

# 15<sup>th</sup> AP Conference Proceedings

Saturday, November 11<sup>th</sup>, 2017

**REGISTRATION (9:00-9:30 H202)**

**OPENING SESSION (9:30-10:45 H202)**

<OPENING SPEECH>

Professor **YOKOYAMA** Kenji

Vice-President, Assistant to the Trustees, Ritsumeikan Asia Pacific University

MC: Professor **PROGLER**, Joseph

Director, Ritsumeikan Center for Asia Pacific Studies

<KEYNOTE SPEECH>

Title: Globalization and localization in the view of history and human emotions

Professor **MIZUTANI** Akira

Ritsumeikan Asia Pacific University, Former Ambassador to the Republic of Mozambique

MC: Professor **PROGLER**, Joseph

Director, Ritsumeikan Center for Asia Pacific Studies

Panel Session 1 (11:00-13:00 D201)

***Regional integration and cooperation (II)***

Chair & Discussant: Senior Associate Professor **NAGY**, Stephen R., International Christian University, Japan

1. **CHOI** Yong-Jae, Hankuk University of Foreign Studies, South Korea

Title: Are trade barriers effective for protecting the domestic market share in the film industry?

Abstract:

Market access to the national film industry is one of the controversial issues in international trade. Considering the importance of the issue, numerous economic studies have been conducted to address the determinants of U.S. dominance in the international trade of films. They focus on market size, cultural discount, and trade policies such as screen quotas. However, the results of existing empirical studies have not been satisfactory. Almost all studies indicate that market size is a significant predictor of international trade, but cultural discount and trade policies turn out to be either insignificant or have an inconsistent sign in many studies.

This study intends to fill this gap by investigating the determinants of the domestic market share in the film industry based on the panel data collected from 30 countries for a period of 2001 to 2013.

First, we control for country heterogeneity in estimating panel data models and show that both market size and cultural distance have significant positive effects on the domestic market share, which is consistent with theoretical studies. Second, we utilize the STRI (service trade restrictiveness index) published by the OECD as a continuous measure of trade barriers and show that STRI has positive effects on domestic market share. On the other hand, the screen quota turns out to be insignificant, implying that the screen quota system does not fully represent the extent of trade barriers of a country, and/or it may have not been enforced with rigor, as noted in previous studies. Third, the magnitude of the STRI impact on the domestic market share is much smaller than that of the market size. This provides a policy implication that a sizeable increase in the domestic market share can be achieved with a growing market size, but not with trade barriers.

2. **GOLUNOV**, Sergey, Kyushu University, Japan

Title: Russia's 'Eastern Pivot': Achievements and failures

Abstract:

Amidst Russia's conflict with the West over Ukraine, Moscow proclaimed its 'turn to the East' aimed at reducing its economic dependence on the West (primarily with the EU) with cooperation with major Asian partners. Results of Russia's 'Eastern Pivot' proved to be ambiguous so far. On the one hand, it achieved limited success in deepening political and economic cooperation with

China, concluding large-scale gas deals, boosting investments, and finding its place in Chinese transcontinental infrastructural projects. On the one hand, Russian dependence on China increased, Russia failed to achieve any serious progress in cooperation with other major Asian partners (such as Japan and South Korea) and declining oil-and-gas prices led to sharply diminished trade turnover even with China. Though it is too early to proclaim the failure of Russia's Asian pivot, there is no serious ground to expect cardinal breakthrough in the foreseeable future.

3. **KIRATLI**, Osman Sabri, Bogazici University, Turkey

Title: Choosing the right one: Public opinion on international economic integration and sensitivity to regime type of trading partners

Abstract:

Though global economic integration is largely carried out by regional free trade agreements with specific group of countries rather than multilateral trade liberalization under the WTO, the extant literature on the sources of individual trade preferences regularly treats public opinion categorically, without exploring if the public might perhaps hold diverging preferences depending on the identity of the partner country. Given that sharing a democratic regime or culture increases the likelihood of bilateral trade flows between country dyads, this paper proposes that individuals in democracies are more likely to support preferential trade liberalization with, first, other democracies and, second, culturally similar countries. Adopting experimental manipulation of the regime type and cultural identity of the partner country on nationally representative survey data from emerging market countries Turkey and Greece, in this paper I demonstrate that while cultural identity does not condition individual attitudes, respondents in both samples display a highly significant preference for trade liberalization with a democratic country over an authoritarian one. Assessments based on respondents' endorsement of post-materialist values and trust in other democratic countries reveal that while the democracy preference of Turkish respondents is likely affected by functionalist reasons, both functionalist and normative dynamics condition Greek attitudes. This research can help us to explain the diverging public reactions towards preferential trade agreements in various parts of the world.

4. **SOLIEV**, Farukh, Ritsumeikan Asia Pacific University, Japan

Title: Trade facilitation in Tajikistan: Benefits and costs

Abstract:

Landlocked countries around the world are faced with a number trade's and logistics barriers. Trade Facilitation has been one of the possible ways to increase the competitiveness of such countries without capital-intensive investment.

Tajikistan located in Central Asia and is a small landlocked country. Tajikistan's neighbors have

the same challenges to find appropriate ways to the sea with the aim to increase foreign trade turnover. Tajikistan as well as other Central Asia countries try to minimize production and logistics expenses and provide greater profit from international trade.

A complicated system with numerous transport, transit and trade barriers in the Central Asia countries, their trading partner countries and transit countries bound intra-regional trade in the Central Asian region. Other significant trade barriers in international shipments in Central Asia consist a long time for transit, unpredictable logistics and high transportation costs.

Based on historical facts, Tajikistan, as a former Soviet republic, had a bureaucratic and sluggish mechanism for managing the economy. Moreover, after independence, in fact, the system of foreign trade activities in the country was absent. The analysis of administrative procedures has shown that the complicated, partially duplicated state regulatory system for export and import operations is rampant currently in the Republic of Tajikistan.

The introduction of trade facilitations and supply chain management in the Republic of Tajikistan should become a significant contribution to liberalization and promotion of foreign trade, facilitate competitiveness of the economy and improve the rank of Tajikistan in the worldwide rankings.

The objective of this study is to define the benefits from trade facilitations and supply chain management and select an appropriate way for the Republic of Tajikistan.

*Keywords:* Tajikistan, Central Asia, trade facilitation, supply chain management, trade policy, trade indexes (Logistics Performance Index (LPI), Enable Trade Index (ETI), Doing Business (DB) Index, etc.)

5. **WANG** Baixun, Xi'an International Trade & Logistics Park, China; **HE** Boya, Chang'an University, China

Title: Analyzing China's choice of trade corridors along the Silk Road Economic Belt: Focusing on the Eurasia land bridge

Abstract:

The Silk Road Economic Belt initiative has been crucial to China's international trade, logistics, and cooperation with other countries along the EurAsia Land Bridge (ELB). The issue of the choice of trade corridors with trade partners has been discussed in recent literature. However, these studies focus mainly on the Central Asian and East European corridors while West Europe, where the ELB is located, has not been studied. This study attempts to address these gaps by considering the major countries along the ELB as a whole, and analyzes the three aspects of international trade, including the evaluation of trade facilitation, factors affecting China's trade flow, and the connection of trade networks, using primary component analysis, gravity trade models, and social network analysis respectively. The results indicate that West Europe is a better choice among trade corridors along the ELB for China, and the other two regions could be developed as substitute trade corridors.

*Keywords:* trade corridor, international trade, primary component analysis, gravity trade model, social network analysis

Panel Session 2 (11:00-13:00 D202)

***Labor and educational mobility***

Chair: Professor **BARAI**, Munim Kumar, Ritsumeikan Asia Pacific University, Japan

1. **LIAO** Pen-Yuan, National United University, Taiwan

Title: Work-family conflict and employees' job attitude and career satisfaction: The roles of psychological contract violation and person-organization fit

Abstract:

This study uses social exchange theory to develop a model linking work-family conflict to employees' job attitudes and career satisfaction. This model was tested using a sample of 139 employee-significant other dyads and this sample were collected in two different time points. The regression analysis indicated that psychological contract violation fully mediated the relationships between work-family conflict and job satisfaction, career satisfaction, trust in organization, and organizational affective commitment and psychological contract violation partially mediated the relationship between work-family conflict and intentions to quit. Furthermore, person-organization fit moderated the relationship between work-family conflict and psychological contract violation in such a way that the relationship was stronger for individuals lower rather than higher in person-organization fit.

