

Spring 2018

RCAPS Current Research Seminar Series

Ritsumeikan Center for Asia Pacific Studies

RCAPS

① 藤本 武士教授 司会:佐藤 洋一郎教授 6月6日(水) 4限 場所:RCAPS Room A (B棟2階)**グローバル・ニッチトップ企業の経営戦略と国際比較**

「グローバルに活躍する企業の可能性」

グローバル・ニッチトップ(Global Niche Top Enterprises: GNT)企業は、ニッチな市場でも国外市場に挑戦し、その分野ではトップシェアを誇る国際的な中小企業である。大手では埋められない隙間を、特殊な製品やサービスで顧客満足と付加価値を高め、グローバルに事業を展開する。そのような企業は、これからの成長と可能性をどう作るのか。中小企業がもつ成長力と経営の特徴について考えていく。

② Prof. MEIRMANOV Serik Chair: MAHICHI Faezeh June 20 (Wed) 4th Period Venue: F-209**Measurement of Brain Working Memory Activity with N-back task and Functional Near-Infrared Spectroscopy**

Working Memory (WM) is on the most important cognitive domains with respect to every day function and is the process of storing, encoding and retrieving information. N-back task is a continuous visuospatial performance task that is commonly used as an assessment in cognitive neuroscience to measure a part of WM performance (volume of memorized items). Near-infrared spectroscopy (NIRS) is a powerful technique for noninvasive functional imaging by detecting changes in regional cerebral blood volume by measuring the levels of oxygenated- and deoxygenated-hemoglobin. It is used for measuring WM activity (mapping of area of the brain activation during specific tasks).

In present seminar, the assessment of hemodynamic changes measured using NIRS and results of visuospatial WM task among Type 2 Diabetes patients would be discussed. The results of these studies indicated that NIRS is useful for detecting WM functioning and N-back task is useful for measuring WM performance on example of type 2 diabetes patients and applicable for other studies.

③ Prof. LEE Timothy Chair: Prof. CORTEZ Michael A. June 20 (Wed) 5th Period Venue: F-209**Cold opportunity for Hot spring? Stakeholder cooperation for Beppu tourism development**

The seminar makes both academic contributions and practical suggestions in the areas of hot-springs facility development and operation. It starts with reviews of the literature about the development of hot-springs industry in the past decades and current situation of the relevant industry. Then it moves to the case study of Beppu with survey outcomes from foreigners' perceptions on the hot-springs, and SWOT analysis. It then offers deeper insights to the topic of the hot-springs development as a way of maximizing unique natural resources to attract health-oriented tourists. The seminar finally discusses the challenges and opportunities and provides recommendations focused on the stakeholder cooperation in Beppu. The results of this seminar can ignite further development of the hot-springs business, which is one of the typical examples of multi-values are interacted and created with cultural, and physical well-being interests are involved.

④ Prof. GHOTBI Nader Chair: Prof. PROGLER Joseph July 4 (Wed) 4th Period Venue: RCAPS Room A (2F, B-bldg.)**Justice as a Moral Virtue**

The current view of the concept of justice is commonly limited to fairness in the relations between people or between individuals and organizations, which implies the prerequisite of having an institutional framework where actions and relations may be just or unjust. This paper, however, argues that justice can also be considered a moral virtue as stated in Plato's view of justice and in the biblical scripture where mankind is encouraged to follow justice to do the right thing. In order to support this view and to demonstrate what is meant by justice as a virtue, the concept of justice is broken down into four layers/levels including fairness, equality, desert for diversity, and respecting others' moral rights. There is also a philosophical question surrounding the concept of justice; do we live in a just world? If so, how is the world just, and if not, then how does life and death in an unjust world find meaning and purpose?

⑤ Prof. LEE Geunhee Chair: Prof. ZHANG Wei-Bin July 11 (Wed) 4th Period Venue: RCAPS Room A (2F, B-bldg.)**The Impact of Language Barriers on ESL Customers' Dining Experiences**

The issue of language barriers between customers and employees is critical during intercultural service encounters. English as a Second Language (ESL) customers in particular may struggle to communicate what they want or even to get necessary information about products or services when they are traveling in a country such as the United States where English is the major language. This qualitative study based on a grounded theory approach, identifies the most common concerns of ESL customers in intercultural service encounters, and reveals their emotional and behavioral responses, as well as their tendency to evaluate the service and their propensity to adapt to the environment. The findings illustrate that language barriers generate mostly negative emotional responses and prevent ESL customers from taking certain actions, such as seeking necessary information or complaining about service failures. Finally, the theoretical contribution of our findings is summarized and managerial implications are suggested.