

News Bulletin of the Union of National Economic Associations in Japan

No.61 2025

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Introductory Comments

Greetings and My Reflections on the Past Year

SHIRAKI, Mitsuhide
President

(Professor Emeritus, Waseda University)

The Union of National Economic Associations in Japan (hereinunder referred to as “the Union”) is the consortium of scholars, researchers, and specialists who pursue their studies in economics, commerce, business management, and related sciences. The Union is a member of the Science Council of Japan, and it is an academic society in itself, consisting of 61 research organizations, with approximately 36,000 members in total, as of April 2025.

The Union aims to promote the academic activities of member societies and academic exchange/collaboration between them, both in Japan and abroad. The Union conducts various activities and events in order to realize this purpose, with some of those endeavors revealed in this report. Activities reported include those related to International Conference Participation, Financial Support for Academic Society Meeting, Use of Assistance for the Invitation and Stay in Japan of Foreign Scholars, publication status of the English Information Bulletin No.44, and interesting reports from members of affiliated

associations who received financial support. It would be greatly appreciated if you could take a moment to read them.

In the past, we have also sponsored six academic forums in addition to these activities. Forums were suspended during the coronavirus pandemic, but we were able to hold our 7th Academic Forum on Sunday, March 9, 2025, with great success.

Furthermore, the Union has conducted, since September 2021, its 70th anniversary initiatives such as the Union’s academic channel on YouTube and web publication for “Towards the Creation of a Sustainable Economic Society in the 21st Century” to disseminate its activities as a consortium as well as its academic role in society. Following these 70th anniversary events, we have continued the web publication’s successive version, newly named the Economic and Business Forum, and were able to publish it in March thanks to the assistance of our members. I would appreciate it if you could take a look at the journal as well.

Ultimately, it is my endeavor to

promote the smooth rendering of the above-mentioned activities during my appointment period, and I am more than willing to respond proactively to the needs and suggestions shared by our member organizations and individuals.

These are my objectives and greetings for you upon starting my service as the President of The Union. I anticipate your gracious understanding and support. Thank you very much.

On the Publication of the 44th Issue of the Information Bulletin of The Union of National Economic Associations in Japan

KATO, Koji
Chairman, Editorial Committee
(Kokushikan University)

The Information Bulletin of the Union of National Economic Associations in Japan No.44 was published in December 2024. The twelve academic associations featured in this issue were as follows: The Japan Economic Policy Association, The Japan Society of Transportation Economics, The Japan Statistical Society, Japan Society for Commodity Science, The Japan Association of Economic Geographers, Japan Association for Asian Studies, Japan Business Communication Association, The Academy of Management Philosophy, Japan Society of Logistics and Shipping Economics, Japan Academy of Labor and Management, Japan Academy for Asian Market Economics, Japan Association for Cultural Economics. Upon publishing this issue, one Authoring Committee member was selected from the respective academic societies indicated above: Mototsugu Fukushige, Yosuke Tachibana, Hiroshi Saigo, Satoshi Kambara, Koji Kato, Kazushi Shimizu, Rie Jindo, Takashi Majima, Nobuaki Endo, Asuka Sato, Takamasa Fujioka, Chisako Takashima, and

Kazuko Goto. (Authoring Committee members are mentioned in order of their respective societies as indicated above. Two members participated from Japan Association for Cultural Economics.)

At the 1st Editorial Committee meeting held on February 3, 2024, we elected the Chairman, confirmed the schedule for the editing process, and reported/discussed the manuscript preparation guidelines as well as real and internet distribution methods. Kato was elected as Chairman, and the schedule for editing process was set to be carried out on the basis of experience gained in past years. Upon publishing this issue, Editorial Committee members were selected from each association as follows: Mototsugu Fukushige, Hiromi Kamata, Shinya Sakano, Satoshi Kambara, Koji Kato, Kazushi Shimizu, Takashi Matsuyama, Wang Yingyan, Nobuaki Endo, Yutaka Tamura, Takamasa Fujioka, and Kazuko Goto. (Editorial Committee members are also mentioned in order of their respective societies as indicated above.) At the time of

the selection (until the 1st Editorial Committee meeting), there were thirteen members, with Tomohiko Inui from the Japan Society of International Economics. However, after the withdrawal of the Japan Society of International Economics from this Union as of October 2024, we continued to publish this issue under the twelve-member Editorial Committee.

We held two Editorial Committee meetings, both of which were substituted by post mail.

At the second meeting of the Editorial Committee held on October 17, 2024, we worked on the final proofreading of the manuscript for the 44th Issue of our International Bulletin and confirmed timeline of both the editing schedule up to its publication and the mode of actual distribution/web transmission. At the same time, we decided to request submissions for the 45th Issue (our next issue of the International Bulletin, to be published in December 2025) by the following twelve academic societies: Japan Academy of Business Administration, The Agricultural Economics Society of Japan, The Japanese Society of Insurance Science, Japan Society of Marketing & Distribution, Japan Society of Business Mathematics, The Society for Industrial Studies, Japan, Japan Association for Management Systems, CIRIEC Japanese Section (Japan Society of Research and Information on Public and

Cooperative Economy), The Japan Society for Social Science of Accounting, The Japanese Association of Management Accounting, The Japanese Association of Administrative Science, Japanese Association for Chinese Economy and Management Studies. (Please note, however, that the Society for Industrial Studies will be publishing their article in the 46th Issue due to unavoidable circumstances. Eleven societies are planned to be featured in the 45th Issue.)

We have abolished the paper version of the English Information Bulletin since the 35th Issue (published in December 2015), and the electronic version of the Information Bulletin is currently available on the Union homepage (<http://www.ibi-japan.co.jp/gakkairengo/htdocs/index.html>) and the Web. Every issue of the Information Bulletin published since 1980 to the present are disclosed for reference on the Union homepage, from the inaugural issue to Issue No.44. At the same time, the same issues are also available for reference on J 6 STAGE. Furthermore, the Board of Directors and Councilors of the Union approved to send the English version of the Information Bulletin overseas to be made available through EBESCO, and it has been indexed since 2022.

At the end of the International Bulletin, we have included a column

introducing our member societies, which includes the number of members, names of representatives, publications, location of the society's secretariat, e-mail address, URL, and information about scheduled annual conferences. We expect the indication will be utilized through the respective societies.

