

News Bulletin of the Union of National Economic Associations in Japan

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The School of Economics: Which Way Should It Go?

Kenichi ENATSU, President

“The Waning Popularity of the School of Economics”

This recent headline in *The Nikkei* newspaper (December 29, 2014) caught my eye. We cannot ignore the fact when many members of the Union are currently involved with the supervision and instruction at university departments of economics and economics-related academic disciplines.

Today, as “global human resource development” is promoted with bravado, the university departments in international studies have suddenly become the focus of attention, and such undergraduate schools are either newly established or set up as a result of departmental restructuring. On the other hand, some universities are integrating and absorbing the traditional academic schools of economics.

What should we make of this trend?

Aside from the prep-school students whose level of discernment is still immature, this very serious problem does not allow us to be simply perplexed and frazzled by society (more specifically, the corporate society), which imposes on us the disgraceful judgement that “The study of economics is useless.”

It is insufficient that we just criticize the collective concept of the times where pragmatism is emphasized and populism reigns.

Our courage is being tested. The challenge lies in whether the “academic spirit” we have upheld over the years can actively undergo internal reformation, and how earnestly and effectively we can accommodate to the demands of society.

I believe there is no longer any academic who stays locked up in the “ivory tower” and refuses to have contact with society.

Neither are we so foolish as to underestimate the importance of practical study.

However, we should avoid the bold absurdity of misconstruing and transforming the university into merely “a contracted manufacturer of business personnel” to please social demands.

There ought to be a much deeper and more profound mission or social responsibility for the universities and academic faculties of economics and the related disciplines.

The trend is more difficult to overcome than we expect, even more so since

we have been openly accepting the triple slicing and widening the gap between the “top-level, well-known institutions emphasizing global human resource development and training top researchers”, “middle-level, local institutions strengthening practical education, partnership with local governments and corporations, and cultivating human resources to support local business management”, and “lower-level institutions restructuring the academic departments and turning into vocational schools” of the university itself.

I daresay that these issues pose a challenge for serious consideration by the Union, its member societies, and the respective academic society members.

Report on Business Activities in FY 2014

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

We received four applications this year. After the screening by the Board of Directors, financial support was provided to the following one academic society. Please refer to the “Report on Assistance for the Invitation and Stay in Japan of Foreign Scholars” for the respective reports submitted by the society.

1. The Japan Society of Transportation Economics: 100,000 yen for inviting Laurent Guilhéry, Professor, Research Team for Transport Economy, Lumière University Lyon 2, who gave a lecture at Kanto Region Conference and Kansai Region Conference held on June 2014.

II. Assistance for Academic Conference Expenses

We received four applications this year. After the screening by the Board of Directors, financial support was provided to the following two academic societies. Please refer to the “Report on Assistance for Academic Conference Expenses” in this bulletin.

1. Japan Society of Marketing and Distribution: 200,000 yen for dispatching Mai KIKUMORI, assistant teacher, Keio University Graduate School, to the 17th World Marketing Conference of the Academy of Marketing Science held at ESAN University, Lima, Peru, from August 5 to 8, 2014.
2. Japan Association for Comparative Economic Studies: 200,000 yen for dispatching Shinichiro TABATA, Professor, University of Hokkaido, to the the 46th Annual Conference of the Association for Slavic, East European and Eurasian Studies (ASEEES) in San Antonio, Texas, USA, held from November 20 to 23, 2014.

III. Assistance for Academic Societies

The purpose of this grant is to promote “academic research”, and it provides partial support for the conference expenses to conduct various activities related to academic research, such as co-hosting within the society of membership, co-sponsorship of a conference, and requesting external professionals to give lectures. We received five applications this year. After screening by the Board of

Directors, financial support of 50,000 yen was given to the following two academic societies. Please refer to the “Report on the Assistance for Academic Societies”.

1. The Political Economy and Economic History Society: This academic society held the 2014 Autumn Conference under the theme "What Is the Middle Class? : Comparison between Developed and Emerging Countries", inviting two experts from outside the society.
2. Japan Society of Human Resource Management: This academic society held the 44th National Convention under the theme "Enhancement of Women in the Workplace: The Issues and How to Cope with Them", inviting five panelists.

IV. Assistance for IFSAM 2014 World Congress in Tokyo

IFSAM (International Federation of Scholarly Associations of Management) held a world congress in cooperation with Japan Academy of Business Administration at liberty Tower of Meiji University in Tokyo, Japan, from September 2 to 4, 2014. Six societies of the Academic Association for Organizational Science, Japan Scholarly Association for Asian Management, Japan Academy of International Business Studies, Japan Accounting Association, Japan Society of Human Resource Management, Japan Association for the Comparative Studies of Management held a symposium other than Japan Academy of Business Administration. We provide total of 500,000 yen for this congress from Assistance for the Invitation and Stay in Japan of Foreign Scholars and for Academic Conference Expenses and for Academic Societies.

V. Publication of the English Information Bulletin, No. 34

At the 2nd English Information Bulletin Editorial Committee for 2014 held on February 4, 2014, Professor Yoshiharu KUWANA of J. F. Oberlin University (Japan Academy of International Business Studies) was selected by the members to be appointed as the Committee Chairman. For the details on the editing progress, please refer to "On the Publication of the English Information Bulletin, No. 34" separately indicated in this issue.

