

全日制グローバル専門職学位論文題目一覧（2018年9月修了生）
International MBA Thesis Title List (Graduated: September, 2018)

研究指導 Project Research	主査 Supervisor	題目Title 主題Subject
Business Strategy and General Management	AIBA, Koji	COUNTRY BRANDING:BRANDING MONGOLIA AS A TRAVEL DESTINATION TO JAPANESE TOURISTS
		BRAND BUILDING AND MANAGEMENT IN SMES LESSONS FROM INDIAN RETAIL SME EXPERIENCES
		A NEW RETAIL DIRECTION An Analysis of “New Retail” and its Implementation in Company T
		SUSTAINABLE BUSINESS STRATEGY USING BIM TECHNOLOGY FOR “Y” COMPANY
Management Strategy and Industry Evolution	ASABA, Shigeru	E-GROCERY MARKET IN JAPAN: HOW SMALL NEW PLAYERS COMPETE WITH THE GIANTS A business model analysis of Honestbee
		RELATIONSHIP BETWEEN CORPORATE GOVERNANCE MECHANISM AND STOCK RETURN DURING FINANCIAL CRISIS:CASE OF THAILAND
		STRATEGIES OF CHINESE DRAMA PRODUCTION COMPANIES IN THE INTERNET ERA
Frontiers of Business Study	IRIYAMA, Akie	FACTORS INFLUENCING BITCOIN ADOPTION An analysis of Bitcoin adoption factors
		THE KEY SUCCESS FACTORS OF MOBILE MONEY SERVICES IN SUB-SAHARAN AFRICA A case study analysis
		FACTORS INFLUENCING MUSIC PURCHASING BEHAVIOR OF CHINESE POP MUSIC LISTENERS & K-POP MUSIC LISTENERS IN TAIWAN An Extension of Consumption Value Theory Model
		RESEARCH ON GAMIFICATION OF ONLINE TO OFFLINE COMMERCE A PROPOSAL FOR SOLVING STRAY DOG ISSUE
		RESONANCE OF CSR MESSAGES ON SOCIAL MEDIA A Comparison of Facebook and Twitter
Marketing and New Market Creation	KAWAKAMI, Tomoko	伝統的工芸品のマーケティング戦略～日本における複数事例研究～
		外国人富裕層向けフルサービス旅館の事業化とその課題～ 京都における起業例の事業計画書～
		THE IMPACT OF HERITAGE FOLK HOUSE EXPERIENCE AND ITS PERCEIVED AUTHENTICITY:EMPIRICAL RESEARCH ON GASSHO HOUSE
		A STUDY ON FACEBOOK COMMERCE TREND IN THAILAND AND ITS SUCCESS FACTORS: AN EMPIRICAL RESEARCH ON PURCHASE INTENTION
		TECHNOLOGY ACCEPTANCE OF ONLINE LEARNING IN THAILAND: A COMPARISON OF EXISTING AND NEWLY INTRODUCED ONLINE LEARNING METHODS
		IMPLEMENTATION OF JAPANESE STYLED FOOD VENDING IN SINGAPORE MARKETING AND NEW MARKET CREATION
		NEW TRENDS IN ADVERTISING: CASE STUDIES ON KOREAN COMPANIES
Seminar on Strategy in Practice	KANNO, Hiroshi	APPLICATION OF ARTIFICIAL INTELLIGENCE AND ASSOCIATED TECHNOLOGIES IN MODEC:A Case of its Health and Safety Management Practices
		CONSULTING AND ENTREPRENEURSHIP IN JAPAN A PATH TOWARDS ENTREPRENEURSHIP?
		HEDGING AGAINST STUDENT LOAN ASSET-BACKED SECURITIES
		CURRENT CHALLENGES OF LOYALTY PROGRAMS IN JAPAN AND THE POSSIBLE SOLUTION BY BLOCKCHAIN TECHNOLOGY How can Blockchain Technology improve the effectiveness of loyalty programs
		STRATEGIC IMPERATIVES OF LIMITED-TIME OFFERS IN JAPAN: A Comparative Analysis of the Use of Limited-Time Offers as a “Marketing Tool” by Food & Beverage Manufacturers, Restaurants and Retailers in Japan
Seminar in Strategy and Management Accounting	SHIMIZU, Nobumasa	FACTORS AFFECTING THE SUSTAINABILITY OF PRIVATE POWER GENERATION BUSINESSES IN THAILAND:Case Study of Sahacogen (Chonburi) PCL.
Global Strategy and Organization	HSIEH, Kai Yu	TALENT MANAGEMENT IN HONG KONG AND JAPAN
		Exploring the application of the concept, the general practices and the barriers to effective talent management
		UNDERSTANDING TRUSTOR’S NATIONAL CULTURAL PROPENSITY ON TRUST BUILDING IN POST ACQUISITION INTEGRATION CASE STUDIES OF AUTOMOBILE INDUSTRY IN JAPAN AND SOUTH KOREA