2. **VILOG**, Ron Bridget, De La Salle University, Philippines

Title: Narratives of nurses on the move: The case of Japan-Philippines economic partnership agreement

Abstract:

On 9 September 2006, the Japan - Philippines Economic Partnership Agreement (JPEPA) was signed in Helsinki, Finland. JPEPA is a comprehensive bilateral treaty that aimed at increasing trade and investment opportunities between Japan and the Philippines. As provided in JPEPA's chapter on the Movement of Natural Persons, Filipino nationals are permitted to practice selected professions in Japan subject to certain conditions. While there are several types of occupation mentioned in the pact, the two countries have agreed to begin the implementation through the deployment of health workers. Under this pact, Japan formally agreed to accept Filipino *kangoshi* (nurses) and *kaigofukushishi* (care workers) provided that they are educationally qualified, trained in recognized institutions and capable of speaking and understanding the Japanese language. Although the agreement was signed in 2006, it took another three years before it was ratified by

the Philippine Senate. A decade after the signing of JPEPA, migration scholars are curious if it has fulfilled its promises to both sending and host societies. Reviewing the evaluation reports of NGOs, scholars and media observers, there seems to be a consensus that the scheme has been approaching a policy failure. Recommendations for reforms and renegotiation have been forwarded by various sectors, and both governments under Prime Minister Shinzo Abe and former Philippine President Benigno Aquino had undertaken concrete steps to respond to the initial criticisms. Now that the Philippines has changed administrations, migration policy trajectories seem to be shifting gears. As we trace the development of JPEPA and the continuing policy narratives it conveys, this study attempts to address the following key questions: How did the labor scheme evolve in the past 8 years of implementation? What are the crucial policy issues that are impeding meaningful reforms on the labor scheme? And how can these hindrances be resolved in light of the complexities and prevailing policy narratives of JPEPA?

3. **LIU Yang**, The Research Institute of Economy, Trade and Industry, Japan

Title: To stay or leave? Migration decisions of foreign students in Japan

Abstract:

The international mobility of university graduates has attracted significant attention in recent years. Many countries have benefited from an inflow of talented students and scholars, and are making great efforts to attract foreign students. There have been many empirical studies regarding the migration decisions of foreign students, but few in Japan owing to data restrictions. To fill this gap, this study uses a relative survey to examine the migration decisions of foreign students in Japan based on qualitative choice models.

We examine the determinants of binary choice with respect to the migration decisions of foreign students in Japan (i.e., whether they choose to remain in the country following graduation). A binary choice model of qualitative choice analysis was employed based on individual-level data obtained from a survey that was distributed to seven Japanese universities. Four groups of determinants regarding migration decisions among foreign students were examined; these addressed economic factors, culture and language, motivation to study abroad, and personal characteristics. Significant effects were not identified for economic factors (i.e., income, living conditions); in contrast, culture contributed significantly to students' migration decisions. Moreover, low levels of Japanese language proficiency proved to be a barrier to retaining foreign students.

4. **SODATSAYROVA, Nazira**, Tsukuba University, Japan

Title: Searching for knowledge or new landing space? The case of Tajikistan students in Japan

Abstract:

Despite growing research in educational mobility and the internationalization of higher education,

the experience and professional impact of international education of Tajikistan students remains very limited. After the outbreak of the Civil War (1992-97), Tajikistanis' mobility increased and their main destination countries were post-Soviet Union countries, in particular Russia and Central Asia, because of historical, cultural, political and linguistic connections. However, despite the increasing number of students in international contexts, there is quite a small amount of research being carried out on the educational mobility of Tajikistan students. This paper presents empirical evidence on the phenomenon of Tajikistan students' migration to Japan. At first glance, the Japanese culture seems to be very different from Tajik culture, as there was not the presence of Japanese culture before and students did not have exposure to Japanese culture in their home country, as compared to Western culture. Contrary to expectations, students find some connection and similarities with the culture in Japan. Generally, students in the countries with no historical or cultural connection feel culture shock; however, looking closely at students' motivation and their everyday life experience, data suggests a culture pull. The culture pull becomes one of many motivating factors. Despite cultural connection, students find differences in the system of education, life and governance. In order to understand the cultural differences and connections, this paper uses interdisciplinary theories from migration (educational mobility) and education (educational change) to discuss the interconnection of students' everyday life reality and education beyond local borders.

5. **ISLAM**, Mohammad Tariqul, Ritsumeikan Asia Pacific University, Japan; **HASAN**, Md. Rakibul, University of Dhaka, Bangladesh; **SALEHIN**, Masnoon, Southeast University, Bangladesh

Title: Determinants of graduate students' usage of online social media as a job searching tool: The changing landscape of labor market in Bangladesh

Abstract:

The purpose of this original work is to find the determining the factors affecting graduate students' usage of online social media (e.g., Facebook) as a job searching tool. Based on rigorous literature review three latent variables (i.e., graduate students' perception about Facebook as effective for professional networking, their Facebook usage pattern, and job recruiter's responsiveness on their Facebook pages) are hypothesized to have significant positive impact on Facebook usage as a job searching tool. Covariance-based Structural Equation Modeling (CB-SEM) followed by Confirmatory Factor Analysis (CFA) is applied to analyze data from 200 respondents incorporated into 13 observed variables and to get the concluding remarks regarding the hypothesized relationships. All of three latent variables are found to have significant positive impact on the dependent latent construct. Findings are also bearing great importance for the HR policy makers in terms of addressing the issue of how to deal with online social media during recruitment process.

Panel Session 3 (11:00-13:00 D203)

***Cultural landscapes and media***

Chair: Dr. **HUNG**, Christine Yu-Ting, Ritsumeikan Asia Pacific University, Japan

1. **HUNG**, Christine Yu-Ting, Ritsumeikan Asia Pacific University, Japan

Title: A special greeting to our seventeen years old: A reading of public memory, gender and modernization in *First of May* (Zhou Getai, 2015) and *Your name* (Makoto Shinkai, 2016)

Abstract:

“Seventeen years old. Oh, you are here, too.”

-*First of May* (Zhou Getai, 2015)

This presentation intends to describe how public memory is represented in high school love story in cinematic texts through the analysis of a Taiwanese film, *First of May* (Zhou Getai, 2015) and a Japanese film, *Your name* (Makoto Shinkai, 2016). Although these two films are from different countries, both films deal with the issues of public memory, gender and modernization. In *First of May* (Zhou Getai, 2015), the strict punishment from the military education officer to the disobedient students hints at the political witch hunt, White Terror. While, in *Your name* (Makoto Shinkai, 2016), it is related to March 11th Tohoku Earthquake in Japan in 2011. *First of May* (Zhou Getai, 2015) has detailed the social-economic change of Taipei since the 1980s. *Your name* (Makoto Shinkai, 2016) portrays the different lifestyles between the idyllic countryside, Hida and the hustle and bustle urban city, Tokyo. Furthermore, the representation of sexuality in different generations in *First of May* (Zhou Getai, 2015) and the concept of gender roles reversal in *Your name* (Makoto Shinkai, 2016) is worthy of discussion because that shows they are exceptional from other pure love campus love stories.

By comparing both films in terms of public memory, gender and modernization, we could reflect on how people live their life under the unavoidable political incident or natural disaster. It has provided a microcosm of social phenomena in Taiwan and Japan. By viewing the seeming campus romantic films, we can not only rethink about the past but also consider what the best education is for us in the future.

2. **TAKAYAMA**, Patricia Belen, Waseda University, Japan

Title: Expansion of Japanese cultural products in the world: How they expanded in the Argentinean market

Abstract:

The present research focuses on the expansion of cultural products from Japan to Latin America, more specifically from Argentina. According to UNESCO, cultural and creative industries can be



defined as those sectors of the economy that have as main objective the production, expansion or trade of goods, services or activities of cultural or artistic content. Therefore, cultural goods can be considered as very unique as they reflect the national cultural and identity of the producing country. The potential of this sector of the economy can be seen by the increasing flows of these types of products at an international level. As stated before, the present research aims at studying the expansion of Japanese cultural products in Argentina. We have chosen the case of Argentina, because both Japan and Argentina are not only geographically distant but can also be considered as culturally different as they have a different language, religion, ethnicity, values and customs. Nevertheless, in the recent years popularity of Japanese culture and its related products have been catching the attention of many Argentines. What were the main factors influencing in the expansion of Japanese cultural products in this country? Why did Japanese cultural products become so popular in a non-culturally similar country? All these questions will try to be answered through the presentation of different case studies.

Panel Session 4 (11:00-13:00 D204)

*National development strategies*

Chair: Professor **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan

1. **ULATOWSKI**, Rafal, University of Warsaw, Poland

Title: China in the international political economy of energy

Abstract:

China has become one of the most important actors in the international political economy of energy in the 21st century. Earlier, it behaved mostly as a mercantilist power, but since the global economic crisis it has evolved toward an active participant and one of the driving forces behind the emerging system of global energy governance. This transformation is an element of a broader change in Chinese foreign and economic policy.

The goal of this paper is to evaluate the transformation of Chinese energy policy and to analyse the consequences of China's rise for the present liberal global energy market. I will argue that China does not question its basic principles but would be willing to add some Chinese characteristics to it. The Chinese government is convinced that the global energy market and global energy mix should be less dependent on fossil fuels and more sustainable. China has been successfully implementing these ideas, transforming itself into a new energy superpower.