The English *Information Bulletin*, No. 34 was published in mid-December 2014.

List of Primary Proceedings of Meetings in FY 2014

2014.4～2015.3

26	5. 20	First Board of Directors Meeting	<ul style="list-style-type: none"> • Report on closing the books for FY 2013 • Budget for FY 2014 • Parliamentary Procedure for the Board of Trustees
		First Board of Trustees Meeting	<ul style="list-style-type: none"> • FY 2014 First Review Report for Assistance for Dispatching to International Conferences, Assistance for the Invitation and Stay in Japan of Foreign Scholars • Report on the Publication of the Union News Bulletin No. 50 • Report on the Publication of English Information Bulletin No. 33, Report on the Progress of Editing No. 34 • Report/Approval of Audit of FY 2013 Settlement of Accounts • Future Operation of Special Accounting Activity Administration Fund • Approval of FY 2014 Budget • FY 2014 Business Plan • the 23rd period (2014.4.1 ~ 2017.3.31) Director and Auditor Election for The Union of National • Economic Associations in Japan Planning • IFSAM 2014 Conference in Tokyo
	6. 30	Second Board of Directors Meeting	<ul style="list-style-type: none"> • Examination of FY 2014 Second Assistance for Dispatching to International Conferences, Assistance for the Invitation and Stay in Japan of Foreign Scholars, and Assistance for Academic Conference Expenses • Discuss about deletion of some of the Article 8
	10.20	First English Information Bulletin Editorial Committee Meeting	<ul style="list-style-type: none"> • Final Inspection of Draft for No. 34 • Confirmation of Editing Activity Schedule until Publication of Bulletin • Organization Heading the Writing of English Information Bulletin No. 35

	10.27	Third Board of Directors Meeting	<ul style="list-style-type: none"> • Report on the Progress of Editing English Information Bulletin No. 34 • FY 2014 Interim Accounting Report • Decline for the second Assistance of Dispatching to International Conferences • FY 2015 Business Plan under a questionnaire
		Second Board of Trustees Meeting	<ul style="list-style-type: none"> • Report on the Progress of Editing English Information Bulletin No. 34 • Report on the Examination of FY 2013 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 • FY 2014 Interim Accounting Report • FY 2015 Business Plan
27	1.30	Second English Information Bulletin Editorial Committee Meeting	<ul style="list-style-type: none"> • Election of Editorial Committee Chairman for English Information Bulletin No. 34 • Editing Activity Schedule until Publication of Bulletin • Review of Writing Summary for English Information Bulletin No. 34 • "CiNii (Citation Information Navigator Service)" run by the National Institute of Informatics
	3.9	Fourth Board of Directors Meeting	<ul style="list-style-type: none"> • Report on the Publication of English Information Bulletin No. 34 • Budget for FY 2015 • Examination of FY 2014 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 • the 23rd period (2014.4.1 ~ 2017.3.31) Director and Auditor Election for The Union of National Economic Associations in Japan

On Publishing the 34th Issue of the Information Bulletin of the Union of National Economic Association in Japan

Yoshiharu KUWANA (Obirin University)
Chairman, Editorial Committee

The 34th issue of the Information Bulletin of The Union of National Economic Association in Japan was published in December 2014. The Bulletin has been published since 1980 with the purpose of promoting widely the dissemination of academic society activities concerning economics, and we expect many readers around the world will read through our latest issue.

The 9 academic societies whose activities in recent years have been highlighted in this issue are the Japan Society of Monetary Economics, Japan Academy of Business Administration, The Japan Society of Transportation Economics, Japan Statistical Society, Nippon Academy of Management, Japan Academy of International Business Studies, Japan Academy for Asian Market Economics, Japan Association for Cultural Economics, Japanese Research Association for Chinese Economy. The editorial policy was confirmed and the publishing procedures were performed for this issue by the editorial committee members (Hideaki MURASE, Kappei HIDAKA, Katsumi KOJIMA, Hiroshi KOJIMA, Masatoshi KOJIMA, Mamoru KOBAYASHI, Kazuko GOTO, Naoki MURAKAMI, and Yoshiharu KUWANA) selected from these 9 academic societies. The writers were Yuri SASAKI (Japan Society of Monetary Economics), Kappei HIDAKA (Japan Academy of Business Administration), Mami AOKI (The Japan Society of Transportation Economics), Hiroshi SAIGO (Japan Statistical Society), Masatoshi KOJIMA (Nippon Academy of Management), Takao YAMAMOTO and Reiko TAKENOUCHI (Japan Academy of International Business Studies), Mamoru KOBAYASHI (Japan Academy for Asian Market Economics), Kazuko GOTO (Japan Association for Cultural Economics), and Midori KIZAKI (Japanese Research Association for Chinese Economy).

This issue was distributed to the university libraries and research organizations in 45 overseas countries, the domestic institutions related to The Union of National Economic Associations in Japan (such as the secretariats of member societies, directors, council members, and editorial committee members), as well as other research organizations in Japan (such as the National Institute of Informatics, the National Diet Library, United Nations Library, Science Council of Japan, and the Keidanren).

