and are deploying business extremely dynamically worldwide. Next, just like overseas global corporations and Japanese corporations, these corporations also have problems including how to overcome HRM issues, for example, the spread of a performance-based system and how to overcome its defects, in order to survive global competition. Also, it was noteworthy that how to secure talented top managers and senior managers who are capable of global business deployment is a shared task. There are diverse strategies, including China, which attempts to hire from the outside regardless of nationality, and Thailand, which basically aims for domestic development, but it was clear that each and every country was attempting to tackle this issue.

Ningyu Tang (Shanghai Jiao Tong University), who was the subject of invitation assistance during this conference, gave a speech as described below on the theme of “China’s HRM: A Challenge to Globalization.”

Globalization in the Chinese economy is arising in the two arenas of foreign companies foraying to China, and the forays by Chinese companies abroad. China began to accept direct investment from abroad in 1992, and by the end of 2007, the regional headquarters of 35 multinational corporations were located in Beijing. By the end of 2008, 138 countries and regions had a presence in Shanghai, rising to 178 foreign-capitalized investment firms and 274 R&D centers, and 224 multinational corporations had their regional headquarters in the city.

Meanwhile, from recent years, many Chinese corporations have started to advance abroad through direct investment, cross-border mergers and acquisitions, and the establishment of overseas subsidiaries. For example, in 2010 there were 2,656 M&A cases where a Chinese corporation was involved, and of the 2,057 cases where the value of the transaction is known, the total reached \$1.6963 trillion. Also, 3,125 companies had a presence in 129 countries, and on a value basis this has been recording a 36.3% growth rate since 2009.

As a result of this overseas expansion, famous companies such as Huawei and Haier now have established overseas branches and affiliates, and Lenovo, TCL, SAIC, and Geely have become international corporations through acquisitions.

Globalization gave corporations many growth opportunities, but at the same time gave rise to many problems in terms of personnel. With regards to human resources, these problems include whether there are human resources who have sufficient abilities and competencies, and whether there is a sufficient availability of human resources who can work in culturally different circumstances. As organizations, these are challenging issues in the form of whether it is possible for an organization that is scattered across diverse regions of the globe to be unified, and what systems are capable of international integration while creating institutions that are suited to local sites amidst differing political, legal, and cultural systems. These are very serious problems, and a number of Chinese corporations have abandoned globalization without being able to overcome national and cultural differences.

In order for companies to overcome these sorts of hurdles, more advanced HRM has become necessary. First, when a company expands abroad, it is necessary to be aware not only that the corporate policies are suitable to the locale, but also if there is the possibility that differences between individuals, organizations, and nations will cause hostility or problems. As a result, the key to corporate globalization strategy is to gain the ability to adapt people and organizations to diversified cultures.

Next, a personnel plan must consider the quantity and quality of global human resources. As of 2004, it is estimated that China requires 75,000 capable people with overseas experience, but only has 5,000. In order to close this gap, it is necessary to cultivate the ability for individuals and organizations to understand other cultures, and to that end a training and educational program plan as well as the execution of that plan are required. Human resource departments should change from traditional management to playing strategic roles.

Report on the Invitation of a Foreign Scholar  
International Session at the 2012 Conference of the Japan Federation of Statistical  
Science Associations

The Japan Statistical Society, Hiroshi SAIGO  
(Waseda University)

The 2012 Conference of the Japan Federation of Statistical Science Associations was held at Hokkaido University and was scheduled during September 9-12, 2012. On September 11, the three joint sessions described below were held hosted by the Japan Statistical Society, the Korean Statistical Society, and the Chinese Statistical Association. These three statistical organizations take turns holding international sessions, and the Japanese Statistical Society hosted in FY 2012.

The international session schedule was as follows:

1. September 11 (Tuesday) 9:30-11:30 JSS-KSS-CSA International Session I:  
Analysis of data with correlated errors
2. September 11 (Tuesday) 12:30-14:30 JSS-KSS-CSA International Session II:  
Inference for high dimensional data
3. September 11 (Tuesday) 14:45-16:45 JSS-KSS-CSA International Session III:  
Computational statistics

A total of 45 statisticians attended the three sessions, there were active discussions of the front-line research in statistics, and the sessions ended in success.

