

Marketing and New Market Creation

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1. Area of expertise, research area, or current themes in his/her research

Research Area: Marketing, Innovation, New Product Development

Current Interests: Sustainability marketing, Diffusion of products, Creativity and consumer behaviors, Electronic word-of-mouth, Marketing in healthcare, Organization for innovation etc.

2. Supervision Policy

Based on students' own problem setting and research motivation, I will help select a research theme. I expect students to read various prior studies in the related area in English (and Japanese) and would help them articulate unique research questions. I will help students learn both qualitative and quantitative research methodologies and have a good command on them to select depending on their research purposes. I aim at the level that students acquire sufficient abilities for conducting and publishing their researches internationally.

3. Advice to prospective students

Students are expected to keep proceeding their own research proactively on their own, listening to the voices of the people around them and with flexible attitude, improving their English skill day by day continuously with strong will, overcoming difficulties to break through, and always being gracious for others who support them. Attaining every assignment one by one will bring them fruitful results in the end, which will open a new door to the global stages. I expect students to consider sincerely what social issues they would like to solve. Please face the reality rather than playing with armchair theories.