The “English Announcement on the Information Bulletin” and “About us” articles are accessible from The Union homepage, so we have not distributed the bulletin to the university-affiliated libraries in Japan since the last issue (No. 33). The 34th issue of the Information Bulletin is also available for online access on the CiNii data service of the National Institute of Informatics. For further expanding the dissemination of information from The Union to the world, we have also posted the English version as well as the Japanese version of our *News Bulletin of the Union*, starting from No. 49.

The Union policy is to gradually convert the paper-based English Information Bulletin into web-based. Also, we revised the printed number of issues as well as the overseas and domestic destinations for distribution at the editorial committee meeting this year, especially being aware of the integration and amalgamation of research organizations abroad. As a result, we finally printed 750 of this issue, while the number of printed issues up to No. 32 was 900.

In conclusion, I would like to express my sincere gratitude to the honorable members of the editorial committee, the respective writers, Professor Paul SNOWDEN (Vice-President, Kyorin University) for his English proofreading of the manuscript, and our Secretary General Masataka OHTA and Yoshiko ISHII for their kind support of the editorial work in publishing the International Bulletin for this year.

After Closing the IFSAM 2014 Conference in Tokyo

Kenichi KURODA (Meiji University)
Japan Academy of Business Administration

The Japan Academy of Business Administration and IFSAM (International Federation of Scholarly Associations of Management) co-sponsored the IFSAM 2014 Conference in Tokyo, and the conference was held for three days, from September 2 to 4, 2014, at the Liberty Tower of Meiji University. Nearly 400 participants from 24 countries worldwide engaged themselves daily in active discussion throughout the conference period.

The IFSAM World Conference was first held in 1992 in Tokyo (at the Keio Plaza Hotel in Shinjuku) and thereafter held every two years, notably in Paris, France in 2010 and in Limerick, Ireland in 2012. The conference was held in Japan again after 22 years.

The main theme of IFSAM 2014 Tokyo was “Management in Crisis”.

Keynote lectures by David GRANT (Professor, University of New South Wales), on “Leadership in Crisis: A Practice Based Response”, and Rosalie L. Tung (Professor, Simon Fraser University; former President, the United States Academy of Management), on “The War for Talent among Nations”, were presented in the morning of the first day of the conference.

We were also able to hold 6 symposia on the occasion of the Tokyo conference, with the cooperation of economics-related academic societies in Japan.

Symposium I

The Academic Association for Organizational Science conducted a symposium on the theme, “Revitalization Efforts by Manufacturing and Energy Industries in Japan: After the Great East Japan Earthquake in March 2011”. It was held in Classroom 1011 in the Liberty Tower for 90 minutes, from 14:20 to 15:50, on the first day of the conference, September 2nd, with approximately 150 participants. Professor Toshihiro KANAI of the Graduate School of Business Administration, Kobe University, served as the MC, and Professors Takahiro FUJIMOTO of The University of Tokyo Graduate Institute of Economics and Takeo KIKKAWA of the Hitotsubashi University Graduate School of Commerce and Management reported on their research topics. Professors Kentaro NOBEOKA, Director of Institute of Innovation Research at Hitotsubashi

University, and Kazuhiro ASAKAWA of the Keio University Graduate School of Business Administration were involved in the planning and proposal of the symposium for the implementing academic society. Respective reports were made by Prof. Kikkawa on the post-Fukushima nuclear-reactor accident Japanese electricity industry, and Prof. Fujimoto on rebuilding the power of manufacturing talent in Japan after the Great East Japan Earthquake. The audience listened intently to the very attractive reports by the pioneers in the history of Japanese electricity / energy industry and practical research in manufacturing technology. First, the MC Prof. Kanai led the discussion between the two speakers; then, many questions were raised from the floor to be discussed actively on the development of pertaining topics.

Symposium II

The symposium conducted by the Japan Society for Human Resource Management titled, “Issues on Expatriate Management from Comparative Perspectives” consisted of three professional researchers, namely Professor Chris BREWSTER of the University of Reading in Britain, Professor Rosalie TUNG of Simon Fraser University in Canada, and Professor Mitsuhide SHIRAKI of Waseda University in Japan, who gave their respective presentations on the following topics.

“Comparative Perspectives on Expatriate Management from Europe” (Chris Brewster)

“Comparative Perspectives on Expatriate Development and Appraisal” (Rosalie Tung)

“The development and appraisal of Japanese expatriates in Asia” (Mitsuhide Shiraki)

An audience of over 50 persons gathered at the venue of the symposium, and the extremely active discussion including the Q & A session proceeded smoothly under the guidance of Prof. Shiraki the MC. The discussion that developed according to the timely theme was very rewarding.

Symposium III

Japan Scholarly Association for Asian Management conducted a symposium on the theme, “Business Eco-systems in Newly Developing Countries and Base of the Pyramid (BOP) -- Focusing on the Case of CARD MRI, Philippine

NGO --". In the beginning, the MC (Takabumi HAYASHI, Professor, Kokushikan University) raised the key issue for discussion, which was also the objective of the symposium, "The realities of the BOP sector in newly developing countries, the purpose and limitations of BOP strategies by multinational corporations, and the importance of BOP-sector targeted poverty reduction strategies by the NGOs in newly developing countries".

