

全日制グローバル 専門職学位論文題目一覧 (2015年9月修了生)
International MBA Thesis' Title List (Graduated: September, 2015)

研究指導 Project Research	教員 Faculty	題目 Title
General Management and Business Strategy	AIBA, Koji	The Evaluation Of Xiaomi Company' s Competitive Advantages
		Strategy for 7-Eleven Thailand to sustain business growth in the next decade
		X Company's Chemical Business Strigtly By 2020
		Analysis of Chinese 4s Store Industry – Case Study of H Automobile Sales and Service Co Ltd
		THAI PATTANA CASTING STEEL COMPANY LIMITED Strategy and Organization Recommendations
Management Strategy and Industry Evolution	ASABA, Shigeru	Busiess Model of Chinese E-commerce Companies. – an erideme – based practice(EBP)of Taobao.Jinydory and Amazon China
Frontiers of Business Study	IRIYAMA, Akie	Entry Strategy for Foreign Firms in Restaurant Business in Japan
		Determinants of Outward Foreign Direct Investment by Enterprises from Thailand
		A case study of Ryokan business in China : Case studies and business plan
Globalization and Business Leadership	OHTAKI, Reiji	Key Factors for Corporations to Develop an Effective Coalition Loyalty Program
		The Present and The Future Human Resource System of Japanese Global Manufacturing Company
		Human Behavior and Acceptance : Non Verbal communication to Marketing
		Blogger and Internet Users' Perception of Blog Commercialization by Using the Examples of Taiwanese Fashion Bloggers
		HOW CORPORATE CULTURE AND STRUCTURE INFLUENCE PRODUCTIVITY AS AN EXAMPLE OF TOKYO RITZ-CARLTON HOTEL
Determining the Factors for Passengers' Airport Choice Within Northeast Asian Airport Systems: A Focus on the Northeast Asian Aviation Circle		
Strategic Marketing and Management	KIMURA, Tatsuya	STUDY OF BUZZ MARKETING IN TAIWAN: THE DYNAMICS OF ONLINE FIRESTORM TOWARD COMMERCIAL BLOGGERS GOING VIRAL IN EN EMOTIONAL TONE – VIEWERS' ATTITUDES TOWARD VIRAL ONLINE VIDEO ADVERTISEMENTS AND THE EFFECTIVENESS ON BRAND ENGAGEMENT
Global Marketing Innovation	GROSSBERG, Kenneth Alan	Overseas Expansion of Japanese Specialty Retailers ~Learning from UNIQLO and MUJI~
		MANAGEMENT PROCESS FAILURE : The Case of the Mobile Phone Industry
		CONTENT MARKETING FOR SMALL E-COMMERCE FIRMS: The Case of A Skincare E-commerce Brand in Taiwan
		A Business Plan for Establishing a Gamification Company in Latin America
		MARKETING FAILURES IN JAPAN:Case Studies in Japan Market Entry
		The Shift From Disruption To Connection In Digital Marketing
Marketing Strategy	NAGAI, Takeshi	STUDY ON THE KENDO INDUSTRY REVITALIZATION

研究指導 Project Research	教員 Faculty	題目 Title
Research for Corporate Value	NISHIYAMA, Shigeru	Method of value at risk and empirical research for Vietnam's stock market
		RISKS AND REGULATORY STRATEGIES THAT EXIST IN CHINESE PEER TO PEER LENDING INDUSTRY
		RISKS AND REGULATORY STRATEGIES THAT EXIST IN CHINESE PEER TO PEER LENDING INDUSTRY
Financial Strategies and Capital Markets	HIBARA, Nobuhiko	The North American and Japanese Cinema Industries: A Research Into The Declining Profitability of Movie Theaters
		EXCHANGE RATE EFFECTS AND FDI INFLOW
		Application of Private Equity in China State-Owned Enterprise Reform By Case Study of Greenland Group
Organization and Information	HIRANO, Masaaki	Consumer trust and satisfaction of mobile transaction in Thailand
Global Business Management	HOHGI, Hideo	Corporate Social Responsibility – driven business ecosystem in ICT Era – Case analysis on Tencent
		Specialized Farmers Cooperatives in China and the Leadership Issue