Each session is summarized below.

Session I comprised research reports regarding statistical analysis methods for correlated data such as longitudinal data and time-series data, which often appear in medicine, economics, and the like. Associate Professor Johan Lim gave a lecture titled “Multivariate T-statistic for Partially Paired Data with an Application to Finding Differentially Expressed Gene Sets,” and reported research results pertaining to an analysis of higher dimensional data when the data is paired. From the Chinese Statistical Association, Professor Tsung-Shan Tsou gave a report titled “Robust Likelihood Inference for General Correlated Data,” reporting the latest research results regarding more robust likelihood.

Session II comprised research reports pertaining to statistical inference methods for higher dimensional data, which has been becoming ever more important in recent years. From the Korean Statistical Society, Professor Chong-Sun Hong gave a lecture titled “Pythagoras in Statistics,” reporting on research results pertaining to a new application of the Pythagorean theorem. From the Chinese Statistical Association, Hsun-chih Ko gave a lecture titled “Application of James-Stein Thresholding Estimator on Feature Selection,” and reported on the latest research results pertaining to variable selection based on a reduced estimator.

Session III comprised lectures pertaining to the latest topics in computational statistics. From the Chinese Statistical Association, Professor Tsung-I Lin gave a lecture titled “An efficient ECM algorithm for maximum likelihood estimation in mixtures of t-factor analyzers,” and reported on research results pertaining to an efficient calculation method in a mixed model. From the Korean Statistical Society, Professor Hyunjoong Kim gave a lecture titled “Weight-adjusted Pruning for Classification Ensemble,” determined the optimal weighting for a pattern recognition problem by means of an iterative computation, and presented research results pertaining to a new discrimination method.

Finally, we express gratitude for the Assistance for the Invitation and Stay in Japan of Foreign Scholars from the Union of National Economic Associations in Japan, which financially supported the operation of the international sessions.

## Report on the Use of Assistance for Academic Conference Expenses

### Report on the Holding of the 20<sup>th</sup> Anniversary National Conference of the Society for the History of Management Theories

Society for the History of Management Theories Nobutaka KAZAMA  
(Meiji University)

The 20<sup>th</sup> Anniversary National Conference for the Society for the History of Management Theories received assistance for academic conference expenses from the Union of National Economic Associations in Japan, and was held at the Meiji University Surugadai Campus for the three day period of May 25, 26, and 27. As an anniversary conference, more than 120 members participated, exceeding initial expectations. Due to the active debates in each conference room, it was a fruitful gathering full of activity befitting of an anniversary conference.

At the 20<sup>th</sup> anniversary conference, Professor Tadashi Mito (society advisor) gave a commemorative address titled “Development and Reflections of Economics in Japan.” Afterwards, under the unified theme of “Contributions and Reflections of Management Studies: Facing the 21<sup>st</sup> Century,” three subthemes were provided: 1) corporate theory, 2) business theory, and 3) organizational theory. The following six reports were given: under subtheme 1 of corporate theory, Nobuo Katsube (Kumamoto Gakuen University) on “The development of Corporate Theory and 21<sup>st</sup> Century Management Studies” and Hiroshi Iwata (Setsunan University) on “The Trend of Increasing Responsibility of Corporations and the Direction of Civilized Society,” under subtheme 2 of business theory, Masayuki Munakata (Kobe University) on “A Century of Industrial Management Debate: Its Contributions and Limits and the Issues of Management Studies” and Takeo Kikkawa (Hitotsubashi University) on “TEPCO, the Fukushima Daiichi Nuclear Power Plant Accident, and Problems of Management Studies and the History of Management,” and under subtheme 3 of organizational theory, Izumi Mitsui (Nihon University) on “Freedom and Control: The Story of Individuals and Organizations in Management Thought” and Haruo Murata (Aomori Public College) on “Organization and Time in the History of Management Theories: Organizational Development and Individual Satisfaction.” Also, on subtheme 1, Masayuki Yamagata (Kinki University), on subtheme 2, Tsuyoshi Numagami (Hitotsubashi University), and on subtheme 3, Kazuhiro Fujii (Aomori Public College) participated in the respective themes as debaters, and an energetic and lively Q&A and debate ensued in each session. Moreover, as an Anniversary Conference, we as members were greatly stimulated by the

report by Professor Takeo Kikkawa, who is not a member.