Subsequently, Chie IGUCHI (Associate Professor, Keio University) spoke on "The Specificity and Theoretical Issues of the BOP Market", providing a case study on the women's underwear market in the Philippines, explaining the types of corporations and their respective product price-setting strategies for the TOP / MOP / BOP markets, and pointing out the extreme difficulty of making business out of the products targeting the BOP market by following the conventional theory on strategic business management. Next, Takuto MOTOMURA (President and CEO, Granma, Inc.) reported on the status quo and issues of the social business he is conducting in the Philippines and other newly developing countries, and finally, Mark J. RUIZ (President, Micro Ventures) introduced the networking measures making use of smartphones targeting the "sari-sari stores" being implemented in collaboration with an NGO.

Thereafter, active Q & A exchanges were made between the approximately 120 to 130 participants and the presenters, on the theoretical classification and the points to be discussed concerning the case studies presented. The overall symposium turned out to be extremely energetic.

Symposium IV

The symposium by Japan Association for the Comparative Studies of Management was held on the theme, "The Comparison of Emerging Market Multinationals: Reviewing from Japanese Perspectives" between 15:30 and 17:00 at Room 1021 in the Liberty Tower, Meiji University, where approximately 150 participants gathered for the 90-minute session. Professor Hiroshi TANAKA of Ritsumeikan University served as the MC. Peter J. WILLIAMSON gave the Keynote Lecture. He is Professor at the Judge Business School and Fellow of Jesus College, University of Cambridge, U. K. Next, Professor Ryoji NAKAGAWA of Ritsumeikan University gave a research report titled, "On Chinese Emerging Multinationals", and Professor Kazuko KATO of Meiji University presented her report "On Russian Emerging Multinationals". This was followed by a Q & A and panel discussion between the lecturer and the 2 speakers, moderated by Prof. Hiroshi TANAKA.

The symposium consisted of a discussion on the theoretical interpretation of multinational corporations as a new phenomenon in the newly developing BRIC countries (Brazil, Russia, India, and China). The keynote speaker made a theoretical explanation based on the “value chain” corporate activity, and the panel discussion members gave an empirical description based on case study analysis of multinational corporations originating businesses from China and Russia.

Symposium V

The session on accounting planned by the Japan Accounting Association was held on the theme, “IFRS Adoption: Things We Can Learn from Korea and Taiwan”.

With the globalization of corporate activities, the high-quality standardization of accounting has been in demand around the world, and there are active discussions surrounding the topic of adopting IFRS. In Asia, Korea in 2011 and Taiwan in 2013 made a bold move forward to enforce IFRS adoption. We have a lot to learn from these countries leading the way. Inviting lecturers from Korea and Taiwan, we listened to their accounts of the experience.

The first speaker from Taiwan, Tien-Mu HUANG, the Vice Chairperson of Taiwan Financial Supervisory, gave a lecture on “IFRS Adoption in Taiwan”. Taiwan recently adopted the accounting standardization system having determined the greater merit of adoption over convergence. In the lecture, he discussed the method of consideration and issues in relation to IFRS adoption.

The next speaker from Korea, Jongsoo HAN, Professor of Ewha Women’s University and member of the Accounting Standards Board of Korea, gave a lecture on “IFRS Adoption in Korea”. In the lecture, he discussed the background, progress, results, and issues concerning the decision by the Koreans to adopt IFRS.

Though these were valuable presentations, the number of participants remained small, counting approximately 30. We supposed that one of the reasons for this was that the Annual Convention of the Japan Accounting Association was held during the same period.

Symposium VI

The symposium by Japan Academy of International Business Studies was held on the theme, “Revision and Transformation of Japanese MNE’s and Japanese Management Systems”. The main purpose of this symposium was to

“revisit the competitive advantage of Japanese companies (and their businesses)” in the global market. The three panelists who made their respective presentations were Dr. Fabian J. FROESE (Georg-August-University Gottingen, Germany) specializing in international human resource management, Dr. Ishtiaq PASHA (National University of Singapore Business School, Singapore) specializing in international business strategy, and Dr. Tetsuya USUI (Nihon University) specializing in international marketing, and the moderator was Dr. Chie IGUCHI (Keio University). Based on the common theme, each panelist spoke on the following titles: “HR Challenges for Japanese MNEs” (Dr. Froese); “Innovation in the New World Order: From Classical to Frugal Innovation” (Dr. Pasha); “Supply Chain Transformations for Japanese MNEs” (Dr. Usui). Following the 3 presentations and Q & A with the floor audience, the participants including the floor discussed from various perspectives which aspects Japanese corporations have an advantage in, and what sort of changes have become visible in recent years. With approximately 150 participants, the symposium consisted of active remarks and questions from the floor and responses to these by the panelists.

These 6 symposia were held at the conference, with discussions from a global perspective. We are deeply grateful to the respective academic societies who supported this occasion.