In addition, as one of the Union's projects, we have held the Academic Forum seven times since the academic year 2015 to the present. We have compiled the speeches, research reports, and panel discussions presented at the forums in a collection of abstracts and discussions.

The YouTube channel "The Union of National Economic Associations in Japan Academic Channel" and the web publication "Towards the Creation of a Sustainable Economic Society in the 21st Century" were established as part of our

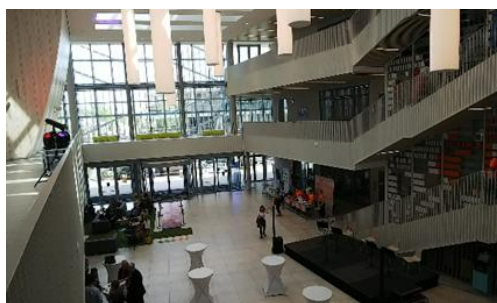
70th anniversary project to introduce the activities of the Union and its academic role in society. After the completion of the anniversary project, the journal has been renamed "Economics & Business Forum" as a successor to the web publication, and we will continue to invite contributions from the members of our member societies.

Finally, we would like to express our sincere appreciation to each member of the Editorial Committee and Authoring Committee, Paul Snowden (Professor Emeritus, Waseda University) for proofreading the English manuscript, our current President Mitsuhide Shiraki, Keiichi Hasegawa our Secretary-General, and Yoshiko Ishii of the Secretariat, for their respective support in publishing the 44th Issue of the Information Bulletin of The Union of National Economic Associations in Japan.

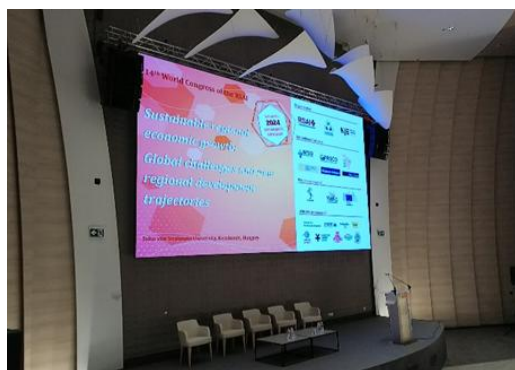
Report on the Participation of the 14th Congress of the Regional Science Association International

SHIBUSAWA, Hiroyuki (Toyohashi University of Technology)
The Japan Section of the Regional Science Association International

At the recommendation of the Japan Section of the Regional Science Association International (JSRSAI) and having received support for international conference participation from the Union of National Economic Associations in Japan, I attended the 14th World Congress of RSAI. RSAI is composed of four Supra-Regional Science Associations, namely The North American Meetings (NARSC), The European Regional Science Association (ERSA), The Pacific Regional Science Conference Organization (PRSCO), and The Latin America Regional Science Association (LARSA). The Congress that I attended is the World Congress of RSAI that convenes the supra-regional associations. The World Congress was held



quadrennially at the time of the association's establishment, but in recent years it has been held once in about two years. Japan was the host country for the 5th National Congress (1996), with Ritssho University (Tokyo) being the venue. The previous World Congress in Morocco was held online due to the coronavirus pandemic, but this time it was conducted as an in-person event in Hungary. Attendees gathered from many countries, and about ten people participated from Japan, including President Akio Matsumoto of JSRSAI.



The 14th World Congress of RSAI was held in Kecskemét, Hungary, from April 8 through April 11, 2024 in the campus building of John von Neumann University. The theme for this meeting was “Sustainable Regional Economic Growth:

Global Challenges and New Regional Development Trajectories.” The program consisted of four plenary sessions (I, II, III and IV) and three special sessions (OECD Policy Session, DG Regio Policy Session, JRC-OECD Science for Policy Session), along with nine parallel sessions. During the parallel sessions, regular sessions were held on twenty-four themes, and in the special sessions, approximately 300 reports were presented over twenty-five themes.

In the parallel sessions, generally four papers were allotted in two-hour slots, with each speaker having twenty minutes for presentation, followed by ten minutes of discussion. I presented two reports, one titled “A Study on Development of a Dynamic Spatial Input–Output model and its Application to Japan’s Regional Economy,” and another titled “Evaluation of Implementation Timing of COVID-19-related Policies and Regional Tourist Fluctuations: A Panel Data Approach.” In each session, questions and comments were raised from attendees, making the discussion very meaningful. Moreover, I was honored with the opportunity to act as the session chair. I was actively involved in the sessions through Q&A, which turned out to be a valuable experience.

The current President of RSAI is Professor Hans Westlund from Sweden. I was appointed as the Vice-President of RSAI, and attended discussions and

meetings on the operation of the conference together with Professor Westlund, Professor Andrea Caragliu (Secretary-General) and the executive board of the



association. Regarding journals, RSAI publishes two (Papers in Regional Science and Regional Science Policy & Practice). Since the Congress coincided with the timing to change the publisher to Elsevier, there were announcements about the journal as well. The dates and venue for the next Congress is scheduled to be announce through the RSAI website (<https://regionalscience.org>). We hope to see many participants interested in regional science.

Lastly, I would like to express my deepest appreciation to the Union of National Economic Associations in Japan for the financial support that allowed us to attend the Congress.



Attending the 2024 American Political Science Association Meeting

TAKAHASHI, Tomoko (Kyoto University)
Japan Association for Asian Studies

In September 2024, I attended the annual conference of the American Political Science Association (APSA), the APSA Annual Meeting & Exhibition 2024, in Philadelphia, Pennsylvania, USA. The conference was conducted from September 5th to 8th at three venues (Pennsylvania Convention Center, Philadelphia Marriott Downtown, and Loews Philadelphia Hotel), with approximately 7,000 attendees. Here I presented my reports and participated in a workshop of sixteen selected members from five countries, jointly organized by the Japanese Political Science Association (JPSA) and APSA, held from September 4th through 7th. Apart from presenting two papers, there were meetings with co-

researchers, networking with researchers engaged in international relations studies, catching up with researchers who supported me during my studying abroad, and collecting historical materials in Philadelphia, all of which made a truly fulfilling experience.