I will start the paper with the analysis of the role of energy in international political economy. Then I will discuss China's energy policy dilemmas in the 21st century, its struggle to achieve energy security and the transformation of the energy sector into one of the engines of its economy. In the last part I will discuss Chinese energy diplomacy.

2. **SIRIWICHAJ**, Chalernporn, Silpakorn University International College, Thailand; **NUNTHIPHATPRUEKSA**, Ariyaporn, Silpakorn University International College, Thailand; **RIDDHAGNI**, Nethchanok, Silpakorn University International College, Thailand; **CHANPIWAT**, Sudawadee, Silpakorn University International College, Thailand

Title: A review on social enterprise in tourism industry for business sustainability under Thailand 4.0 roadmap

Abstract:

Thailand government has launched a new roadmap called Thailand 4.0 that referring to the country development based on innovation and technology with the concept of Value-Based Economy. Since Thailand has been evolved from agricultural base in the level 1.0 to light-industry base of the level 2.0, then expand to heavy-industry base as the level of 3.0. This leveling-up to 4.0 is anticipated to undergone the trap of middle-income country for many decades even before the political instability. One of the key elements driving this plan is the smart enterprise. It should be less dependent on the government support and more creative to employ technology and innovation to develop a strong foundation of sustainable business. Nevertheless, Thailand businesses and industries have been mainly profit-oriented and devoured flourish resources without well-rounded consideration towards society, economy, and environment. Travel and tourism industry had a contribution to GDP in 2016 for 20.6% and expected to grow higher in 2017. It is an example of service industry, which needs to gear-up from level 2.0 to 4.0. However, tourism industry is susceptible to political-economic, social, and environmental changes. This study aims to focus on supportive and challenging factors affecting community-based and social enterprises in tourism industry. Embracing social enterprise concept, whether or not, can be tantamount to a smart enterprise that can potentially support Thailand economy.

3. **MAXUDOVA**, Oliya, Ritsumeikan Asia Pacific University, Japan

Title: Development of extractive industry in Tajikistan and its impact on economic growth

Abstract:

The Republic of Tajikistan, former Soviet Republics is a mountainous landlocked country in Central Asia. An economic advantage of Tajikistan is related to the land areas that could be used for agriculture: there are major water resources, favorable climate conditions and large quantity of cheap labor. Cotton growing, viticulture and horticulture, and aromatic plants growing are the major branches and products. Industrial products in the Republic of Tajikistan cover metallurgy, mechanical engineering, and production of durable consumer goods, light industry, and food industry.

Tajikistan is rich in many natural and underground mineral resources. Natural resources of Tajikistan has been identified, explored and partially used for industrial purpose. It is estimated that more than 600 deposits and 800 occurrences of minerals lay under the Tajik soil. The fields

comprise of deposits like iron, zinc, antimony, uranium, coal, oil, natural gas, mercury, gold, silver, precious and semiprecious stones, building materials, hydropower potential, etc. Even, Tajikistan's Extractive Industry (EI) has enormous potential but current indicators shows that the given sector is relatively modest; it is represent only 3.07% of GDP, 4.2% of Budget revenues, 5.18% of employments and 23.25% of exports.

Government of Tajikistan believes that the effective using of natural resources and conducting reforms in the EI is a factor of economic growth and poverty reduction.

This paper aims to understand what are the current situations of the EI in Tajikistan after 1991, to date and how can the EI contribute to increase revenue of the state budget and what kind of impact will it have on sustainable growth of Tajikistan economy.

Study is based on qualitative methodology via conducting depth interview with selected respondents from the government, non-government organizations, international finance organizations and representatives from EI sector (local and joint venture companies). And for calculation and identify the impact of EI to economic growth of Tajikistan it will be done through economic analysis by creating an Input Output Table for EI.

*Keywords:* Tajikistan, extractive industry, economic growth, Extractive Industries Transparency Initiatives, Input-Output Tables

4. **SARKER**, Md Nazirul Islam, Sichuan University, China; **MUSTAFA**, Muhammad, Sichuan University, China

Title: Climate finance in vulnerable context of Bangladesh

Abstract:

The purpose of this paper was to explore and analyze the climatic vulnerability and climate governance initiatives in Bangladesh. This article addresses the questions: (1) what are the vulnerabilities faced by people due to climate change? (2) What are the impacts of climate change? (3) What are gaps in the policies of government related to climate finance and their impact on climate change mitigation? This research study is descriptive as well as suggestive in nature. Research for this study mainly includes secondary resources, consisting of books, newspapers, periodical articles, interpreted and reinterpreted to substantiate the arguments. Our study reveals that majority (75%) of the funding comes from country's own fund and a little amount from international agencies. Evidence showed that strategy related to climate change was not deeply addressed by the government sector. Coordination is necessary among the activities of various Non-Government Organizations (NGOs) and Government Organizations (GOs) to address this problem. Evidence also showed that most affected people are the riverine island (*char*) dwellers and coastal island dwellers. In every season they faced the intensity of flood, riverbank erosion, cyclone, tornado etc. Climate change also affected the cropping season by rising temperature and winter precipitation. The emphasis in policy strategy should be given as low-carbon emission, mitigation, climate-friendly technology adoption, provision and

mobilization of adequate finance for addressing this problem. A public finance mechanism should be initiated at the domestic level, which will help for reducing the vulnerability to climate change. A participatory management involving public and private organizations, elected representatives and local people etc., should be ensured. A policy related to corporate social responsibility (CSR) emphasizing climate resilience should be formulated so that every organization must have to participate to CSR. A strong communication should be made to the international institutions for financial projects to mitigate this challenge.

Panel Session 5 (11:00-13:00 D205)

***Frontiers of technology and political economy***

Chair: Lecturer **DIAZ**, Anthony, Ritsumeikan Asia Pacific University, Japan

1. **CAMPBELL**, Joel, Troy University, USA

Title: East Asian science and technology policymaking for a post-industrial age

Abstract:

One of the most neglected aspects of the political economy of East Asian development has been science and technology policymaking. Nearly all of the major Asian economies have effectively used technology development as a key aspect of its development strategy, but the nature of technology policymaking has markedly diverged. There have been at least three major policy approaches: 1) the Japan model, centered on private research led by large corporations, 2) the Korea model, involving a gradual shift of leadership from government research laboratories to corporate R&D, 3) the China model, focused on state-led technology programs and incubation of tech companies in industrial parks, and 4) the Southeast Asia model, mainly involving efforts to support inducement of foreign investment and production. Thus, it is not possible to identify a general technology policy model across the Asian region. Asian technology policies do show similarity in historical development, and we can specify at least four general periods: 1) technology importation with development of basic policy and research institutions, 2) state-led techno-industrial policy and the beginnings of indigenous development, 3) corporate leadership of technology development and policy crafting, and 4) maturation of both policymaking and R&D capacity, centered on corporate and university efforts. Recent Asian technological development calls into question the efficacy of the “Asian Development Model,” and suggests that we need to revisit explanatory theories for the East Asian economies.

2. **DIAZ**, Anthony, Ritsumeikan Asia Pacific University, Japan

Title: Cryptocurrencies: A world of opportunities for business and investment

Abstract:

With the widespread acceptance of bitcoin growing as a form of payment, the emerging field of cryptocurrencies is revolutionizing the way business and finance works in the modern world. From digital currencies backed by gold to ones tied to a virtual game, the world of cryptocurrencies is teeming with possibilities for application not only in business and personal finance but also in the fundamental way banking is done on a global scale. Blockchain technology, the system by which cryptocurrencies are organized and used, has a myriad of uses many of which are being discovered right now. With these currencies currently being traded in the billions and their market share increasing on a daily basis, cryptocurrencies are becoming a player in the world of global finance and any forward thinking business or investor would be foolish to not consider the possibilities that can be allowed by their utilization. In this presentation a brief introduction on cryptocurrencies and their underlying technologies will be followed by a discussion of some possible applications of cryptocurrencies in relation to business and personal finance. This presentation will serve to educate and inspire forward thinking individuals as to how they can take advantage of this emerging technology.

3. **WEDASINGHE**, Nirosha, General Sir John Kotelawala Defence University, Sri Lanka; **WICRAMARACHICHI**, A P R, University of Kalaniya, Sri Lanka; **SIRISOMA**, N, General Sir John Kotelawala Defence University, Sri Lanka

Title: Social exclusion and disability digital divide: Findings from Sri Lankan base analysis

Abstract:

Social exclusion among disabled community is a global issue discussed by many researchers. In this digital era over one billion people living with a disability and they can be use Information Communication Technology (ICT) for their improvement in quality of life. This research is basically done with an analysis on disabled vs. non-disabled people technology usage in Sri Lankan context. Two sets of sample were taken into this research. Initial study was taken 179 differently abled people and second sample was 184 non differently abled people. This two sets of sample including with different disabilities, gender, culture and managerial level. According to the analysis based on the technology adoption theory and factor analysis, findings shown that not only the differently abled people are getting disadvantage and non-disable people also digitally excluded from Information and communication technology based on the people culture, income, education, country telecommunication infrastructure. Therefore, recommended providing financial support to purchasing technology equipment and use, Different customize training based on their understand ability and current education level, Cultural influences to technology usage via media and advantage of technology discussed among different social groups, align country technology inclusive policy guideline with global policy guidelines. This recommendation further could be used to make Sri Lankan disabled people become digitally inclusive and other countries also could be use these findings as a model to their ICT Accessibility policy.