In accordance with the essence of the unified theme, each of the reports considered the century of history of management theories as the history of the formation of “20<sup>th</sup> century management studies,” elucidated the characteristics of the fundamental principles and leading theoretical frameworks of that history, and surveyed the possibility of a new “21<sup>st</sup> century management studies.” They presented new information regarding the study of the history of management theories, and presented future issues. As a result, it is thought that the major milestone in the history of the society that is the 20<sup>th</sup> conference will be remembered by members as the conference that took a fresh start towards developing the society.

During the conference period, a total of nine free-topic reports were given in six conference rooms. Each of these free-topic reports were based on a keen problem consciousness and reported the latest research results pertaining to study in the history of management theories, which imparted a significant intellectual stimulation to the members.

The assistance for academic conference expenses received from the Union of National Economic Associations in Japan was an extremely large support for the operation of this conference. As a representative of the society, I express my heartfelt thanks to President Kenichi Enatsu of the Union of National Economic Associations in Japan as well as each concerned party.



## Report on the National Research Presentation Conference of the Japan Association for Management Systems

Japan Association for Management Systems, Minoru TOKITA  
(Waseda University)

The 48<sup>th</sup> National Research Presentation Conference of the Japan Association for Management Systems was held at Waseda University during June 2-3, 2012. This conference, which aimed for the fusion of the humanities and sciences, included interdisciplinary debates by experts in various academic disciplines including the humanities and sciences as well as various practical fields of management under the unified theme of “Management Systems in a Networked Age.” To this end, as outside experts, Professor Katsuhiko Nishinari of the University of Tokyo took the scientific stance and gave a keynote address titled “The Study of Traffic and Management Systems” presenting the study of traffic, which took advantage of network simulations, and its application to the study of management systems, and Tsuneaki Taniguchi, former President of the Japan Productivity Center, took the humanities and practical implementation stances and gave a special address titled “Creating Japanese Productivity” presenting the nature of the productivity movement in the social network called Japan. With this, it was decided to hold an overarching debate. Furthermore, as a sectional meeting, a session directly related and a session indirectly related to the unified theme were provided, and expert deliberations took place in each.

Professor Nishinari introduced first a conventional analysis method by means of queuing theory in operations research and then a new analysis method that pays attention to state changes in cellular automata arranged in a network. He further indicated his own definitions and concepts in regards to traffic and introduced a number of fascinating theoretical results derived from them. In turn, he introduced the application to management systems studies of the concept of traffic in work, the determination of an optimal lot using a traffic model, a simulation of overall production time, and the like. Finally, as a lesson from the study of traffic, he concluded his talk by describing the suggestion for social networks that maximizing individual benefits results in losses for the whole, while the whole benefits when the individual concedes slightly. This was followed by an active debate going beyond the sciences/humanities standpoint.

Mr. Taniguchi first reflected and commented on the history of the productivity movement in Japan, and then as principles of the productivity movement, noted three points: the maintenance/expansion of employment in the social network as a whole, the cooperation and consultation between labor and user as an important sub-network in the social network, and

the distribution of justice to the social network as a whole as a product of increased productivity. Beneath this, he presented fascinating data such as that pertaining to the trendline of labor productivity in Japanese society and the relationship between the trendline of productivity and the trendline of international competitiveness, and discussed the desirable appearance of the productivity movement in a social network. Furthermore, he introduced the new network-building of the Japan Policy Council, the Work-Life Balance Conference, and the like, as future endeavors of the Japan Productivity Center, cited management consulting for promoting diversity management as a networked management system, innovation in management as a whole as a network organization resulting from self-assessment, promoting mental health of individuals as members of the social network, building a Japanese version of a customer satisfaction index, and the like, and concluded that in the future, these would be tackled not only by individual corporations but by the society as a whole. It goes without saying that Mr. Taniguchi's speech was also actively debated.