研究指導 Project Research	主査 Supervisor	題目Title 主題Subject
Organizational Behavior	TAKEUCHI, Norihiro	RELATIONSHIP BETWEEN PERCEIVED ORGANIZATIONAL SUPPORT, WORK-FAMILY CONFLICT, JOB SATISFACTION, FAMILY SATISFACTION, AND WELL-BEING: A STUDY IN TAIWAN
Marketing Strategy	NAGAI, Takeshi	コインチェックのマーケティング戦略 ～Mグループに買収された時点からの考察～
		SUBSCRIPTION-BASED CROWDFUNDING: ANEMERGING ALTERNATIVE CROWDFUNDING MODEL FOR CONTENT CREATORS
		ANALYSIS OF MEDICAL EXAMINATION EQUIPMENT MARKET IN TAIWAN, AND EVALUATION OF MEDICARE PRODUCTS INC. WITH RECOMMENDED COMPREHENSIVE STRATEGY
		MARKETING STRATEGY FOR YAKULT TAIWAN'S PROBIOTIC DRINK-YAKULT
Research for Corporate Value	NISHIYAMA, Shigeru	PREDICTION MODEL OF FINANCIAL DISTRESS AMONG CHINESE LISTED FIRMS -Using accounting, governor and macroeconomic variables
		HOW TO OBTAIN COMPETITIVE ADVANTAGE IN CHINA'S NEW ENERGY VEHICLE MARKET Based on a Study of Technology Innovation
		FACTORS INFLUENCING BEHAVIORAL INTENTION TO USE MOBILE PAYMENT. Behavior Study of Thai users.
		IMPACT OF THE IMPLEMENTATION OF BASEL III STANDARDS ON PHILIPPINE BANKS' STRATEGY & DEFAULT RISK
Entrepreneurship and Entrepreneurial Leadership	HIGASHIDE, Hironori	THE IMPACT OF CULTURAL DISTANCE ON THE LONG-TERM PERFORMANCE OF CROSS-BORDER MERGERS & ACQUISITIONS EMPIRICAL STUDIES ON CHINESE COMPANIES
		THE STUDY OF CONSUMER BEHAVIOR AND THE EXPLORATION OF FACTORS INFLUENCING PURCHASE DECISION ON JAPANESE FACIAL SKINCARE PRODUCTS An empirical study from Thai consumer's perspectives
		QUALITATIVE RESEARCH STUDY FOR DEVELOP INSURANCE INDUSTRY IN SRI LANKA IN LIGHT OF JAPAN AND U.S.A. EXPERIENCES Study to find strengthen strategies for Nonlife insurance industry in Sri Lanka
		SOCIAL ENTREPRENEUR TACKLING FOOD WASTE ISSUE Business Plan: Social Supermarket in Thailand Based on Cases in Europe
Organization and Information	HIRANO, Masaaki	DETERMINANTS OF JAPANESE FDI IN AFRICA A Comparative Analysis of French Speaking West African Countries and the Rest of Africa
		JAPANESE FAMILY PRESENCE & FIRM PERFORMANCE IN THE DIGITAL ERA An empirical research
		PERCEPTION ON SOCIAL MEDIA AS A COMMUNICATION PLATFORM FOR PUBLIC MANAGEMENT
		BUSINESS PLAN:SOUTHWOOD EXTERIOR WOOD DOOR MANUFACTURING