I would first like to report on the presentation of my two papers. In the panel "Reshaping the Liberal Order: Strategies of Contestation and Change," I presented my paper "Taking Off for Marketization: China's Initiatives on Economic Resolutions." This paper being closely related to my dissertation for the doctoral degree I completed last year, it was highly rewarding to be on the same panel with the authors of literature that I surveyed as prior



research and cited in my papers, receiving feedback face-to-face, and networking with them. It was particularly enlightening that I was given advice on improving things that I had been doing through self-taught ways, such as effective presentation of data in papers and how to communicate quantitative findings. The comments I received helped me build a concrete roadmap for future research.



In the workshop “Civically Engaged Research for Critical Issues in Society (Topic: Environmental Politics),” I presented a paper titled “Reticence over Universal Norms: Japanese Engagement with the UN World Conference on Disaster Risk Reduction.” Contrary to the first report, which was an empirical study based on quantitative analysis, in this paper I formulated a new theoretical framework from interview-based surveys and combined it with their quantitative analysis. In this sense it was a new attempt for me, but I received many positive comments on the significance of interview surveys from prior literature that should be included.

Furthermore, the workshop not only provided an opportunity for researchers to present their work and exchange ideas, but also gave me the opportunity to hear from and discuss with senior researchers already working on citizen-engaged research, and members of non-governmental organizations supporting those researches in Philadelphia. Initially my understanding of participatory action research was that it was just one method of empirical analysis. However, I was made aware that it is in fact connected to the fundamental question of whose interests the research serves. Moreover, I gained much insight by witnessing firsthand a new trend emerging in the American political science society, where quantitative approaches have long been prioritized.

Secondly, I would like to discuss the meeting I had with my research collaborators. Currently I am involved in an international collaboration with researchers from China, France and Columbia, under the title “China and India in a Changing Global Order: Competition for Status in the



‘Global South’.” Since I usually work in Kyoto, Kobe or New York, discussions for our research are conducted online. However, with the opportunity to meet up at the conference, we were able to have an in-depth conversation over Vietnamese cuisine about preparing for funding application and how to progress with the research moving on. During online meetings, I was sometimes unsure if everyone was in agreement, in moments when someone would be nodding or leaning forward showing strong interest, as finer nuances are difficult to convey over the Internet. It was an invaluable opportunity that we were able to meet face-to-face through the conference.

Thirdly, I would like to mention about my networking with researchers in international relations, and also about catching up with researchers I have known since my study-abroad period. Nowadays, online communication tools enable us to join workshops to share the latest reports



Photo caption: With my co-researchers in front of the banner

and to learn updated methods for research. However, I believe it is essential to gain some sense of each other’s character and build mutual trust before embarking on collaborative research or joining such communities. In fact, I actively participated in the panel of researchers in international institutionalism. Asking straightforward questions lead to lively conversations with speakers and other attendees even after the panel, making my networking a success. Moreover, at APSA and meetings of the International Studies Association (ISA), I have long made a point of asking researchers from whom I wanted comments about my research and whether I could have just five minutes to speak with them individually after the session. The efforts I had made finally bore fruit at this conference, and I gained the opportunity to apply for conducting a panel discussion with one of such scholars at the next APSA. The conference was also an opportunity to catch up with friends since my days of studying at the University of Chicago. It was very encouraging to see that each of them was reviewing one’s experiences in those days in a wider context to make advances as a researcher.

Fourthly, I visited the Historical Society of Pennsylvania and obtained materials for my future research. I found a document indicating that Philadelphia was once a candidate for United Nations

Headquarters for its historical significance, as a place having high interest in international institutions. I am considering writing a paper on this topic. Although much of my time was spent in venues for the conference, the information I gathered from the NGO staff mentioned earlier, accounts I heard from local friends, and from local residents and drivers of ride-share services, all gave me a strong sense that their history is cherished. I would definitely like to visit this city again, even if it requires two flight connections via Haneda and Washington (Chicago on the return trip) from Kyoto.

Although academic research can be conducted on paper transcending time and space, it is nonetheless a human activity. In this context, I strongly felt the importance of meeting face-to-face with other researchers at the conference, including the

development of trusting relationships.

However, attending an international conference is a financial challenge for younger researchers, especially when the depreciation of the yen is a prominent issue. Under these circumstances, I am deeply appreciative for the support granted by the Union of National Economic Associations in Japan.



Photo caption: In the Reference Room of the Historical Society of Pennsylvania

International Conference Participation Report III

**Report on the Participation and Research Presentation
in the 2024 ACR Annual Conference**

SUZUKI, Satoko (Hitotsubashi University)
Japan Society of Marketing & Distribution

Event: 2024 ACR ANNUAL CONFERENCE
Host City: Paris, France

Venue: Marriott Rive Gauche

Host Organization: Association for Consumer Research

Dates: 2024/9/26–29



The Association for Consumer Research (ACR) is an academic society aspiring to research and deepen understanding of consumer behavior. Researchers and experts gather from around the globe to the Annual Conference to discuss the latest studies in this field.

The theme raised for the 2024 ACR Annual Conference was “STRONGER TOGETHER.” This is the also the motto of the Olympic Games as held by the International Olympic Committee. ACR chose this as the theme with the aim to strengthen unity and embrace diversity in the consumption-centric world that is often divided and split apart.



The ACR Annual Conference was structured around the following sessions: Special Sessions, Competitive Papers (oral presentation), Working Papers (poster presentation), Roundtables and Workshops,

Arts Festival, and Community Track. The number of applications this year exceeded last year’s by 20%, marking a record. My research titled “A Winning Combination for Brand Personality” was accepted for presentation in the Competitive Papers session.

My research focuses on brand personality. Brand images are structured by the combination of factors including product attributes and brand personalities. The five dimensions of brand personalities (hereinafter referred to as “5BPD”) are Sincerity, Excitement, Competence, Sophistication, and Ruggedness (Aaker, 1997). The objective of 5BPD is to narrow down various brand personalities to five dimensions, not to evaluate nor predict. In other words, it does not intend to identify combinations of drivers that enhances consumers’ choice of brand personality.

Previous research has examined the impact of 5BPD over brand trust and brand affect (Sung & Kim, 2010). My study expands prior research in two respects. One is the measurement of brand choice. The other uses 5BPD as the starting point, but then enhances it. The objective of this study

is to explore new brand personality dimensions that can offer even finer explanation and prediction of brand choice.