Unfortunately, the time for debate over the keynote address and the special address felt insufficient. However, I will add that Mr. Taniguchi also participated in a social get-together, at which the Q&A continued.

Following the keynote and special addresses, six talks including "A Method for Adjusting Parameters for a Complementary Search Combining Global and Local Information," "A Method for Adjusting Interactions for Controlling an Economic Environment Model Taking into Consideration Inter-Corporation Transaction Networks," and the like were given to present research pertaining to the unified theme, and each was actively debated.

Studies having an indirect relationship to the unified theme were called "free-topics," and there were a total of 58 lectures. The free-topics were not necessarily limited to research connected to the unified theme, and there were cases where the research was in a specialized narrow field, but as a result, deep deliberation ensued.

Taking a birds-eye view of the conference as a whole, although the debate did not progress and diverge in the direction of the unified theme set to begin with, instead of converging on a point and sending forth a unified opinion for the conference, the future of management systems study was faced and its development characteristics were surveyed. In light of the disposition of this National Research Presentation Conference, this was unsurprising.

Finally, amidst a situation of financial stringency, I wish to note that the successful holding of this conference was largely due to the Assistance for Academic Conference Expenses from the Union of National Economic Associations in Japan, and to express abundant gratitude to the Union.

## Reflecting on the Japan Academy of Management 22<sup>nd</sup> National Conference and the 12<sup>th</sup> Japan-Mongolia International Symposium

Japan Academy of Management, Shoichi KANEKO  
(Yamanashi Gakuin University)

The 22<sup>nd</sup> National Conference of the Japan Academy of Management and the 12<sup>th</sup> Japan-Mongolia International Symposium were held for the three-day period of August 7-9 at Yamanashi Gakuin University in Sakaori, Kofu City, Yamanashi Prefecture.

In the 22<sup>nd</sup> National Conference of the Japan Academy of Management, the unified theme was “Corporate Sustainability and Management Practices,” and five professors gave reports on this topic. Hiroaki Itakura reported on “Regional Commitment and ‘Regional Strength’—A Reevaluation of ‘Regional Bonds,’” Hiroshi Yamashita on “Synchronous Production and Asynchronous Production in a Resource Cycling Model Using the Three Rs,” Saburo Ota on “Large Earthquake Disaster and Bankruptcy/Rebirth,” Jihyang Lee, Yuji Yashima, and Damon Drummond on “The Issues of CSR Activities in Regional Problems: From Cases of Tackling Agricultural Problems in Japan and South Korea,” and Osamu Furusho on “Directionality and Management Issues Regarding Institutionalization of the ‘Integration Report’: An Approach From Financial Reporting Theory,” and intense discussions were developed even more actively than the mid-summer heat of the Kofu Basin. Furthermore, there were 18 free-topic reports appropriate to the Japan Academy of Management. The teachers of each commentator made comments to deepen the discussion, many questions were posed by followers, and it was a very meaningful conference.

During the National Conference on August 7 and 8, the 12<sup>th</sup> Japan-Mongolia International Symposium was held. This symposium is co-hosted by the Japan Academy of Management and the Mongolian Business Union, and 23 professors from Mongolia came to Japan including Chairman T. Dorj (Professor at the National University of Mongolia). The unified theme was “Harmony Between the Environment and Economic Growth, and Management Practices,” and four professors gave reports from each of the Japanese and Mongolian sides. From the Mongolian side, Idenbayar (President and CEO of Bogda Holding Company) reported on “Corporate Governance and its Characteristics” (proxy reading), Namjil (National University of Mongolia, and Orkhon University President), on “Various Problems Pertaining to the Distribution of Profits from Mineral Resources,” Burmaa (Professor of Economic Studies at the National University of Mongolia) on “Problems of Mongolian National Inspection Activities and their Amelioration: Centering on the Experiences of the Federal Republic of Germany, Austria, and France,” and Baasgai