4. **KOBAYASHI** Kazuma, Chuo University, Japan; **MORI** Tomoya, Yamaguchi University, Japan

Title: On relationship with ICT policy and tourism sector in Lao PDR

Abstract:

The tourism sector is one of the most important industries and a major source of foreign currency in Lao PDR. In developing countries, the tourism industry is also important to earn foreign currencies. Laos was selected as the first country people want to go in the future in New York Times (Fujita, 2008). Touring to Lao PDR becomes popular in the context of ecotourism because there are rich natural resources and some varieties of their culture. In 2009, the international conference of ecotourism was held in Vientiane, the capital city of Laos.

According to some studies (e.g. Braun, 2003; Kumar, 2012), ICT (Information and communication technology) and E-Government have some positive effects on the industry. These effects are influenced some degree by network externality or spillover effect in the information economics. Besides, through ICT such as PC or smartphone, Laos government and administration can show tourists a wide variety of sites and then disperse the demand into the various area. Moreover, the ICT diffusion contributes to the rural development because it can encourage the ecotourism or pro-poor tourism in the rural area.

The aim of this paper is to follow the ICT Policy and E-Government practices in Lao P.D.R and figure out the relationship between the ICT development and the economic growth in the context of economics. As a result, we show some suggestions for not only further development in the industry but also the future strategy of ICT policy.

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5. **BADDEGAMAGE**, Samith Indika, University of Colombo, Sri Lanka

Title: Big onion cultivation and imports: Influence of foods safety in Sri Lanka

Abstract:

Big onion is a food commodity with high demand in Sri Lanka. The annual average requirement of big onion is about 280,000 metric tones. Sri Lankan farmers cultivate more than 3000 hectares and can cater only less than a quarter of the total demand. The balance imports due to lack of production. International price changers of big onion negatively effect on Sri Lanka due to high import dependency nature of demanded food commodities. This practice may influence the food safety of the country. The problem investigates in this research paper is the gravity of imports of big onion in Sri Lanka. International price fluctuations, big onion import statistics, government attempts of big onion expansion, current involvement of government agriculture officials, contribution of government research bodies, monitoring big onion farmers' activities and

literature related to big onion trade investigated during the research. Interviews, documentary reviews, questioners, international price reviews, observations and literature reviews used as fact collecting techniques. Big onion related statistics prove that over 75% of the demand filled by imports during last fifteen years. Demand and imports have been increased by 96%. This growth indicates that big onion has become an essential food commodity in Sri Lanka and highly depends on international suppliers for several years. The production also has increased by 97% and not sufficient to fulfill requirements. According to facts, big onion prices are varying from country to country. It fluctuates depending on quality, demand, climate conditions and production. The country is highly vulnerable for international price shocks. International price changers can negatively influence for the food safety of the country. It is recommended to enable food safety in the country by encouraging and strengthening local farmers as well as expanding big onion cultivation into new agricultural lands in Sri Lanka.

Panel Session 6 (11:00-13:00 D206)

***Regional healthcare challenges***

Chair: Assistant Professor **FELLIZAR**, Francis Mark Dioscoro, University of the Philippines, Philippines

1. **MIKAMI** Akichika, Chubu Gakuin University, Japan; **GOTO** Masumi, Chubu Gakuin University, Japan; **HIRUMA** Yoichi, Seijoh University, Japan; **MORITA** Naoko, Chubu Gakuin University, Japan; **KASANO** Yuko, Chubu Gakuin University, Japan; **YAMASHITA** Shinako, Chubu Gakuin University, Japan; **HAYASHI** Emiko, Chubu Gakuin University, Japan; **ISHIKAWA** Kazumi, Chubu Gakuin University, Japan; **KATAGIRI** Fumie, Chubu Gakuin University, Japan; **ITOH** Nana, Chubu Gakuin University, Japan; **HURIAH**, Titih, University of Muhammadiyah Yogyakarta, Indonesia; **PRABOWO**, Anis, STIKES PKU Muhammadiyah Surakarta, Indonesia; **WIDIYANI**, Tetri, Sebelas Maret University, Indonesia; **HOP**, Le Thi Bich, Ha Dong Medical College, Vietnam; **RUTA**, Ma Nelia, Ateneo de Davao University, Philippines; **RANOCO**, Carlo, University of Santo Tomas, Philippines; **CORTEZ**, Elizabeth, University of Santo Tomas, Philippines

Title: The terminal care of elderly people in South East Asia

Abstract:

In North East (NE) Asian countries, the population of elderly people is increasing rapidly. On the other hand, in South East (SE) Asian countries, although the population of elderly people is also increasing, the increase is not as serious as NE Asian countries. Because of the relative decrease of the younger generations in NE Asian countries, Taiwan, Korea and Japan are accepting nurses or caregivers from SE Asian countries. In those NE Asian countries, to work together with staff

came from SE Asian countries, the staff of each country have to understand the cultural background of the attitudes toward the care of the elderly people, especially for the end-of-life care. The surveys were performed in Indonesia, Philippines and Vietnam. The data was compared with the similar survey performed in China, Taiwan, Korea and Japan.

In SE countries, people tended to prefer intensive care for family members at the end of life (Philippines; 81.8%, Vietnam; 84.0%, Indonesia; 75.3%). This tendency was stronger than NE countries (China; 63.5%, Taiwan; 52.6%, Japan; 30.4%, Korea; 28.0%). People preferred to receive terminal care at home in China, Taiwan, Japan and Vietnam. On the other hand, people preferred to receive terminal care at hospitals in Korea, Philippines and Indonesia. These differences may be related to the cultural background of each country. In all staffs, the positive stance to the death correlated with the years of experiences of terminal care and death. The results must be useful to improve the education of care staff. The results will also help to design the future plan of the team care of the elderly people during the terminal period of their lives in Asian countries. (supported by the Grant in Aid for Exploratory Research #15H05195 from Japan Society for the Promotion of Science)

## 2. **FELLIZAR**, Francis Mark Dioscoro, University of the Philippines, Philippines

Title: Factors affecting the organizational health of San Antonio Trolley Organization (SANTO) in Los Baños, Laguna, Philippines

Abstract:

Transportation in the Philippines is relatively accessible and cheap. However, there are communities located along the old Philippine National Railway in Brgy. San Antonio, Los Baños, Laguna that rely on ingenious transportation. Trolleys are makeshift wooden vehicles shaped into long benches that can carry up to five people. It has metal bearings on each corner so that it can glide on top of the train rails. It is an alternative means of transportation for areas that cannot be reached by jeepneys or even motorcycles. Trolleys are manned by a person called a “driver” who uses his legs and arms to push the trolley along the railroad tracks. This study assesses the organizational health of San Antonio Trolley Organization (SANTO), a community-based organization of Trolley drivers in Los Baños, Laguna Philippines. Specific objectives are to describe the profile of San Antonio Trolley Organization (SANTO) as a community-based organization; discuss the socio-economic profile of San Antonio Trolley Organization (SANTO) officials and members; assess the enabling and restraining factors affecting the organization health of SANTO; and propose recommendations to further improve the organizational health of San Antonio Trolley Organization (SANTO). A triangulation of data using techniques like survey, key informant interview, focus group discussion and historical timeline were all employed for this study. Descriptive statistics and thematic analysis were used for data analysis. The results show that San Antonio Trolley Organization (SANTO) has a moderate rating on their organizational health. The findings also indicated that issues on member's health, political dynamics, culture,



financial and family are factors that greatly affect SANTO's organizational health. Sustainability of the organization can be achieved by addressing the said barriers to their organizational health.

### 3. **PANGILINAN**, Lei, University of the Philippines, Philippines

Title: The local government of Marilao in addressing reproductive health issues of Marilenyos

Abstract:

One of the major concerns of the Local Government of Marilao is the reproductive health of women. It is concerned with the reproductive health needs of women and the key officials have the intention to promote a healthy population. One initiative identified in Marilao, Bulacan is the existence of *Lingkod Populasyon sa Nayon (LPN)*. The main interest of this study is to find out how the LGU of Marilao caters to the reproductive health needs of Marilenyos and how it strengthens its LPN. This research specifically aims to: 1) discuss the roles and responsibilities of the LPN members in addressing reproductive health issues of women; 2) identify the challenges that they encounter as they perform their duties; 3) describe the efforts of the LGU in supporting the goals of the LPN members and in addressing the challenges that they encounter; and 4) analyze how the LPN members perceive their role in the community.