One critique of 5BPD is that it adopts positive personality traits only (Sweeney & Brandon, 2006). The reality is that brands can also be characterized by negative traits. For instance, credit cards are sometimes perceived as holding a dominant position (Mark & Pearson, 2001). The present study indicates the possibility that the absence of negative traits has a more profound impact on decision and choice in comparison to having positive traits. This implies that consumers may have a stronger tendency to choose a brand that is “not insincere” over brands recognized for sincerity.

This study revealed that the traits commonly seen in brands consumers are inclined to choose are those that lack negative characteristics, and at the same time have a well-balanced mix of different personality types. The brands perceived as must-haves by consumers had combined personalities of “not exciting,” “not incompetent,” “not insincere,” and “not naïve.” Having no notable weaknesses sounds like singing one’s own praises, but this indeed is the golden combination of brand personalities consistently observed among leading brands.

Brands that have “no notable weaknesses” are also brands most desired

by consumers. The brands that scored most highly in this trait were Disney (6.6), Dove (6.5), Crest (6.4), Maytag (6.4), and Oscar Mayer (6.2). Low-scoring brands were L’Oréal (-16.8), MTV (-11.6), The New York Times (-9.9), Exxon (-7.9), and Camel (-7.7).

There are many personality traits among brands, and depending on consumer segments, other personality types may be found more compatible. However, it became clear from this research that, in any segment, brands favored by consumers possess the characteristic that can be described as having “no notable weaknesses.” The personality type of winning brands may be expressed as such.

Although marketing strategies often focus on creating key differentiators, this study suggests that achieving points of parity may have a greater significance when designing brand images. This finding calls for further studies on methods to mitigate generally negative brand personalities.



Report on the 63rd National Convention of the Japan Academy for International Trade and Business

FUJISAWA, Takeshi (Kwansei Gakuin University)
Japan Academy for International Trade and Business

From May 25th through 26th, 2024, the 63rd National Convention of the Japan Academy for International Trade and Business (JAFTAB), as sponsored by the Union of National Economic Associations in Japan and Kwansei Gakuin University (KGU), was held in a classroom of Building G in Nishinomiya Uegahara Campus of KGU, with myself, Takeshi Fujisawa (Board Member from May 2019 until the term concluded on May 26, 2024), serving as Chairman of the Executive Committee. The number of attendees this year reached ninety-three, which marks the highest in the past decade. It was the third time the convention was held at KGU, after forty-four years since it first served as the host institution, following the 8th and 20th conventions in 1968 and 1980 respectively.

The unified theme for this year's conference was "Trends and Future Prospects of Japan-Korea Trade," and the session on this theme was conducted in the afternoon of Day 1, featuring three speakers. In this session, Mr. Kazuhiro Momomoto, Advisor, China and North Asia Division,



Research Department, Japan External Trade Organization (JETRO) appeared as the first presenter, indicating recent trends in Japan-Korea-China trade, along with issues to be addressed in the future. As a side note, JAFTAB has established a relationship of mutual cooperation with JETRO in terms of organizing conventions and section meetings, as well as research exchanges. Owing to this collaborative relationship, the 62nd Convention last year was held in the conference rooms at the JETRO Headquarters. The second presenter was an invited guest speaker from Korea, Professor Cho Hyun-Soo of Pyeongtaek University who also serves as Executive Vice Chairman of the Korea Trade Research Association (KTRA). In the presentation titled “Trends and Future Prospects of Japan-Korea Trade,” he reflected on the



state of Korea-Japan trade from the past to the present, indicated key characteristics, and suggested how bilateral trade between the two countries would evolve in the future. Since 1991, JAFTAB and KTRA have agreed to mutually invite speakers for their conferences in order to promote research exchange. Through the National Convention held at our campus, the academic exchange between the two societies was enriched even further. The third report was presented by Professor Naohiko Ijiri (College of Economics, Nihon University), under the title “The Recent Changes in Trade Structure between Japan and South Korea: Measurement of Revealed Comparative Advantage Index and Trade Fluctuations.” In this presentation, a theoretical hypothesis was formulated, then tested through statistical analysis of vast data, producing highly academic research findings. Furthermore, the lecture on that day was expanded beyond its theme by demonstrating an econometric model incorporating data on the trade structure of China. This enabled us

to estimate future shifts in the trilateral trade structure among Japan, South Korea and China, making the report ever more stimulating.

Following the three presentations, I served as moderator to summarize the features of each research report, added some commentary, and highlighted the important arguments. This worked as the catalyst for discussion, and the event moved on to a panel forum between the presenters and attendees.

The final event of the day was the social gathering at the flagship store of the izakaya (Japanese style pub) Fujiya located near the north exit of Nishinomiya Station. Total attendance of fifty-six people filled the hall on the fourth floor. Three officials of KTRA were invited, and engaged in conversations about the ideals of academic exchanges.

As per tradition, “Open Theme Sessions” were conducted in the morning of each day of the Convention. Sectional meetings were set up across seven sections, namely the International Management /International Business Sessions, the Trade Policy Session, Kobe Session, Graduate Students Session, WTO Session, and the Association of International Business Advisers (AIBA) Session, with four tracks each day and seventeen open topic reports in all. It is worth noting that the Kobe Session had been selected by the Board

meeting in November last year as a topic fitting for the conference to be held at KGU.

Day 2 saw as many attendees as Day 1 sustaining JAFTAB's long-standing weight of tradition and its inheritance in a positive sense. Moving forward, a broader research exchange is keenly anticipated, not only with researchers from South Korea and China, but also with European and American scholars in trade research.

As a final note, I would like to express my sincere gratitude to the Union of National Economic Associations in Japan for the generous support given for the

organization of the National Convention of our society.



Report on Financial Support for Academic Society Meeting II

Report on the 2nd Research Conference of Year 2024 of the Transcultural Management Society

SAWAKI, Hideshi (Professor, Tsuru University)
Program Committee Chair, Transcultural Management Society

The 2nd Research Conference of Year 2024 of the Transcultural Management Society (TMS) started from Sunday 10 a.m. on October 27, 2024 at Waseda International Conference Center, Conference Room 1. Several years having passed from the coronavirus pandemic,

heated in-person discussions were expected, but since we also hoped for attendance from distant areas including overseas, we set the event as basically on-site with remote meetings on Zoom. With Professor Tsuyoshi Kimura of Chuo University (Faculty of Global Management) acting as

master of ceremony, the conference started in a lively atmosphere following opening remarks from Prof. & Dr. Emiko Magoshi, President of the Transcultural Management Society and Professor Emeritus, J.F. Oberlin University, and Professor Yasuro Uchida, Vice President of TMS and Professor of Graduate School of Business, University of Hyogo.