(Ulaanbaatar, Bagakhangai Citizens Council Chairperson) on “Problems of Conditions for Development of Regional Municipalities Resulting from Decentralization.” From the Japanese side, Yoshiaki Horikoshi reported on “Recovery Plan for the Great East Japan Earthquake and Harmony between Environment and Economy: Focusing on Iwate Prefecture, Miyagi Prefecture, and Fukushima Prefecture,” Masao Yuta on “Ideals and Realities of CSR Management in Modern Corporations,” Ryuichi Horie on “Attempts in the Field of Real Estate Aiming for Harmony Between Environment and Economic Growth: The Role of Green Buildings (Environmental Real Estate),” and Yasuhiko Miura on “Risk Management in Corporate Environmental Management.” A lively exchange of opinions ensued.

Additionally, through the three-day conference, there were 160 professors attending, and in the social get-together as well, there were over 100 professors in attendance, and so it was an extremely successful conference and get-together. Also, the professors from Mongolia visited companies, paid a courtesy visit to Yamanashi Prefecture, and inspected the prefecture. We express gratitude to those professors such as Koto and Nomura who went so far as be with the Mongolian representatives from going to meet them upon their arrival all the way to seeing them off at their departure.

Finally, for allowing us to host the conference, we once again thank President Kikuchi, the members whose support we received, the professors who served as presenters, moderators, and commentators, the interpreter Oyuntsetseg, and Kikuchi of the Executive Office. Also, we are extremely grateful for having received assistance for conference expenses from the Union of National Economic Associations in Japan, and would like to use this space to express appreciation.

## Report on Holding the 27<sup>th</sup> National Conference of the Japan Society for Social Science of Accounting

Japan Society for Social Science of Accounting, Yoichi HARA  
(Ritsumeikan University)

The 27<sup>th</sup> National Conference of the Japan Society for Social Science of Accounting was held at the Suzaku Campus of Ritsumeikan University in Kyoto on both days of October 13 and 14, 2012, with the unified topic of “Accounting Contributing to Economic Activity.” At the conference, there was the concentrated holding of unified topic session reports and debates in the afternoon of the 13<sup>th</sup>, as well as a special address in the form of a luncheon seminar, two study group reports, four free-topic reports, a membership meeting, and a social get-together.

With the unified topic, paying attention to the existence of diverse opinions within each sector in Japan, especially the field of economics, regarding the adoption of the International Financial Reporting Standards (IFRS), which has been a global focus in the area of corporate accounting, as debaters who have regularly continued to actively speak out about IFRS in economic circles, the three intellectuals Kazuo Yuasa (General Manager, IFRS Office, Corporate Finance Unit, Fujitsu Ltd., and Member of the IFRS Interpretations Committee), Makoto Kaimasu (Senior Vice President of Education at The Securities Analysis Association of Japan, and Member of the Standards Advisory Council of the Financial Accounting Standards Foundation), and Yoshiaki Nishimura (President of Tokai Rubber Industries, Ltd., Member of the Financial Services Agency Corporate Accounting Council, Member of the Ministry of Economy, Trade and Industry Corporate Finance Executive Committee, and Councilor of the Financial Accounting Standards Foundation) participated in a unified topic panel as informants from outside this academic society. From the society, Takashi Fujita (Visiting Professor at Ritsumeikan University), who was General Manager of the Administration and Accounting Department at Mitsui & Co., Ltd. for many years, held important posts in the field of administration including as the head of said department, served as managing/temporary member of the Corporate Accounting Council, and then has engaged in research and education regarding accounting as a university teacher, was added as a panelist. Yoshihiro Tokuga (Professor in the Graduate School of Economics and Faculty of Economics at Kyoto University), who has numerous accomplishments as a scholar of international accounting, held the role of chairman for moderating the reports and debate of the four people mentioned above with their abundant practical experience pertaining to international accounting. Chairman Tokuga explained that the aim of the current unified

theme was to learn the thoughts of the business side regarding the various points at issue regarding IFRS, and to suitably understand the differences in conception of IFRS between the business side and academia.