The data used in this study were gathered through focus group discussion with the LPN members and interview with the chair of the Population Office of Marilao. Through the information gathered from them, it was revealed that the LPN members' roles are not merely limited to addressing reproductive health issues; they oftentimes go beyond their duties by serving as counselors to the women who are having relationship difficulties with their husbands. They also provide seminars such as marriage counseling, parenting, drug prevention, HIV/AIDS awareness, and other activities that are deemed helpful to the people of their community. It was also mentioned that as members of the LPN, they find some challenges related to the traditional view of gender.

*Keywords:* Local Government Unit, *Lingkod Populasyon sa Nayon*, reproductive health, women's health

### 4. **BABASA**, Ace Lennon, New Era University, Philippines

Title: Impact of single parent Filipino households on the psychosocial and emotional development of children

Abstract:

Family ties and a sense of communal dependability governed these. However, in recent years, an upheaval in family stability occurred due to parental separation and marriage dissolution attributed to labor migration and media influence. The impact of single parenting on the social adjustment and well being of children has been raised in terms of psychosocial and emotional problems of parent left behind. Children encountered adjustment difficulties manifested in

depression, anxiety and other psycho affective disorders translating into behavior problems, such as bullying, negativity, school drop-outs and failures carried into future adult behaviours. This study was undertaken to validate these observations. In one community in Metro Manila, households whose children are of school age or below were grouped according to those where: (1) the parents are separated due to marital difficulties and the child lives with the mother; (2) the father is an Overseas Filipino Worker (OFW) and (3) both parents are in the same household. Parental characteristics were elicited. Children were grouped according to different stages in the life cycle: infants (0-11 months), preschoolers (1-5 years) and school age (6-12 years). This age range (0-12 years) is relevant since studies showed that childhood development up to 12 years can be predictive of eventual adolescent and adult behaviour. Mothers' psychosocial and emotional status was assessed using Hamilton's Anxiety Scale. The psychosocial and emotional development of children was measured through the Metro Manila Developmental Screening Test for infants; Preschool Behavior Questionnaire for those 1-5 years of age; and School Age Behavior Questionnaire for those 6-12 years. These instruments were adapted to the Filipino psychological base. Cognitive and emotional features were assessed such as compliance with parental rules, misbehaviours, bed-wetting and withdrawal: behaviours unexpected for the specific age group. Children were observed concerning siblings and peer relations, parental attachment, hostility and anger. Differences in outcome on children of intact and non-intact families according to type of parent were measured. Comparisons were made of the three groups in terms of the aforementioned indicators. Correlations were applied to assess the relationship between maternal anxiety levels and the children's psychosocial predicament. Variations were explained and the policy and programmatic implications of the findings were determined.

5. **LEE** Kyeong Ah, Ritsumeikan Asia Pacific University, Japan

Title: The effectiveness of e-mental health in reducing suicide rate in South Korea and Japan

Abstract:

Introduction: Many people in South Korea and Japan suffer from acute or chronic stress and depression. However, a lot of them remain neglected or untreated for a long time and thus continue to suffer from serious mental health problems. Unfortunately, management options for mental health care are limited. Consequently, there is a chance that e-Mental health technologies can fill this void. Methods of e-therapy provide a solution to the resistance to seeking mental health care among afflicted people. The e-Mental health methods are still in an early stage of development in South Korea and Japan. There are unknown issues to both caregivers and users in this area.

Purpose: The objectives of this paper are to outline the key considerations in the various prototypes of and the barriers to the use of e-mental health in South Korea and Japan. The paper also evaluates user satisfaction with mobile e-therapy and addresses psychological problems in the contemporary intervention setting. In addition, the paper will suggest recommendations for future research of e-Mental health in South Korean and Japanese.

Methods: A total of fifteen studies were selected based on our inclusion criteria, which included e-Mental health. In addition, participant observation method through Gestalt Group Therapy with twenty participants for forty hours was conducted from 13th to 18th of February 2017. Most of the participants in the Gestalt group therapy I observed in Korea were suffering from psychological pain, trauma, depression, anxiety for a period of time varying from short to many years, even their whole life. I analyzed secondary data from twenty-two customers' satisfaction survey, which was conducted by TROST Korea, an e-therapy mobile counseling service.

Findings: Through the Gestalt Group Therapy, the participants were more likely to become aware of their own particular problems and ways of dealing with them. What the mobile e-Therapy users wanted through psychological counseling services were 'Support' and 'Comfort'. In general, many of them were satisfied using that e-Therapy in economic, timely and anonymous ways.

Conclusion: The findings showed that e-Mental health can be a useful solution to use for mental health care in South Korea and Japan. For several psychiatric disorders including depression and anxiety disorder, e-Therapy appeared to improve the psychological well-being of the users and was regarded positively by both caregivers and users. The paper will argue for further research on the variety of e-Mental health methods.

*Keywords:* e-Mental Healthcare, Gestalt Group Therapy, participant observation, secondary data analysis, suicide rates, systematic review

#### Panel Session 7 (11:00-13:00 D207)

##### ***Japanese studies: Challenges and opportunities***

Chair: Associate Professor **HANES**, Jeff, University of Oregon, USA

Panel abstract:

This panel creates a platform for discussion on challenges and opportunities to promote Japanese Studies in Southeast Asia, Vietnam in particular, under the scheme of US-Southeast Asia – Japan Collaboration and Exchange Initiative by Japan Foundation. The panel brings scholars from Japan, Vietnam and the United States to a discussion on Japanese studies approached from various fields such as education, literature, popular culture, museum studies and tourism.

Presentations cover a broad range from practice of historical reconciliation, comparative studies of war diaries, interpretation of war museums and war-related heritage to Japanese popular culture, comparative literature and cross-cultural communication. Various case studies and comparative research are exchanged and discussed to provide more insightful implications for learning and teaching Japanese studies involving international audience have different background, knowledge and understanding of Japanese culture and history, that might bring in different interpretation and expectation.

1. **NGUYEN** Luong Hai Khoi, Ho Chi Minh City University of Education, Vietnam

Title: Practice of historical reconciliation between Vietnam and Japan: Point of view from Vietnamese contemporary art

Abstract:

Reconciliation is a big and sensitive problem in Asia. In history and present, huge “players” in Asia like Japan and China have created or involved in almost conflicts in the region. Reconciling the past conflicts, controlling present conflicts and preventing future conflicts are big problems that scholars in Asia highly concern. In this talk, I would like to explore Vietnamese way of erasing hate and hurt due to historical relation in the World War II through the world of contemporary art as a kind of education of reconciliation. I will discuss on the conceptual artwork “RE/COVER” of Phan Quang, one of a famous artist in Ho Chi Minh City at the present. In order to discover this work, I apply Paul Ricoeur's idea on reconciliation. In his *Memory, history, forgetting* (2004), Paul Ricoeur makes a connection between narration, imagination, history, memory and hope, love, forgiveness, forgetting, reconciliation and so on. Applying Paul Ricoeur's idea to explain Phan Quang's artwork, we could also explore many aspects of reconciliation in Vietnam and Japan from the point of view of phenomenology and hermeneutics. This kind of approach requires a more personal appearance, a more contemporary vision, more complex and unpredictable rather than the political imagination normally shown now in many Asian countries.

2. **HOANG** Phong Tuan, Ho Chi Minh City University of Education, Vietnam

Title: The interpretive tension of literary criticism: The reception of *The floating lives*, a novel by Nguyen Ngoc Tu, and *Dang Thuy Tram's Diary* in post-renovation Vietnam

Abstract:

This report examines two typical case studies of literary reception to point out a characteristic of literary criticism in post-renovation Vietnam: the interpretive tension in constructing the reading subject on the public sphere. On the reception of *The Floating Lives*, a Nguyen Ngoc Tu's novel, the readers put themselves on the other status for interpretation. Similarly, *Dang Thuy Tram's* readers have a contradiction between accepting the heroism and questioning the present institutions. The two case studies both indicate the interpretive tension when readers change their status for reconstructing reading subject. This report thereby defines the role of mass communication in constructing the reading subject and opening agonistic place of literary criticism.

3. **YOSHIDA** Kaori, Ritsumeikan Asia Pacific University, Japan

Title: Challenges and opportunities of dark tourism in Japan: Study of the emerging shifts in *shugaku ryoko* (school trips)

Abstract:

It has been more than seventy years since World War II ended, and those who experienced the war first-hand have been dramatically disappearing. In this circumstance, the issue of how the war should be remembered and passed on to future generations has aroused heated discussions in both academic and public arenas.