Eight speakers, as listed below, were chosen under stringent review. In the Research Conference of TMS, presenters who passed this rigorous screening receive from reviewers about a page each of demands for further work. Moreover, the actual presentation is accompanied by experienced commentators that trigger active discussion with critical yet constructive comments. Pressuring presenters with such rigor could very well discourage researchers from applying for the session, but the fact is that challengers keep coming to take on this formidable task for the substantial learning that can be gained from this experience. That being said, the eight speakers and their respective themes, and commentators for each, are as follows.



First Speaker: YAMAMOTO, Rie,
Student (Doctorial program), Graduate
School of Commerce, Waseda University
"The International Comparison of DMO
(Destination Management/Marketing
Organization) Governance and Revenue
Sources"

Commentator: TERASAKI, Shinichiro
Associate Professor, Ritsumeikan
University

Second Speaker: KUMANO, Sakae
Student (Doctorial program), Graduate
School of Business Sciences, Humanities
and Social Sciences, Tsukuba University
"How the Official Language Affects
Corporate Culture: Perspectives on
Inclusion of High Skilled Foreign
Professionals"

Commentator: SAKURAI, Norio
Professor, Tokyo International University

Third Speaker: OGANE, Aki
Director, Audit and Supervisory Committee
Member, Sangetsu Corporation
"The Challenges and Future Prospects of
Governance for the Orchestra's Financial
Management"

Commentator: IKEGAMI, Jusuke
Professor, Waseda Business School,
Waseda University

Fourth Speaker: MAKINO, Nobuo
CEO, Mackie Corporation

"Transnational Management in Several Different Cultures"

Commentator: UCHIDA, Yasuro
Professor, University of Hyogo



Fifth Speaker: SASAYA, Hidemitsu
Visiting Professor, Graduate School of Policy Studies, Chiba University of Commerce

"The Role of Corporations in the Post-SDGs"

Commentator: USUGAMI, Jiro
Professor, Aoyama Gakuin University

Sixth Speaker: MIURA, Yoshiko
Associate Professor, Faculty of Business Administration, University of Nagasaki

"The Relationship between National Culture and Formation of International Entrepreneurial Orientation: A Case Study of Thai Firms"

Commentator: ARAI, Masashi
Associate Professor, Asia University

Seventh Speakers: XU, Yijing,
Assistant Professor, Department of Business Administration, Toyo University;
Xie Di, Assistant Professor, Department of

Economics and Business Administration, University of Toyama

"Whose Fault is the Team's Failure? The Relationship between Shared Leadership, Self-Assessment, and the Attribution of Failure"

Commentator: ONO, Toyokazu
Former Professor, Tokai University

Eighth Speaker: EZAKI, Yasuhiro
Research Professor, Faculty of International Relations, Department of International Cultures, Daito Bunka University

"The Comparative Management of the Japanese Semiconductor Industry: JASM (TSMC Kumamoto) and Rapidus"

Commentator: KARASAWA, Tatsuya
Associate Professor, College of Business Administration, Kanto Gakuin University

As shown above, featured themes vary over a wide range including DMO governance and revenue, English as the official language in Japanese companies, financial management of orchestras, transnational management, post-SDGs, international entrepreneurial orientation, and the semiconductor industry. However, we approve of such diversity and cover various fields in our conference operation. Inclusiveness and diversity are fundamentals of transcultural management. We therefore deliberately include a

“Miscellaneous” section in our fields of research for those reports, and accept all research themes as long as they contribute to the study of transcultural management.

In this convention, Professor Emeritus Tomoyasu Kimura of Nagoya University of Foreign Studies was appointed as Fellow. Through Zoom, he delivered a very inspiring lecture titled “What Transcultural Management Should Be,” based on his long-standing experience and life principles.

Finally, the plenary lecture was delivered by guest speaker Mr. Katsunori Hashimoto, Former Executive Vice President, DuPont K.K., and Specially Appointed Professor, Graduate School of Business Administration, Tokyo Metropolitan University, under the title "The Challenges for Japanese Companies toward the World-class Management and Corporate Transformation (CX)." Drawing examples from his experience with the global powerhouse DuPont, he raised the alarm that CX is the immediate challenge in winning through the global environment.

The social gathering was held at Bistro Atton, a European style restaurant nearby. Here presenters, commentators and attendees mingled in informal discussion late into the night.

The Research Conference of TMS is an open event and inclusive to all attendees. Guests are welcome to participate at no cost if referred by a member of our society. If interested, please do not hesitate to contact us. (Please note that we ask for formal enrollment as of the second attendance.)

As described above, the 2nd Research Conference of Year 2024 of the Transcultural Management Society was successfully held with over 100 participants. Even so, the operation of a convention of this scale required the cooperation of many students. The financial aid provided by The Union of National Economic Associations in Japan was applied to the payment of transportation expenses and wages for those students.

We owe the success of the conference to the support from the Union. As Chair of the Committee, I would like to express my deep gratitude.



Report on the 16th National Conference of The Japan Academy of Multinational Enterprises

SOGA, Hiroto (Kushiro Public University of Economics)
Host University Executive Committee Chair, The 16th National Conference
The Japan Academy of Multinational Enterprises

The 16th National Conference of the Japan Academy of Multinational Enterprises (JMNE) was held over two days, on July 13th (Sat.) and 14th (Sun.), 2024, as a hybrid flexible convention utilizing both in-person and online meetings. With the general theme “Inbound Business and Regional Development — Responding to the Multinationalization of Customers and Visitors,” debates took place over topics such as initiatives towards intra-regional internationalization, converting various local resources in to tourism resources, converting contingent events into tourism resources, and the further internationalization of multinational enterprises brought about by the foreign tourist market, based on the tourism resources in Kushiro.