From the first to the last day of the conference period, 250 research reports were made, according to the CFP method which was the main issue of the conference, by a total of 231 participants divided into 15 sessions. During the lunch breaks, 16 poster sessions were held with a total of 23 speakers.

As indicated above, we were fortunate to close the IFSAM 2014 Conference in Tokyo as a great success with far more number of participants as expected, and reported in *The Nikkei Industrial* newspaper on its September 3rd issue during the conference period. These achievements are the fruits of the very generous financial support from The Union of National Economic Associations in Japan, and the Japan Academy of Business Administration expresses its appreciation as a sponsor society of the conference.

International Conference Participation Report

Mai KIKUMORI, Japan Society of Marketing and Distribution
(Keio University Graduate School)

I received support from The Union of National Economic Associations in Japan, having been recommended by the Japan Society of Marketing and Distribution, to attend and report on my research at the 17th World Marketing Conference sponsored by the Academy of Marketing Science held at ESAN University, Lima, Peru, from August 5 to 8, 2014. The Academy of Marketing Science is one of the world's largest academic societies on marketing, famous for their publication, the *Journal of the Academy of Marketing Science*. It is also notable that the World Marketing Conference has been held every other year, separately from the annual conference being held in USA. The World Conference this year commemorated the transition from the original biannual to annual convention to accommodate the expanding capacity of the conference. In this article, I will report on the fruits of the research presented this time at the World Conference.

The discussion topic of the research report was “The Effect of Paid e-User Recommendation Campaigns: From the Perspective of Those Submitting the User Recommendation to Those Who Receive Them”. The theme of this research is the e-user recommendation campaigns (*e-kuchikomi kyanpe'n* in Japanese) actively used by many manufacturers and retailers on their respective websites in recent years. The *e-kuchikomi* campaigns are ways to collect a greater number of recommendations in the form of internet postings (the *e-kuchikomi*) by paying consumers to post such recommendations for certain products and services. For example, approximately 50% of small online retailers currently on Rakuten Ichiba, the largest e-commerce website in Japan, frequently implement such e-user recommendation campaigns. In this way, the *e-kuchikomi* campaigns are attracting attention pertaining to practical business, but there is hardly any academic research specifically observing the effects of this sales initiative. Therefore, the purpose of this research is to observe closely what sort of influences the paid e-user recommendation campaigns have on the consumer-sender's objective for posting *kuchikomi* recommendations and the reliability of *e-kuchikomi* received and recognized by the consumer-receiver.

First, this research utilized the cost benefit approach to help analyze the

particular type of remuneration in that promotes the consumer-sender's intention to make a *kuchikomi* posting. We focused on the 3 points to raise cognitive value of the remuneration in this analysis, namely monetary value, market access feasibility, and target acquisition probability. Monetary value represents the cost of the product given as the remuneration. The market access feasibility depends on whether the product given as remuneration is generally available for purchasing. By target acquisition probability, we mean the probability of the consumer who posted the *e-kuchikomi* to acquire the product given as remuneration. Each of these tendencies can be manipulated by the corporation implementing the *e-kuchikomi* campaign. To further investigate the influences of the uniqueness of remuneration in *e-kuchikomi* campaigns on the consumer-sender's *kuchikomi* posting intention, we made an empirical study by collecting consumer data through a virtual online small retailer website. As a result of the analysis of variance, the conditions promoting consumer *kuchikomi* posting intention are as follows: when the monetary value of *e-kuchikomi* campaign remuneration is high, when the market access feasibility is low, meaning that the item is not for sale, and / or when the remuneration acquisition probability is high.

Second, this research made use of the attribution theory to help analyze the influences on *e-kuchikomi* reliability as recognized by the consumer-receiver in *e-kuchikomi* campaigns. Originally, positive *e-kuchikomi* tends to be more easily posted than negative ones. It can be predicted that such a trend becomes even more marked when *e-kuchikomi* campaigns are implemented. The circumstance where many positive *e-kuchikomi* are posted in certain *e-kuchikomi* campaigns may not necessarily be welcome by the consumer-receiver. This is because if the user recommendations posted for an *e-kuchikomi* campaign were recognized by the consumer as marketer-originated information, such *e-kuchikomi* would give an impression that they are more suspicious and less reliable. To further investigate the influences of the *e-kuchikomi* campaigns on the consumer-receiver reliability on *e-kuchikomi*, we made an empirical study by trial collection of consumer data, as we did for the first investigation. As a result of t-testing, we found that the *e-kuchikomi* reliability was lower in the websites indicating the campaign implementation than those without indication.

The results of these two empirical analyses indicated that in implementing *e-kuchikomi* campaigns, the consumer posting intention is promoted by offering a remuneration of high cognitive value; on the other hand, the consumer-receiver will recognize the reliability of the posted

recommendations as low on the *e-kuchikomi* campaign running website. Therefore, vendors need to determine carefully the mode of publicizing the campaign implementation, bearing in mind that *e-kuchikomi* campaigns are not necessarily the best promotion method, and maintaining a sensible balance between the campaign advertisement and the possibility of lessening the reliability of *e-kuchikomi*.