As many scholars have argued, collective memories of war have been articulated significantly through various media and methods, which include textbooks, museum visits and so forth. Among those various methods, tourism operations, such as “dark tourism” (Lennon & Foley, 2000), play an extremely important role in articulating collective memories of the war, especially among younger generations. In Japan, like some other countries, school trips to war-affected sites, such as Hiroshima, Nagasaki, and Okinawa, have been for long considered to be one of the effective means to learn about the war for the young generations. Facing the challenge of decreasing number of war survivors who would directly tell their experiences, various parties involved in “dark tourism” began to put fairly intensive efforts to explore different means and approaches to pass down the war records and experiences.

This paper examines “(partly) dark tours” targeted at high school students in Japan, called *shugaku ryoko*. It analyzes several guidebooks for school trips, focusing on how the visit(s) to “dark” sites are introduced and traversed structurally in the entire package of school trips, which may significantly contribute to (re)forming certain narratives and interpretations regarding the previous war. It also examines interviews with travel agents who create/coordinate school trips, with regard to their strategies and challenges through their experiences. Subsequently, the study will suggest potentials and challenges in balancing the responsibility to retain memories of the war while being open to domestic and international tourism in contemporary Japan.

#### 4. **HONDA** Akiko, Ritsumeikan Asia Pacific University, Japan

Title: Integrating disaster countermeasures in Japanese language education for foreign students in Japan

Abstract:

This research investigated the behavior of international students at the time of the disaster, with the aim of knowing measures that can be taken in Japanese language education after the Kumamoto earthquake in April 2016. Survey was conducted by questionnaire and interview to investigate students’ preliminary knowledge about the earthquake, their behavior and judgment at the occurrence of the earthquake, their means of obtaining information and feeling towards the disaster. Findings reveal that the ability of international students to protect themselves during the earthquake depends on their preliminary knowledge about disaster prevention. Students who took actions such as protecting their heads and entering under the table when they were shaking often had knowledge about the earthquake before arriving in Japan. However, the subsequent actions depend on the connection with the community and the ability to collect information. Prior

knowledge before going abroad was useful only at the time of the earthquake and many students did not know what to do after the earthquake. Even if there was experience of earthquake in their own countries, students were confused because of different social and cultural situations in Japan. Therefore, it is necessary to coordinate Japanese language education on the sending side and Japanese language education on the receiving side, to introduce knowledge on disasters before coming to Japan as well as get familiar with Japanese system of disaster safety measure, after arriving in Japan. Findings from this research contribute to the progress of collaboration of Japanese language education.

5. **BUI Thanh Huong**, Ritsumeikan Asia Pacific University, Japan

Title: The curation of killing: Cultural comparisons of dark museums in Japan and Vietnam

Abstract:

The increase of information and decrease in the integrity of that information refreshes the significance of museum collections. Biased curation is common – what is included and excluded - hyped and hidden, represented and misrepresented? Yet objects and primary documents can retain their intrinsic integrity and provenance. At some point this characteristic can provide a basis for critical perspectives, robust analysis and honest explanation. This discussion aims to provide a better theoretical and practical understanding of how and why ‘dark’ representations are different across war and peace museums in Vietnam and Japan. The purpose is to address the conundrum facing curators who need to maintain the memory of violent events, whilst not promoting hatred through their presentation of those events. How and when should curators transition the presentation of killings from experience to memory to history? This discussion is focussed through a simple ‘guiding hypothesis’ (Williams, 2015, 76): that the curation, and public perceptions of killing, will reflect the belief systems and cultural contexts of those concerned. Curators may not recognise this influence on their work, and in past eras when most visitors were likely to come from the same culture, that influence was not questioned. But as mass tourism globalises it becomes more important to be aware of the perceptions of global audiences. The Hiroshima Peace Museum was originally intended for Japanese visitors, but that has changed, particularly since the increase of mass inbound tourism to Japan. Similarly, War Remnant museum in Vietnam also exposes to criticism employing a ‘bias’ approach in presenting the collection from Vietnamese perspectives, which is unconventional to international audience. The distinctive aspect of curating killing, from a curators’ perspective, is that the events are characterised by both victims/survivors and perpetrators, and the facts are inevitable politicised and contested.

6. **FREEDMAN**, Alisa, University of Oregon, USA

Title: Fandoms in the classroom: How Japanese popular culture is changing universities

Abstract:

Global fans of Japanese popular culture are changing universities, giving rise to new curricula

and pedagogies and raising new legal and ethical issues for educators. Popular culture is among the main reasons why generations who have come of age since the 1990s are taking Japanese language and culture courses. Students use their knowledge to pursue careers in fields as diverse as education, business, law, psychology, and art. Popular culture has shaped Japan's international image and created an explosion of cultural influence and hybrid creativity. At the same time, it has made inevitable the use of illegal materials in the classroom.

Drawing on my experiences editing a 40-chapter textbook on *Introducing Japanese Popular Culture*, I will suggest strategies for applying student engagement with popular culture to help analyze how trends reveal the values of the societies that produce and consume them. An important lesson is to make students aware of how they access popular culture and are facilitating its globalization, often in unintended and legally-challenging ways. How does popular culture both provide a means for discussing topics about society, economics, politics, and identity that are otherwise difficult to approach and depoliticize problems? How to promote cultural literacy while avoiding cultural essentialism? How is Japanese popular culture both “national” and “global”? How can educators encourage the creation of new content within legal confines? Are there any negative effects of regarding Japan as the “capital of cool”?

#### Panel Session 8 (11:00-13:00 D208)

#### ***Challenges and opportunities of international management***

Chair: Professor **KIM** Rebecca Chunghee, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

This proposed panel will cover a wide variety of topics related to challenges and opportunities in contemporary international management for sustainable competitiveness of business. The purpose of the panel is to provide new insights on global human resource management, ethical issues of various industries and business education in an era of global hyper-competition and a growing global skills gap. The target audience for this panel is scholars including professors and graduate/undergraduate students, and business practitioners who want to share information on state-of-the-art or emerging management models, which can be used for research/practice purposes.

1. **TAKAHASHI** Hiroo, Soka University, Japan

Title: Human resource development for global business leaders

Abstract:

Educational development for global business leaders directing global corporations is seriously considered in Japan. Top managements and CEO are beginning to realize the importance of strategic development for future leaders from an early stage. Nowadays, “global business leaders”

refer not only to those posted to key business positions abroad, but also to domestic business leaders with a global viewpoint engaged in key business decisions at home. A global business leader is a leader who can create new value by making the most of available resources from the global viewpoint of management. This means leaders include divisional leaders, functional leaders, and corporate-executive who management them, apart from those posted to key overseas business locations. Chief Executive Officers (CEOs), as the top of global management, are also global leaders, regardless of the size of the organization. I would like to view the following two vantage points. Business leader, Country Leader, Functional Leader. For this research survey conducted by Business Research Institute (Tokyo, 2013). Next, I would like to indicate the recent examples of how Japanese companies are addressing the training for global business leaders, according to my case studies (e.g., Toyota Motor, Nissan Motor, Panasonic, Canon and Sony).

*Keywords:* HRM, business leader, country leader, functional leader, career design, OJT, OFF-JT, MBA, conceptual skill, interactive human skill, communication skill

2. **SHINOHARA** Yoshiki, Ritsumeikan Asia Pacific University, Japan

Title: Ethical problems of artificial intelligence: The new challenge for corporate social responsibility

Abstract:

Corporate attention to AI is increasing year by year, and many companies try to invest a lot of money to this new technology for their own success. For example, Ford decides to invest \$1billion over the next five years in an AI to further the development of autonomous vehicle technology. Softbank also announced to apply AI for their recruitment activities in 2017. Actually, companies can enjoy some benefits through AI. Autonomous vehicles will develop a new market for automobile companies. The new recruitment system will reduce the cost of the hiring process for many of them.

However, some researchers also indicate some potential issues AI will bring for our society; singularity problem, privacy concerns, the locus of control and responsibility, and so on. This suggests that companies should consider not only positive aspects of AI but also how it can affect their stakeholders negatively.

The purpose of this research is to identify some ethical problems AI brings for stakeholders and to discuss the responsibilities for companies, which develop and apply it to their goods and services. This research also considers some solutions for each problem.

3. **MITSUHASHI** Hitoshi, Keio University, Japan; **ALCANTARA**, Lailani, Ritsumeikan Asia Pacific University, Japan

Title: Competitive asymmetry for new firms: Identifying rivals while remaining unrecognized by them



Abstract:

The purpose of this study is to identify the conditions that cause competitive asymmetry, a situation in which the perception of rivalry between two firms is nonreciprocal. While competitive asymmetry is often conceptualized and argued as a situation to be avoided, we view competitive asymmetry favorable for new firms in emerging market segments. It allows them to avert attention from the incumbents, which enables them to stealthily build footholds in the market. Using data on IPO firms in retail categories during the emergence of e-commerce in the U.S., we find support for our claims that competitive asymmetry occurs when the difference in age and size between new firms and incumbents is large, when new firms engage in multiple product categories, and when new firms strongly identify themselves with the emerging market segment as these conditions make new firms ambiguous in the eyes of incumbents. We also find that the effect of ambiguous identity becomes weaker with the increase in population-level awareness of the emerging sector. These findings contribute to the strategy literature, and provide research and practical implications.