The morning of Day 1 was spent on on-site lectures to deepen knowledge on the current situation of tourism resources and foreign tourists. Places visited were Kushiro March Observatory, Kushiro City Tancho Crane Nature Park, Kushiro City

Museum, and Kushiro Washo Ichiba Market. Furthermore, while traveling by bus, Mr. Satoshi Hosokawa, Deputy Secretary-General (Head of DMO Promotion Office) of the Kushiro Tourism & Convention Association provided explanation on the current state of tourism resources and foreign tourists in Kushiro.

After on-site lectures, general meeting, general theme discussion, panel discussion, and the JMNE 50th Anniversary publication session were held. With regard to the general theme, Professor Hiroshi Hoshino (Nakamura Gakuen University, also Professor Emeritus of Kyushu University) delivered his lecture “Settings for Inbound Businesses that Contribute to Regional Development,” and Professor Tatsuo Mori (Hirosaki University) gave his speech on “Regional Development of Inbound Tourism —Insights from Case Studies in Aomori Prefecture.” Following the lectures, Mr. Hosokawa and Professor Masayuki Furusawa (Kwansei Gakuin University) joined a panel discussion with

Professor Takahide Yamaguchi (University of Hyogo) as moderator. There was active discussion over how each region and company dealt with the multinationalization of foreign customers and visitors brought about by inbound tourism. Furthermore, in the JMNE 50th Anniversary Publication Session, Professor Yasuro Uchida (University of Hyogo), Professor Shige Makino (Kyoto University), and Lecturer Tamiko Kasahara (University of Shizuoka) spoke about the book “Transformation of Japanese Multinational Enterprises and Business: The 50th Anniversary of the Japan Academy of Multinational Enterprises” published to commemorate the 50th anniversary of JMNE.

Day 2 was set for open sessions. The following five reports were presented.

- Associate Professor Takumi Hirai (Mukogawa Women's University)

“International Sales Strategy by Japanese Die Manufacturers: Case Study of Uchida Co., Ltd.”

- Professor Derek Lehmborg (North Dakota State University)

“Corporate turnaround: Observations from Japan and opportunities for future research”

- Professor Emeritus Takabumi Hayashi (Rikkyo University)

“Possibility of Success for Start-Up Company Rapidus Part 2: From the

Perspective of Dynamic Capabilities Theory”

- Professor Tomokazu Seki (Rikkyo University)

“Disposal of profits and investment in growth of overseas subsidiaries under the expansion of reinvested earnings”

- Professor Naohiko Ijiri (Nihon University)

“Recent Changes in Trade Structure among Japan, China and South Korea: Measurement of Revealed Comparative Advantage Index, Intra-Industry Trade Index, and Revealed Offshore Index”

In each report, a pre-arranged participant played a central role to facilitate discussion, leading to lively debate in each session.

Last but not least, I would like to express my gratitude for the financial aid that brought the success of the 16th National Conference of the Japan Academy of Multinational Enterprises.



Report on the National Conference of Japan Association for Cultural Economics

GOTO, Kazuko (Professor Emeritus, Saitama University)
Japan Association for Cultural Economics

With the financial support from the Union of National Economic Associations in Japan (UNEAJ), Japan Association for Cultural Economics (JACE) held its National Conference on July 13th and 14th, 2024, at the Aichi Arts Center. The theme of the assembly was “Public Theaters in 2050.” Not only academic members but also citizens and parties involved in performing arts attended the conference.

The conference consisted of the main symposium related to the theme of the occasion, plus two special sessions, as outlined below. (Honorific titles are omitted, and positions are as of the timing of the event.)

●Main Symposium “Sustainability of Public Theaters”

Speakers: Emi Watanabe (Senior Officer, Independent Administrative Institution, Japan Arts Council), Hideaki Katsumata (Professor Emeritus, Tokyo City University)

Moderator: Yoshiyuki Oshita (Professor,

Doshisha University)

●Special Session I “Disseminating Culture from the Greater Nagoya Metropolitan Area”

Speakers: Yasuyuki Moriai (Manager, Sales Bureau, Operations Department, CBC TELEVISION CO.,LTD.), Keisuke Hori (Director for Culture and Art Promotion Division, Cultural History and Community Development Department, Convention & Tourism Bureau, City of Nagoya), Tomomi Sato (Director, Creative Link Nagoya), Katsuhito Momiyama (Staff, Nagakute Cultural Center)

Moderator: Ryuichi Himori (Visiting Professor, Kaetsu University Institute of Local Industry and Culture)

●Special Session II “Public Theaters as Creative Environments”

Speakers: Kaku Nagashima (Associate Professor, Tokyo University of the Arts/Dramaturg), Hanae Ono (Specially Appointed Associate Professor, Research Center for Advanced Science and

Technology, The University of Tokyo), Masato Kishi (Executive Director, Public Interest Incorporated Association, Association of Public Cultural Facilities) Moderator: Hiroyuki Shimizu (Professor Emeritus, Nagoya University)

Numerous public cultural institutions were built in the 1990s, and it is said that the total number amounts to 2,140 facilities. The Act on Vitalization of Theaters and Halls took effect in 2012 and regional promotional measures are in place, yet problems are piled up and sustainability is in question with issues such as the deterioration of aged facilities and insufficient funds. The main symposium threw light upon concerns that cultural facilities are no exemption to the weeding out of facilities considered to become unnecessary in the future, about 70% of public theaters and music halls nationwide have passed around thirty years since their construction and need immediate measures against deterioration, low utilization rate of facilities in municipalities of small population, and changes in user needs.

In Special Session I, discussions were held over the history of culture

creation in the Greater Nagoya Metropolitan Area, and the current state and challenges. Case studies of the rebuilding of Niterra Nihon Tokushu Tougyou Shimin Kaikan (Nittera Hall) integrated with the city's urban redevelopment, and of Nagakute Cultural Center that worked together with citizens to nurture creative function for twenty-five years were introduced, thereby providing significant insight for cultural facility operation.

In Special Session II, participants spoke about what is actually occurring in sites of cultural creation. Alongside this topic, issues such as the declining practice of going to public theaters since the coronavirus pandemic, the negative effects of the designated administrator system, local government financial difficulties, lack of operation and management policies in cultural institutions, and the aging of staff were pointed out.