Finally, I should like to express my sincere appreciation for the support, in the form of assistance for the academic conference expenses, provided by The Union of National Economic Associations in Japan.

International Conference Participation Report

Shinichiro TABATA (University of Hokkaido)
Japan Association for Comparative Economic Studies

With the support from The Union of National Economic Associations in Japan, I attended and reported on my research at the 46th Annual Conference of the Association for Slavic, East European and Eurasian Studies (ASEEES) in San Antonio, Texas, USA, held from November 20 to 23, 2014. This academic society based in North America conducts research on the Slavic Eurasian region (formerly, the Soviet Union and East Europe). According to their website, they have over 3,000 members and the regional research by the academic society covers all areas of the humanities and social sciences, including literature, history, sociology, politics, economics, and international relations. Established in 1948, the society was known as the American Association for the Advancement of Slavic Studies (AAASS) until 2010, and it was acknowledged as an American academic society by its naming, but their current name does not implicate nationality. Many participants from Europe, the former Soviet Union and East Europe, and Asian countries actually attend the annual conference, which is literally an international convention.

The international academic society for research on the Slavic Eurasian region is the International Council for Central and East European Studies (ICCEES), and this society is an umbrella organization for the respective academic societies on Slavic Eurasian regional research worldwide. The world conference of the ICCEES is held once in every 5 years, and the 9th world conference will be held for the first time in Asia at Makuhari, Japan, from August 3 through 8, 2015.

The United States being the center of research on the Soviet Union and East Europe during the Cold War, the ASEEES annual conference has also functioned as the world conference in Slavic Eurasian regional research. The annual conference has normally been held during the 4 days from Thursday to Sunday, and in the 2014 convention, a maximum of 38 topic sessions were held concurrently over a total of 14 time periods. According to the conference program handout, 461 panels in total were held and the total number of pre-registered panelists was 461. The theme of the 2014 annual conference was “25 Years after Destroying the Wall of Berlin: The Historical Heritage and a New

Beginning”.

Partly because I spent a year of research at the University of California at Berkeley from 1989 to 1990, I had a chance to participate in this annual conference for this academic society. I have attended the conference every year since 1993, except for 2004. I believe it was in 1996 when I started organizing an original panel discussion, and further, starting from 2008, I have been organizing 2 panel discussions annually. The panel for this annual conference basically consists of one moderator, 3 presenters, and 2 discussion panelists. Presupposing that it was not interesting to have 3 Japanese reporting on their research in one panel (and because we could not attract audiences), we have modified the participants to 2 Japanese presenters plus one non-Japanese for the 2 panels. We make requests so that the moderator and panelists are normally non-Japanese.

My main research theme is the statistical analysis of Russian economic growth. The panels organized for this conference fall basically under this theme, and the other 3 Japanese report on their research in subjects related to this theme. If there is a similarity in our panel presentations, it is our method of analyzing the Russian economy, making full use of the public economic statistics in Russia. The current style of analyzing the Russian economy through minutely selective statistics has been recognized as one of the traits of Japanese analyses of the Russian economy.

As we do every year, I organized the following 2 panel discussions with 3 members of the Japan Association for Comparative Economic Studies.

“First Analysis on the Growth Potentiality of Russia and the CIS Nations”

Moderator:

Yoshiko HERRERA (Center for Russia, East Europe and Central Asia, University of Wisconsin-Madison)

Presentations:

Masaaki KUBONIWA (Institute of Economic Research, Hitotsubashi University), “The Influences of Oil Prices, Total Factor Productivity, and System Weakness as Opposed to the Decline in Russian Growth Rate”

Iikka KORHONEN (Institute for Economies in Transition, Bank of Finland)
“Banks in Russia: The Effect of Crimea and Sanctions”

Shinichiro TABATA (Slavic-Eurasian Research Center, Hokkaido University), “The Causes of Inflation in Russia”

Panel Discussion:

Josef BRADA (Department of Economics, Arizona State University)

Michael ALEXEEV (Department of Economics, University of Indiana)

“Second Analysis on the Growth Potentiality of Russia and the CIS Nations”

Moderator:

Misha BELKINDAS (Open Data Watch)

Reports:

Yulia VYMYATNINA (Department of Economics, European University at St. Petersburg), “The Growth Potentiality of the Customs Union Nations”

Akira UEGAKI (Seinan Gakuin University), “Russia and China in the Global Imbalance”

Yugo KONNO (Mizuho Research Institute, Ltd.), “The Effectiveness of the Customs Union Structuring between Russia, Byelorussia, and Kazakhstan”

Panel Discussion:

David LANE (Department of Sociology, University of Cambridge)

Vladimir POPOV (New Economic School, Moscow)

We regret that one of the panelists for the 1st session (Prof. Alexeev) and the moderator, one presenter of research (Prof. Vymyatnina), and one panelist (Prof. Popov) for the 2nd session could not attend. I substituted as the moderator for the 2nd session.

