

## Faculty Information

### FUJII, Seiichi

#### ■ Specialization:

Innovation and Operations Management (IOM)  
Marketing and Management (MM)

#### ■ Research Area:

Innovation activities span in both IOM and MM areas

#### ■ Keywords:

technological innovation, service innovation, new product development, marketing strategy, key persons in innovation, culture influence of Japanese firms

#### ■ Seminar Topic:

New Product Development and Service development as innovation activities by innovative firms and entrepreneurs

#### ■ Seminar Teaching Method:

First of all, students realize active issues on discussions by researchers in this area by reading previous literatures. Through this process, students can find out their own theme or issues on this field. Secondly, students learn the way to research for theoretical proceeding. That makes you know prove hypothesis and get new findings. At last, students set their own theme, follow all procedures of theoretical approach and make reports or thesis.

#### ■ Possible Research Topics for Students:

- Decision making of product strategy by household appliance makers' executives
- Effectiveness of human resource in innovation activities of R&D department
- Service development in open innovation by retailers
- Integration of consumer products and Industrial products in automobile field
- Social entrepreneurship

#### ■ Research Method:

literature review, quantitative research (questionnaires etc.), qualitative research (interview survey etc.)

#### ■ Comments:

Meetings for discussions with professors are held regularly (at least once a week).

#### ■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001520&Language=2>