As shown above, the symposium and special sessions highlighted the current situation in which public cultural facilities all over the country are at a crossroads. To conclude, it was confirmed that our society must continue research on an ongoing basis.

Report on the 49th National Conference of the Japan Academy for Consumption Economy

FUJITANI, Hiroko (Nihon University)
Japan Academy for Consumption Economy

The 49th National Conference of the Japan Academy for Consumption Economy was held on Saturday, July 20 through Sunday, July 21, 2024 at the Nihon University College of International Relations and Nihon University Junior College, located in Mishima City, Shizuoka Prefecture. Since COVID-19 was reclassified as a Class 5 infectious disease as of May 8, 2024, all programs were held in-person. Over fifty researchers attended and exchanged active discussions.

The general theme set for this convention was “Regional Tourism and Consumption Economy.” Shizuoka Prefecture and Mishima City are putting effort into the promotion of tourism businesses. Moreover, they are in a situation where regional revitalization through tourism is critical in the age of declining birthrate and aging population. In this context, the general theme is fitting to the reality of the location.

On Saturday July 20th, Day 1 of the Conference, meetings of the Standing Committee, other various committees and

Board of Directors were held during the morning. Thereafter, reports on the general theme were presented in the afternoon.

●Keynote Speech: Tourism Destination Marketing — Creation of Demands and Recommendation toward Collaboration Effective for Regional Businesses

Speaker: Naohiro Fukawa (Nihon Road Trip/INDIGO LLC)

●Solution to the General Theme: “Letter of Intent to the General Theme of the 49th National Conference of the Japan Academy for Consumption Economy”

Speaker: Fumitaka Amemiya (Nihon University)

●General Theme: “Case Study in the Development Process of E-Sports in South Korea and Regional Tourism”

Speaker: Kim Sea Whan (Shukutoku University)

●General Theme: “Relationship between Travel Agencies and Regional Tourism”

Speaker: Toshiro Yajima (Nihon University)

●General Theme: “Discussion on the ‘Tourism-Based Community Development’

in Japan and Commercialization of Local Tourism Resources”

Speaker: Takeshi Sakimoto (Edogawa University)

A panel discussion of the general theme was held following the presentations, with many questions from the attendees generating an active debate. A general meeting of society members was held after the panel discussion, followed by a social gathering.

On Day 2 (Sunday, July 21st) in the morning and afternoon, sectional meetings were held for open theme reports at three venues. The three sections were as follows: First Sectional Meeting (Distribution, Commerce, Services), Second Sectional Meeting (Marketing, Global, Informatization), Third Sectional Meeting (Region, Tourism, Business Administration). Twelve reports were

presented in the morning, and nine in the afternoon, making a total of twenty-one presentations delivered this day.

The financial support from the Union of National Economic Associations in Japan was allocated in part to cover production costs of materials such as program documents and abstract books. Amid surging prices, many items have become more costly since the National Conference was previously held at Nihon University College of Commerce. The increased costs accounted for a large portion of the budget, and a solution had to be explored. Owing to the support provided by the Union, we were able to successfully produce and deliver those documents to our members.

We would like to express our sincere gratitude.

Report on Financial Support for Academic Society Meeting VI

Report on the 74th National Conference of the Japan Society for Commodity Science

KAMBARA, Satoshi (Professor, Senshu University)
President, Japan Society for Commodity Science

The 74th National Conference of the Japan Society for Commodity Science

was held on September 28th, 2024, on the Kanda Campus of Senshu University.

In the open theme research presentation, reports with themes such as “Conceptual Considerations Related to Sustainable Tourism Products,” “The Influence of Perceived Quality and Engagement upon the Causal Structure between Customer Satisfaction and Loyalty: Empirical Study in the Context of Sports Spectating,” and “The Influence of Color Saturation Change in Packaging upon Package Recognition” were delivered, leading to a lively exchange of opinions.

In the lecture, Mr. Kenzo Maeda of Kawasaki City Civic Culture Bureau, who is in charge of Planning and Coordination for the Kawasaki City Museum, was invited as guest speaker to deliver his speech on the history and prospects of the museum, titled “The History of Kawasaki City Museum — Past, Present and Future Prospects.”

Kawasaki City Museum started as an integrated cultural facility featuring a museum, an art museum, and a film museum. It engaged in pioneering efforts in the collection of mechanically reproduced art such as photography, manga and movies. However, 230,000 out of its 260,000 collection items were heavily damaged in the Reiwa 1 East Japan Typhoon (2019), leading to the closure of museum facilities. After the disaster, the museum inevitably

moved to a new office in Aso Ward of Kawasaki City, and 77,000 of the damaged collection items have been restored since. In the session, opinions were exchanged over topics such as disaster response, preservation of materials and restoration process, with discussions on learnings to be earned from other disaster cases and issues exclusive to cities designed by government ordinance.

On the other hand, it is notable that the Kawasaki City Museum has persisted in its quest even while lacking “sufficient facilities,” sharing information to the local community through online exhibitions and school education. During the session, key details were presented in relation to the basic concept for the new museum under consideration, its mission and vision, deployment of base facility and around-town museum facility, leading to an active discussion over issues such as methods to spread the appeal of collection items and the ideal form of disseminating information.

The general assembly provided the opportunity to deliberate on the annual and financial reports of 2023, together with the activity plan and budget for 2024. It was also decided in this meeting that the venue for the 2025 National Conference would be Doshisha University. Other discussions involved issues such as the promotion of collaboration with other academic societies

and research institutions (e.g. jointly organizing national conferences and research meetings), and how we as the Society for Commodity Science should be sharing information going forward.

Considering common issues among academic societies such as declining membership and increasing workload of academic staff, this conference was delivered both in-person and online in order to realize an efficient and effective operation with a limited number of members scattered across the nation.

Additionally, abstract books and report materials were all provided online in PDF form, and operational processes involved in attendance tracking and reception were also streamlined to achieve higher effectiveness.

It was not only due to those small efforts towards efficiency, but also by the generous financial support from the Union of National Economic Associations in Japan that the 74th National Convention was brought to a successful conclusion. We extend our deepest appreciation to the Union for their invaluable assistance.