Typically, this society sets early deadlines for the conferences, and this was true for the annual conference in 2014 as well, whose deadline was January 15. By choosing the growth potentiality analysis as the theme, we intended to discuss how it was possible for the Russian economic growth, which slowed down to 1.3% in 2013 could come back up again. However, the Ukrainian conflict occurred subsequently, and the resulting economic sanctions and the reduction of oil prices affected the Russian economy to a further slowdown due to factors other than those before 2013. This incident brought Mr. Korhonen of the Bank of Finland to deliver his report on a different topic from what was originally intended, specifically on the influence of economic sanctions, in the 1st panel. Also in the debate, we discussed the current conditions as it was necessary, and this gave us the opportunity to engage in worthwhile exchanges with the economic scholars from around the world. I am considering which theme I should propose for the panel at the 2015 conference to take place in Philadelphia.

Reports on the Use of Assistance for the Invitation
and Stay in Japan of Foreign Scholars:
Academic Exchange between Japan and Europe at JSTE

Ryu IMAHASHI (Institution For Transport Policy Studies)
The Japan Society of Transportation Economics

Laurent GUILHERY, Associate Professor, Université Lumière Lyon 2 and member of the university's Research Team for Transport Economy, visited Japan in May 2014, on invitation to deliver a special lecture for the Institution for Transport Policy Studies. We were requested by Mr. Guilhéry to make exchanges with many researchers during his stay, which he considered a special opportunity, and to learn firsthand about the multiple private-owned railways management unique to Japan. To fulfill this mission, we provided his travel accommodation fees and domestic transportation fees, supported by The Union of National Economic Associations in Japan, to give research presentations at the Kanto and Kansai sectional meetings of The Japan Society of Transportation Economics, to make exchanges with other transportation researchers, and to tour the private railroad sites. The itinerary was as follows.

At the JSTE Kanto sectional meeting held on May 21, Professor Kazuhiro OHTA of Senshu University served as the MC, and Fumio KUROSAKI, Senior Researcher of the Institute of Transportation Economics, first gave an overview on the Rail Europe (railroad alliance in Europe). Then, Mr. Guilhéry delivered a presentation on the European high-speed railroads and the key aspects of urban transportation.

The JSTE Kansai sectional meeting was held on May 23, with Professor Mami AOKI of Doshisha University serving as the MC, Prof. Guilhéry gave a lecture mainly on the great need for innovation as high-speed railroads face close competition with the LCC (low-cost carrier companies), car pool, and other transportation facilities of a different nature in the stagnating European economy. Mr. Guilhéry also requested that he meet with those Kansai area-based researchers who could not attend the sectional meeting, and we held a special meeting for this purpose on May 24. Two specialists, namely Kenichi SHOJI, Vice President of Kobe University, and Fumitoshi MIZUTANI, Professor of the Kobe University Graduate School of Business Administration, participated in this discussion as the representative researchers on Japanese private railways management.

The main points of the lecture are as follows. In Europe, transportation

facilities are moving from automobile-oriented to railroad-oriented, in view of the 2 important purposes, namely the CO₂ reduction to accommodate climate changes and the need for stronger connection between the EU countries. The 2011 EU White Paper on Transportation presents 3 practical objectives: the completion of high-speed railroad network, to increase the use of railroads in the expanding middle-distance passenger transportation, and securing railroad access to the hub airports.

At the same time, Europe is adopting the bidding system in local railways as well as implementing open access for high-speed railroads, in order to achieve an efficient operational system and stimulation through competition. The great difference between Japan and Europe here is that Japan combines the base facilities and operation in mainstream railroad management, as opposed to the EU, where individual national railroads remain separate more or less, depending on the country, and that Europe incorporates the top-bottom separation.

High-speed railroads have been operated under a healthy system in cooperation with the city pairs that have sufficient potential need for traffic; however, as the economy stagnates, newly established train lines are having difficulty with the small number of passengers. The SNCF (French national railways) has begun to run a low-cost version of the train lines in order to compete with the LCC and car pool. In Eastern Europe, network improvement, the development of pendulum train car, and other measures are promoting the speed-up of railroads.

Further, the introduction of competition among multiple owner companies of high-speed railroads in Italy and the yield management measures such as partial reduction of transportation fees in Germany may be called innovative measures. In terms of access, the use of foldable bicycles, pattern-diagramming of local railways, and other efforts are being made to diminish the opposing force accompanying the change of train lines. We anticipate with expectation that the R & D will bear fruit in such areas as speeding up and improving the getting in and out of the train cars at the station. Japan and Europe are currently leading the high-speed railroad business, and we hope they will respond aptly to the market changes, make appropriate and accurate business decisions, and implement the development of technology.

The researchers from Japan and Europe participated in active exchanges at the respective lecture venues. We extend our heartfelt appreciation to The Union of National Economic Associations in Japan for their generous support from their limited budget.

Reports on the Use of Assistance for Academic Conference Expenses: 44th National JSHRM Academic Conference Report

Shinichi KUMASAKO (Kokushikan University)
Japan Society for Human Resource Management

The 44th National JSHRM Academic Conference was held at the Toyohira campus of Hokkai-Gakuen University and the Hokkai School of Commerce, from Saturday, July 19 through Monday (national holiday), July 21, 2014.

The general main topic for this conference was “Expanding the Empowerment Venue for Women: What Are the Issues and How Can We Promote It?” Although the need for creating the environment where women can be active has been widely recognized, many issues remain to be solved at present, and the convention was intended to conduct further discussion on these issues.