4. **KIM** Rebecca Chunghee, Ritsumeikan Asia Pacific University, Japan; **UDDIN**, Helal, Ritsumeikan Asia Pacific University, Japan

Title: Future global talents' motives to stay and leave from the workplace: Beyond money?

Abstract:

Recently, the complex motives of young global talents lead companies to challenge their recruitment and retention strategy. The main purpose of this study is to investigate what are the main motives of future employees in terms of decision regarding staying and leaving from the future workplace. We report the results of a qualitative survey in Japan, which were collected over a period of 3 years (2014 – 2016) by using multiple regressions analysis. Contrary to simplistic expectations, the result shows the complex concerns for their decision of staying and leaving. More substantively, CSR policies/programs matter for their decision, though this is interacted with the other factors. In this light, this article offers new ways to motive future employees beyond traditionally identified motivator - money.

Panel Session 9 (11:00-13:00 D209)

***APU graduate student panel on East Asian IR: Connectivity and nationhood in the region of growing geostrategic rivalry***

Chair: Professor **SATO** Yoichiro, Ritsumeikan Asia Pacific University, Japan

Discussant: Associate Professor **CHEN** Ching-Chang, Ryukoku University, Japan

Panel abstract:

East Asia in the 21st century has witnessed a concurrent progression of geoeconomic integration and geostrategic confrontations. The growing U.S.-China rivalry has affected the regional countries, albeit in diverse ways. Neither panacea of a single economic zone with economic interdependence as a strong deterrent to conflicts (as liberal theories may prescribe), nor a divisive bipolar military confrontation and arms race that split the region (as realist theories may predict), has fully captured the ongoing relationships among East Asian countries. The region's historical backgrounds both defy and accentuate the systemic dynamics of the regional politics, whereas the force of systemic changes in return diffuses and instigates the tensions surrounding interpretations of the regional history. This panel features presentations by APU IR major graduate students and an external discussant.

1. **LAK**, Chansok, Ritsumeikan Asia Pacific University, Japan

Title: The belt and road initiative and Cambodia's infrastructure connectivity development: A Cambodian perspective

Abstract:

Many research studies have suggested that there is a significant need to develop infrastructure across Asia. According to a report by the Asian Development Bank, Asia needs \$8.2 trillion in financing for infrastructure investment from 2010 to 2020. The Belt and Road Initiative and its new funding agencies are expected to provide Cambodia and other Association of Southeast Asian Nations countries with great possibilities and opportunities to access more loans and funds to improve intra-regional and inter-regional physical infrastructure connectivity, strengthen economic competitiveness, boost trade, and encourage more Chinese investment in Cambodia and in the region. Such funding is estimated to reach \$1 trillion by 2020. This paper explains why Cambodia supports the China-proposed Belt and Road Initiative, why this initiative is significant for Cambodia's infrastructure connectivity development, and why it will further improve Cambodia's economic competitiveness.

2. **PHON**, Thaviden, Ritsumeikan Asia Pacific University, Japan

Title: A small state's foreign policy towards great powers: The case of Cambodia's foreign policy responses to United States and China rivalry

Abstract:

The development of the relationship between the two major powers United States and China is considered as the important factor of changing strategic environment. The significant growth of China's economy over the last three decades with the improvement of military capability which eroded the U.S.'s capacity to project its naval power in the region. Moreover; China and the United States strategic competition over maritime access for the interests in the region generates pressure

on South East Asia in general and also influence on Cambodia in particular. The current and future strategic challenges of the two major powers will shape Cambodia's current and future agenda for political reform, economic development, foreign policy and national defense. The situation of the competition of the two major powers made Cambodia facing in the very tough decisions in taking side between the superpowers and also in balancing its relationship with China and the United States that would not affect the interest of Cambodia. Furthermore; both China and the United States are very crucial for Cambodia in economic and security development since Cambodia supposed to gain more benefits from the rivalry of the two major powers. China to Cambodia is the kingdom's largest foreign investor and economic benefactor, while the United States has been the strongest supporter of social, economic, political development, democratization, trade, investment, regional security, civil society and most importantly on human rights. On the hands, besides taking sides for either of the two major powers, Cambodia also has been building up the relationship with other major powers and strengthening its position in regional and multilateral arrangements, such as Mekong Sub-Regional framework, and most importantly in ASEAN.

3. **TRAN** Tao Phuong, Ritsumeikan Asia Pacific University, Japan

Title: The Liancourt Rocks dispute: Territorial or historical dispute?

Abstract:

The conflict regarding sovereign claim on the Liancourt Rocks (*Dokdo* as called by the Koreans, and Takeshima as called by the Japanese) has long been considered as a territorial dispute between Japan and South Korea. However, the issue cannot be examined without considerable attention paid to the historical problems taking place between the two, and different points of view on war-time memories held by each nation. In other word, the problem over the rightful ownership on the Liancourt Rocks can be a matter of historical understanding and should not be separate from the study of historical animosity between Japan and South Korea. There are two reasons supporting for this argument. First, the deep-rooted problem around the dispute is originated from history, to be more precise, from the past annexation of the Japanese Imperialist on Korea. Every documents involved in the dispute lead to a further look in history[1]. Second, each country's assertion on the islets reflects their view on a historical part of time. To the South Korean, the subjugation of Japan on their territory remains a trauma and humiliation, hence the sovereignty of the Liancourt Rocks serves as an evidence for their complete freedom from the grasp of Japan[2]. To the Japanese, the claim on the islets is, similar to the worshipped warrior spirits in the Yasukuni Shrine or the exhibitions showing heroic stories of Japan's victory in the Russo-Japan war, a trophy, which evinces their pride as an once self-consciously imperial power of Asia.

4. **HOANG** Chi Khanh, Ritsumeikan Asia Pacific University, Japan

Title: Interdependence amid territorial disputes: A case study of Sino-Japanese and Korean-Japanese relations in the midst of disputes

Abstract:

For many decades, Japan has been involved in separate ongoing territorial disputes with two of its neighbors, the People's Republic of China and the Republic of Korea, over the Senkaku islands and Takeshima islands, respectively. Tensions and hostile confrontations arising from these disputes every few years have more than once strained Japan's relations with both countries over the years. However, in recent years, Japan has been building strong economic ties with both China and Korea, particularly in trade, investment, and import/export. This has as a result created a sense of economic interdependence between Japan and China, and Japan and Korea. This creates a rather interesting situation in which Japan seems to be balancing between asserting its claim on the disputed islands and maintaining close economic relations with the two countries involved in said disputes. This in turn begs the question of how these two aspects affect each other, and more importantly, coexist at the same time. Firstly, is the economic interdependence reigning the territorial conflict in and preventing it from escalating, or do the disputes impede progress in the developing economic ties? Secondly, how can Japan continue the coexistence of strong economic relations with China and Korea and the ongoing territorial disputes that seemingly show no sign of a clear resolution in the foreseeable future? Thus, this research utilizes the case study method to analyze each conflict case, along with a neoliberalist perspective of the complex interdependence theory, to examine this issue, with the aim to answer the aforementioned questions.

#### Panel Session 10 (11:00-13:00 D210)

##### *グローバル社会をめぐる文理の対話*

Chair: 秦 喜美恵 教授 立命館アジア太平洋大学 (日本)

発表言語 : 日本語 / Language: Japanese

1. 秦 喜美恵 立命館アジア太平洋大学 (日本) ; 田中 共子 岡山大学 (日本) ; 中野 祥子 山口大学 (日本)

Title: 多文化小集団の形成過程の分析とその応用 : 立命館アジア太平洋大学における FIRST プログラムを通して

留学生の増加に伴い、多文化小集団で学ぶ機会が多くなっている。多文化成員との関係性のあり方は、異文化滞在の質や学びの正否にも関わってくる。本実践研究の目的は、APUの初年次科目 First intercultural relations study trip (以下、FIRST) において、高いパフォーマンスを見せた多文化小集団が、機能的な学びの小集団として成長する過程とその要素の解明である。さらに、本研究で得られた知見を、他の科目における多文化小集団が、機能的な集団に成長するためには、どのような仕掛けや工夫が必要であるか、教育デザインの改善につなげることを目

的とする。研究の方法は、FIRST 参加者のうち、1 グループ 4 名への事後インタビューを実施し、その語りから、集団および集団成員への態度と認知に関する部分を抜き出し、時間経過に即して整理した。日にちごとに特徴を抽出して、文化的背景を異にする者同士が相互に理解と協力を進め、機能的な小集団となって課題を達成していく過程を分析した。そこから機能的な多文化小集団の形成を促す要素が、他の科目にどのように応用できるかを検討した。