Report on Financial Support for Academic Society Meeting VII

Report on the 27th National Conference of the Japanese Association of Administrative Science (JAAS)

HIRAKIMOTO, Hiroya (University of Osaka)
Japanese Association of Administrative Science

On November 9th and 10th, 2024, the 27th National Conference of the Japanese Association of Administrative Science (JAAS) was held on the Nakamozu Campus of Osaka Metropolitan University. Varied sessions were held during the conference in five time slots at five venues, including sixty research

reports and case studies, sessions by graduate students, public lecture, symposium, and an event organized by the editorial committee of our journal “Japanese Journal of Administrative Science: JJAS.” Around 210 people registered for the conference, by pre-registration and on-site registration.

In the general assembly held

in the afternoon of November 9th, the presented paper “Paternalistic Leadership and Trust/Distrust: The Role of Followers’ Implicit Leadership Beliefs” by Mr. Cheng Long (Rikkyo University) was awarded for Excellent Research of the Conference, and received the certificate from the President.

Following the general assembly, in the special lecture registered as the primary objective in the application, Mr. Hokuto Muto of Papua New Guinea Seafood Co., Ltd. appeared as guest speaker and presented his speech titled “The Eleven Years of a Prawn Processing Factory Where Workers Can Freely Choose Workdays.” His company is well-known for the free-schedule system in which

employees have complete discretion in deciding the hours they want to work, and also utilizes a “like/dislike list” to let employers opt out from tasks they would rather not do. He introduced these efforts along with episodes of trial and error, and further referred to visions for the future. Full of insight and fitting to the context of the occasion, the presentation was easy to understand and delivered with passion. Mr. Muto’s presentation was accepted with much excitement, drawing out many questions from the attendees. From this, it can be concluded that the conference succeeded in achieving the objective of exchange between academics and practical business to a certain extent.

Report on the Use of Assistance for the Invitation and Stay in Japan of Foreign Scholars I

Report on the 84th National Conference

NOMURA, Seiji (Tokyo Fuji University)
Japan Business Communication Association

On Saturday, October 12 and Sunday, October 13, 2024, the National Conference of the Japan Business Communication Association (JBCA) was

held at Kyoto Notre Dame University in Kyoto City. Sessions were basically hybrid format with in-person meetings and online meetings (Zoom), but some of the individual research presentations were delivered in-person only due to technical reasons.

Nine members gave their individual research presentations over the two days, delivering high-level research reports on international business communication based on the findings of each researcher and prompting active discussion among participating members. It is notable that in light of increasing natural disasters and serious accidents in recent years, a number of reports addressed issues in communication during such events. In terms of considering business communication in the future, this marked a significant achievement for the conference.

In the afternoon of Day 1, an international symposium was held under the title “Entrepreneurship Education and Industry — Academia Collaboration: Revitalizing Local Industries and Promoting Internationalization.” A keynote speaker was invited from Seoul for the symposium to lecture on this theme. Following the keynote speech, a panel discussion was held with the keynote speaker, together with a member of our society and two external panelists referred to by our members.

Furthermore, four researchers from our partner association, the Korean Association for Business Communication (KABC), presented their reports in the KABC sessions, joined by members of our association.

The total attendance of the two-day event was about sixty (including online participation and symposium-only attendance which was free of charge). With so many participants, the conference proved to be highly fruitful, both from an academic perspective and from a business practice perspective.

Additionally, the board election, held once every three years, was conducted this year. Election was successfully held in-person only, with eleven new board members, and the new President appointed by mutual election. JBCA will continue to achieve further progress under the new board leadership.

The National Conference was summarized in a video digest and streamed in the closing session, as was customary in previous conferences. With online research report presentations becoming common in recent years, the importance of public relations activities is gaining wide recognition among many academic societies. From the standpoint of business communication, JBCA will also continue to pursue methods to utilize digital communication media, including visual

media.

In closing, I gratefully acknowledge that this conference was supported through the use of the funding program for inviting foreign scholars. I would also like to note that this conference was made possible by the support from Kyoto City, home of the host university, through the subsidy that was applied to

cover wages to students who helped the operation of the conference, among other costs. With the aid from the Union of National Economic Associations in Japan and public assistance, the conference was greatly enriched and successfully carried out. I would like to take this opportunity to extend my deepest appreciation.

Report on the Use of Assistance for the Invitation and Stay in Japan of Foreign Scholars II

**Report on the Use of Assistance
for the Invitation and Stay in Japan of Foreign Scholars**

FUJIOKA, Rika (University of Tokyo)
Business History Society of Japan

The Business History Society of Japan (BHSJ) held its 60th Congress on the Hongo Campus of the University of Tokyo on Saturday, October 26 and Sunday, October 27, 2024. Every two years, BHSJ holds international sessions that encourage broad international participation, and an open theme for researchers at the forefront of their fields domestically and internationally, in addition to general sessions in which members present their research reports. Under the congress's unified theme "New Methodologies and Approaches in Business History," reports

by three members of our society, and also by Professor Stephanie Decker of University of Brimingham (United Kingdom) and Professor Marcelo Bucheli of Illinois University Urbana Champaign (United States) were discussed with two



discussants.

Professor Stephanie Decker presented her report titled “Historical Imagination as a Methodological Practice and the Role of Theory.” She indicated that since business history is an interdisciplinary field of research, (1) Interpolation, (2) Interpretation and (3) Understanding must be given due consideration, highlighting a need for insightful understanding of historical context distinct from theorists.



Professor Marcelo Bucheli presented his report “Business History and Political Economy: Impact of Changes in the Political Environment in Firms' Strategies and Organizational Forms,” in which he discussed what implications will be brought about to organizational forms by the institutional environment of challengers and incumbents, and highlighted the role of business history researchers that identify

those changes.

The plenary session was well received by attendees for the exploration of methodology through a range of perspectives including those of member reports. It was also a major achievement that the Japanese researchers were able to recognize cautionary points when submitting papers to journals, thanks to the latest methodology presented by the two invited scholars who also have experience in serving on the editorial board of highly regarded journals.

It was the first time since the 54th Congress held in 2018 that the Congress was held in-person with participants invited from abroad, including the two speakers who appeared in the plenary session, and members engaged in lively research exchanges with the guests throughout the conference. It was precisely the support we received from the Union of National Economic Associations in Japan that realized such meaningful international exchange despite financial constraints. I would like to express my deepest appreciation for the assistance.

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