Since the conference took place in Hokkaido, we expected fewer people to attend at the planning stage; however, the conference turned out to be a rewarding one, with 47 research reports on a topic of one’s choice.

The special lecture on July 20 was delivered by Akiko KAGAWA, Store Manager of the Daimaru Sapporo department store, invited for the occasion to speak on the theme, “Work for Enjoyment – Your Sense of Achievement Will Lead to a Career --”. The researchers aspiring toward practical study seemed to be much stimulated by the talk by Ms. Kagawa, who is currently active in the forefront of practical labor.

The theme for the symposium held on the same day was “What Are the Issues and How Can We Promote Women’s Empowerment?” With Emiko TAKEISHI of Hosei University as the MC, 5 panelists gave their research reports, followed by an active discussion. The themes of the respective panelists were as follows: Tamie MATSUURA (NLI Research Institute), “The Progress and Issues of Promoting Women’s Empowerment”; Toshiko KANNO (Hokkaido University of Education), “The Issues in Promoting Women’s Empowerment from the Labor Laws Perspective – Mainly on the Policies Prohibiting Gender Discrimination --”; Akira KAWAGUCHI (Doshisha University), “The Issues in Promoting Women’s Empowerment in the Japanese Economy – Focusing on the Japanese Employment System -- ”; Mitsutoshi HIRANO (Kobe University), “The Issues of Corporate Management and Promoting Women’s Empowerment – Looking at the

Sense of Career Self-efficacy --”; Mitsuyo MATSUBARA (Gakushuin University), “Analyzing Key Factors that Influence the Maintaining and Raising of Women’s Career Consciousness ”.

In addition, more than the predicted number of participants attended the exchange reception which was a very lively occasion. We believe the conference turned out to be sufficiently effective in networking for potential future research as well as enhancing ties between the society members.

As the administrative office representative of the society headquarters, I express my appreciation for the kind cooperation of everyone involved to make possible the successful completion of the 44th National JSHRM Academic Conference. Let me also indicate my gratitude to The Union of National Economic Associations in Japan for their financial support in the form of assistance for academic conference expenses.

Reports on the Use of Assistance for Academic Conference Expenses: Summary of the 2014 Annual Meeting of PEEHS

Takenori MATSUMOTO (The University of Tokyo)
Political Economy & Economic History Society

On October 18, 2014, we held a symposium on the main theme, “Who Are the Middle Class – Comparing the Advanced Nations with Newly Developing Nations”, on the first day of the Annual Meeting of the Political Economy & Economic History Society. As we entered the 21st century, the term “middle class” started to appear frequently in the documents reporting the trends in the world economy. The background to this phenomenon consists of the discussion on the fall of the middle class in advanced countries on one hand, and the attention focusing on the middle class as the driving force for economic growth in newly developing countries on the other. The issue for this symposium was to identify what sort of people is called the middle class, and to compare and examine the unique lifestyle and values as well as the generative process of the middle class in the advanced and newly developing countries.

In the conference, we looked at the target region consisting of 5 countries, the advanced nations (USA and Japan) and newly developing nations (China, Russia, and India). Our society lacks the research on newly developing countries in comparison with the accumulated research on Europe, America, and Japan. Kaori TAKADA of Otsuma Women’s University and Isamu MITSUZONO of Hokkaido University, both members of our society, reported on their respective research concerning the United States and Japan in the symposium. In addition, we asked non-member specialists, Yuji MIURA of The Japan Research Institute (China), Takeo HIDAI of Saitama Gakuen University (Russia), and Junko KISO of Ferris University (India), to give us a lecture on their respective fields of specialization.

Ms. Takada discussed her research by relating the development of the American middle class via the opportunity for education of immigrants to the US military policies. Mr. Mistuzono analyzed the consumer activities of the Japanese middle class during the post-World War II period of accelerated economic growth in relation to small retail business industry in urban areas. Mr. Miura gave his report focusing on the (control of) labor force transfer between the Chinese farm villages and cities and the progress of the middle class. Mr. Hidai introduced the sociopolitical characteristic of the Russian middle class

from the perspective of the supporting basis for the current Russian government. Ms. Kiso discussed the possibilities (and difficulties) of middle class generation according to her field investigation in India. In response to the reports by these 5 researchers, society member Takeshi KOJIMA (Tokyo Keizai University) and also society member Takenori MATSUMOTO (The University of Tokyo) gave their respective comments from the EU and Asian NIES perspectives. Further, we conducted a Q & A among the presenters, commentators, and society members of the floor audience.

By conducting a symposium including non-member specialists, we were able to enhance the exchange between researchers of different fields of specialization, which is difficult to do among our society members. In addition, the research reports on diverse disciplines such as economics (status quo analysis), the history of economics, and sociology significantly widened our capacity for academic exchange. Through these academic exchanges, we were able to reflect on the specific aspects of the economic structure in the respective countries, analyzed under the keyword “middle class,” from a historical and current perspective, at the same time to capture the hints for discussion verging on the structure of world economy that regulates such structural characteristics in the background.

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