

全日制グローバル専門職学位論文題目一覧（2021年9月修了生）
International MBA Thesis Title List (Graduated: September, 2021)

研究指導 Project Research	主査 Chief Examiner	題目Title 主題Subject
BUSINESS STRATEGY AND GENERAL MANAGEMENT	AIBA, Koji	STRATEGY FOR A FAMILY BUSINESS REGARDING EXTENSION TO SPORT PRODUCT LINE
		MARKETING WHEELCHAIR ACCESSIBLE VEHICLE IN TAIWAN An Analysis of Brand Strategy for Company F
		CURRENT LOGISTICS INDUSTRY REGARDING THE DIGITAL TRANSFORMATION An Analysis of Digital Transformation Strategy for Company P
		CONSOLE MARKET STRATEGY FOR TENCENT GAMES
MANAGEMENT STRATEGY AND INDUSTRY EVOLUTION	ASABA, Shigeru	MOBILE PAYMENTS IN TAIWAN: The use of cash by mobile payment operators and the allocation of the profit gained between operators and consumers. A comparative study of marketing and regulation in different jurisdictions.
		TOWARD A UNIFIED FRAMEWORK FOR INNOVATION, STRATEGY AND MARKETING THROUGH THE APPLICATION OF MIXED COMPETITIVE/COALITIONAL GAMES Featuring a Review of Relevant Literature
		THE DYNAMIC DOUJINSHI CREATION IN THAILAND: A Grounded Theory Study of Creators' Perspective
		THE CRITICAL SUCCESS FACTORS FOR A SUSTAINABLE FRANCHISE SYSTEM A Study of the Taiwanese Tea and Beverage Industry
DESIGNING INCENTIVE IN MARKETS AND ORGANIZATIONS	ITOH, Hideshi	FROM ESG INCORPORATION TO COMPETITIVE ADVANTAGE
FRONTIERS OF BUSINESS STUDY	IRIYAMA, Akie	COST-BENEFIT ANALYSIS OF THE ELECTRIC VEHICLE INDUSTRY Research on Implications of Government Subsidy for Electric Vehicles in Indonesia
		EVALUATION OF DIVERSITY MANAGEMENT IN JAPANESE FIRMS BASED ON INCLUSION FRAMEWORK
		RESEARCH ON CURRENT ISSUE OF DATING SITES A PROPOSAL FOR AMAZON'S NEW DATING SITE IDEA
		ESPORTS-GOES BEYOND THE GAME: WHAT FACTORS MOTIVATE ESPORTS SPECTATORSHIP & HOW ARE THEY DIFFERENT FROM TRADITIONAL SPORTS
GLOBALIZATION AND BUSINESS LEADERSHIP	OHTAKI, Reiji	SMART FACTORY TRANSFORMATION: CHALLENGES AND PROPOSED SOLUTIONS
		EMPLOYEE MENTAL HEALTH IN THE JAPANESE WORKPLACE DURING THE COVID-19 PANDEMIC
INNOVATION AND VALUE CREATION STRATEGY IN JAPAN	OSANAI, Atsushi	EXPLORATORY STUDY OF MONETIZATION STRATEGIES IN CHINESE F2P MOBILE GAMES CASE STUDY OF "HONOR OF KINGS"
		INFLUENCE OF TOP MANAGEMENT TEAM FAULTLINE ON INNOVATION PERFORMANCE: The Moderating Role of Environmental Dynamism
MARKETING	KAWAKAMI, Tomoko	GAMERS CAN "SAVE THE ANIMALS" FOR REAL: An Environmentally-Minded Video Game Business Plan
		RISK OR SURPRISE? A STUDY ON PURCHASING BEHAVIOR OF BLIND BOX
		ANIME TOURISM TO THE ANIME KINGDOM: WAYS MOTIVATE PEOPLE TO VISIT
STRATEGY IN PRACTICE	KANNO, Hiroshi	DIGITAL MANUFACTURING OF ORTHOTICS IN MEXICO: A BUSINESS PLAN
		VENTURE CAPITAL BEHAVIOUR UNDER BLACK SWAN EVENTS
		DISCUSSION OF THE BUSINESS MODEL TRANSFORMATION IN CONTEMPORARY MOVIE INDUSTRY: A Comparative Study of Netflix, Amazon Prime Video, Walt Disney pictures, and Sony Pictures Entertainment
		A GROUP CENTRIC MESSAGING APPLICATION A Business Plan
		企業のデータ活用を阻む3つの壁 ～貨物輸送事業者の事例分析～

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Strategic Marketing and Management	KIMURA, Tatsuya	FACTORS CONTRIBUTING TO SUSTAINABLE APPAREL PURCHASE AMONG JAPANESE CONSUMERS: Application of the Theory of Planned Behavior
RISK MANAGEMENT	CHEUNG, Ming Yan William	DIGITIZING THE PROPERTY TRANSACTION DATABASE IN BEIJING CITY DURING QING DYNASTY OF ANCIENT CHINA FOR MODERN USE
RESEARCH FOR CORPORATE VALUE	NISHIYAMA, Shigeru	LINKAGE BETWEEN ESG FACTORS AND CORPORATE FINANCIAL PERFORMANCE Evidence from Hong Kong Listed Companies
		A GAME BUSINESS PLAN: OPPORTUNITY FOR FUNCTIONAL GAMES
		THE DETERMINANTS OF CUSTOMER SATISFACTION The case of Thailand's Banking Industry
		RESEARCH ON LUXURY BRAND DIGITAL MARKETING AND STRATEGY BASED ON SOCIAL NETWORK SITES IN CHINA
ENTREPRENEURSHIP AND ENTREPRENEURIAL LEADERSHIP	HIGASHIDE, Hironori	"CARBON CLOUD", CARBON OFFSET PLATFORM Business Plan
		EMPLOYER ATTRACTIVENESS OF JAPANESE COMPANIES IN TAIWAN AND THEIR RECRUITMENT OF TAIWANESE TALENTS
		ATTRACT CHINESE RECREATIONAL SKIERS TO JAPAN: Motivation, Satisfaction, Loyalty and Segmentation Of Chinese Winter Sports Tourist In Japan
INNOVATION AND ENTREPRENEURSHIP	MAKI, Kanetaka	STUDY OF DRIVERS OF ADOPTING ROBO-ADVISORS IN CHINESE MARKET How Biases Affect the Use of Robo-Advisors
		THE AFTERMATH OF COVID-19 AND CAUSES OF SHIFTS IN WORKING TIME AND AFTER-HOUR WORKING: An Exploration of Stress Level and Personality of Workers Residing in Japan and Taiwan in a Remote Working Environment
		An Analysis about the Application of Artificial Intelligence on the Common Problems of Mergers and Acquisitions (M&A)
		USE EPIC MEANING TO UNLEASH MOTIVATION OF STUDENTS A New Inspiration for Education Service
POWER OF FINANCIAL NUMBERS	LAU, David	PANDEMIC RISK MANAGEMENT IN CRUISE BUSINESS: HOW TO PREPARE FOR THE FUTURE
		STUDY ON INTERNET AND TELECOMMUNICATIONS INDUSTRY AMONG THE UNITED STATES, JAPAN, SOUTH KOREA AND CHINA
		RETAIL DIGITAL TRANSFORMATION IN CHINA: Case analysis on the retail enterprise transformation driven by New Retail model