In the report portion, Fujita reported on “IFRS Seen from the Standpoint of a Trading Company,” Yuasa on “The Effect of IFRS on Economic Activity,” Kaimasu on “IFRS Seen from the Standpoint of an Analyst,” and Nishimura on “IFRS Seen from the Standpoint of a Manufacturer,” for 30 minutes each. Fujita raised examples of cases from Mitsui & Co., and argued about why general trading companies are not actively evaluating IFRS and putting emphasis on the US standard to the extent of the past. Yuasa detailed the fact that even while Fujitsu has been adopting the Japanese standard, it has continued to engage in gradually bringing the company’s accounting process policies materially closer to IFRS, and argued that the introduction of IFRS by Japanese companies is not as great an obstacle as it is normally said to be. Kaimasu introduced the fact that there is wide-ranging support for IFRS in the realm of securities analysts in Japan, and emphasized the importance of “reconciliation” with the Japanese standard while fundamentally accepting IFRS. Nishimura introduced the fact that Tokai Rubber Industries as well as Sumitomo Electric Industries, where he was once an executive, both have been making preparations towards the introduction of IFRS, and at the same time emphasized the significance of efforts towards forming an “adequate IFRS” that also takes into account the various points that should be asserted by Japanese corporations, particularly corporations that engage in manufacturing.

In the first half of about two hours of debate that followed the reports of these four, the four panelists responded to three issues posed by Chairman Tokuga: 1) What effect will IFRS have on the business practices and corporate behaviors that are unique to Japanese companies? 2) What relationship regarding accounting standards should the concerned parties including the creators of financial statements, the users of financial statements, accounting auditors, regulatory bodies, and the like have? 3) The importance of estimates and judgment in accounting based on IFRS increases, but how will the reliability of information produced in that way be guaranteed, and how should the ballooning of the information disclosed be considered? The commonalities and differences in the opinions of the four panelists regarding these three questions stood out. As a result, in the latter half, the debate over the problems pertaining to the introduction of IFRS was deepened through the responses from the four panelists to more than 10 questions submitted by attendees on the floor. Finally, Chairman Tokuga summarized that through the series of reports and debates, the characteristics of the points of view and priority issues for scholars and for implementers with respect to IFRS became clear, and the possibility of cooperation between the two would expand through a mutual understanding of each other’s uniqueness. This concluded the unified theme session, which totaled four hours.

At a luncheon seminar held on October 14, Tsunehiro Tsumori (Kyushu Institute of Information Sciences) reflected on his many years of progress as a researcher and university professor, and gave numerous valuable suggestions to the attendees for the future of accounting research. Regarding the study group reports that took place on the same day, the results of “Methods for Management Accounting Research and Practical Issues: The Possibility of Action Research” headed by Okihiko Maruta (Kyushu University) and “Productivity Accounting Research: Focusing on the Relationship between Productivity and Payment Reward” headed by Kazuki Uchino (Rikkyo University) accompanying the completion of study were reported by the chief investigator of each group. The free-topic reports given on both the 13<sup>th</sup> and the 14<sup>th</sup> consisted of the following four as well as the Q&A following each.

Tario Itabashi (Meiji University) “A View of Assets and Liabilities in Tax Management and a Consideration of Fair Value”

Noboru Nishikawa (Kanagawa University) “The Significance and Issues of ‘The Basic Essentials Pertaining to Accounting in Small and Medium Enterprises’”

Aya Sugimoto (Hokkaido University) “Fair Value Information Shifted from MD&A to Disclosure by Note”

Isamu Iwasaki (Kyushu University) “Handling Goodwill”

Once again we express thanks for having received valuable financial support from the Union of National Economic Associations in Japan for holding this conference. It is planned that the 28<sup>th</sup> National Conference of 2013 will be held at Tokyo Keizai University.

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