## 2. 鈴木 羽留香 千葉商科大学（日本）

**Title:** 大学ランキング評価を事例としたデータ化が困難な大学特性の比較

本発表では、アジア太平洋地域における多様な大学の特徴を比較したうえで、機械判読が困難なデータ化しにくい特性を抽出する。背景としては、第一に、タイムズハイヤーエデュケーションとベネッセによって 2017 年に開発された、国際大学ランキングの日本版の事例が挙げられる。同事例では、画一化された大学評価では見えてこない、各国の大学事情の多様性に着目し、日本独自の大学教育の強みを発信するための指標づくりが実施された。本発表においても、こうした視点にもとづき、各アジア太平洋地域の特徴を活かした大学評価の在り方を模索することを目的とする。第二に、HR テクノロジー等の大学の出口の人事の自動化の動向を背景としてふまえ、データ駆動型イノベーション潮流への対応を視点として取り入れる。具体的には、地域学会で発表する大学評価に用いるデータベース基盤をもとに、そうした基盤上での機械判読が困難な大学の特徴をあきらかにする。大学評価の機械化を見越したうえで、自動化しきれない大学のよさを、アジア太平洋地域の多様な教育・研究の特徴から明確化する。大学評価において、機械と人との協働によって、アジア太平洋地域の多様なよさを大学評価にも反映させることで、国際ランキングなどをたんなる序列化としての競争ではなく、各国各地域の大学が機械の力を借りながら、ともに学び合える、生産的な大学間での対話基盤となることを目指す。

## 3. 黄 蘇萍 上海大学（中国）； 李 燕 立命館アジア太平洋大学（日本）

**Title:** 高速鉄道の影響による大都市圏イノベーションシステムの潜在力と影響要因

大都市圏イノベーションシステムの発展の現状から見ると、都市圏の経済・技術発展の中に徐々に空間構造を形成させる高速鉄道の開通は地域間の時間距離を短縮させる特性が地域空間の構図に重要な影響を及ぼす。空間的相互作用の潜在力モデルを修正して、中国揚子江大都市圏を例に、高速鉄道が開通した都市と未開通の都市のイノベーションの潜在力を推測する。実証分析の結果は、イノベーションの潜在力が高速鉄道の有無状態によってその差が大きく、そしてその差が地域によって違い、地域の空間距離が大都市圏イノベーションシステムの空間の構図にアンバランスをもたらしたと分かる。それでも、アンバランス空間の構図がわざと行政政策・計画によるものではなく、市場の力によるものだ。そして、それに基づいて経済レベル・インフラ・生活レベル・事業環境・産業・交通のアクセスをめぐって地域間の吸引指標を選定し、大都市圏イノベーションシステムに寄与する主要要因を分析する。その上で高速鉄道ネットワークの影響を利用した大都市圏イノベーションシステムの形成を促進する対策を提案する。

#### 4. 村雲 和美 筑波大学（日本）

**Title:** 日本における外国人看護師受入れの現状と課題—経済連携協定で来日するインドネシア人看護師候補者を事例に一

本報告では、身近な問題としての人口減少と外国人労働者について、日本の事例を紹介する。現代日本において人口減少に伴う労働力不足のため外国人労働者を受け入れる選択をして行くのか、今後の方向性を議論したい。紹介する事例として、経済連携協定（EPA）で来日するインドネシア人看護師に焦点を当てて報告したい。今年で受入れから 10 年を迎えたことから、10 年間の変遷をもとに課題を考察する。日本と二国間協定で「人の移動」が施行されているのは三ヶ国のみである。相手国はインドネシア（2008 年より開始）、フィリピン（2009 年より開始）、ベトナム（2014 年より開始）である。加えて、「看護」の分野では 2008 年まで外国人労働者の受入れが行われておらず、国家主導の政策として特殊性を主張したい。人口減少というグローバルイシューと向き合うため、社会の一員として日本で暮らす外国人労働者の今後の展望を検討する。

#### 5. 大橋 佑 同志社大学大学院（日本）

**Title:** アジア諸国におけるカタストロフィの集合的記憶形成に係る一考察—防災教育の開発とトラウマ的記憶緩和の両立に向けて

巨大災害発生後の多くの場合において、被災後社会では PTSD の発症が確認されており、時間の経過とともに地域住民が「出来事」に対して意識的に向き合い、また記憶を主体的に継承していくことは困難となる。一方そうした住民の意識状態とは対照的に、外部援助機関等の防災教育普及に向けた活動により、被災後の地域社会はさらなる災害リスクの軽減に活用するため、被災体験とトラウマ的記憶を個々の内面から表出・共有し社会化させていくことが求められており、被災体験と記憶を巡りある種の交錯、矛盾した構造が生まれている。巨大災害のリスクが増大する 21 世紀、過去の被災体験と記憶を防災教育として活用しつつ、如何に PTSD に起因する「伝承の困難性」に配慮していくか、スマトラ島沖地震（インドネシア）、東日本大震災（日本・東北地方）、巨大台風「ヨランダ」（フィリピン）の事例研究に基づき本報告で議論を行う。

### Panel Session 11 (14:20-16:20 D201)

#### ***Security in East Asia (I)***

Chair & Discussant: Professor **SATO** Yoichiro, Ritsumeikan Asia Pacific University, Japan

##### 1. **PRASAD**, Nidhi, Aoyama Gakuin University, Japan

Title: From stakeholders to stabilizing powers: India and Japan in the Indo-Pacific

Abstract:

Nations in the Asia-Pacific region are grappling with an uncertain security environment that lacks the structure or predictability that existed during the Cold War. China's economic and military outreach has penetrated and transformed the geopolitical landscape of the region. In 2013 India woke up to news of Chinese submarine deployments in the Indian Ocean, Japan was threatened by China's declaration of an Air Defense Identification Zone over the disputed Senkaku/Diaoyu islands in the East China Sea and South East Asian nations were concerned by the reclamation of artificial islands by China in the South China Sea. Since then Asia's small and middle powers have been caught between an assertive China, their largest trading partner and their capricious security ally, the United States. These nations have to prioritize between economic development and national security and ensure that the trade-off doesn't jeopardize regional peace and security. By drawing on literature on middle powers during power transition, this paper seeks to analyze the behavior of India and Japan in the newly defined landscape of the Indo-Pacific. This paper argues that India and Japan since becoming 'Special Strategic Partners' in 2014 and articulating a joint 'Free and Open Indo-Pacific Strategy' in 2016 are moving from being 'stakeholder nations' to 'active stabilizing powers'. Hence in contrast to their traditional middle power roles during the Cold War, India and Japan are not simply balancing or bandwagoning, neither are they impassive 'rule takers'. This new development warrants attention as the future of a multipolar region lies in the ability of India and Japan to firstly, present alternatives to other Indo-Pacific nations that can't afford to maneuver in the present system and secondly, as a consequence, change local realities in order to influence dynamics at a strategic level.

2. **PALMER**, D'Arcy, Ritsumeikan Asia Pacific University, Japan

Title: Security strategies of Southeast Asian states: Neutrality, the rise of China and the influence of U.S. regional alliances

Abstract:

The Southeast Asian region presents a challenging security situation for each state in the region as they seek to chart a path between the United States and its established regional alliance structure on the one hand and a rising China crafting its own regional role on the other. This thesis intends to examine the security strategies and preferences of the Southeast Asian states, as these states look to maintain a policy of neutrality towards the two regional powers. For those states that face an external threat from one of these powers (in this case, China), the policy preference will still be to maintain said neutrality while in action attempting to secure the necessary security goods to defend against any aggression. Such a state will likely avoid having to make the choice of balancing against such a threat by seeking multiple partners who can provide security goods, with the belief that if they seek to obtain security goods from multiple partners they can maintain their neutrality while strengthening their national defense. However, given that many of the states that can provide security goods are themselves already aligned with one of the regional powers (in

this case, the United States), states seeking to preserve their national security in this manner will see their alignment shift toward one power regardless of whether that was the intent of the state.

3. **FUNG, Ka Shing** Calvin, Waseda University, Japan

Title: Changing views about security? Comparing Vietnam, the Philippines, and Singapore's perceptions about ASEAN and China in the context of South China Sea disputes in the post-Cold War era

Abstract:

The destabilizing tensions surrounding the South China Sea had drawn much academic attention about the Great Power rivalries between the "assertive" China and the "rebalancing" America, leaving another major player, the Association of Southeast Asian Nations (ASEAN), sidelined. Critiques often argued that ASEAN's disagreements over the handling of the disputes had proven the ineffectiveness of the organization. This article tries to challenge against this viewpoint by looking at the socializing power of ASEAN, which some members' interests and perceptions appeared to have converged due to the sustained process of social learning. This did not only affect the dispute claimants, i.e. Vietnam and the Philippines, but also other non-claimant states, including Singapore. To demonstrate how these changes took place, this article is going to compare the narratives and actions pursued by Vietnam, the Philippines, and Singapore in the South China Sea disputes during 1990s with the recent case (2009-2016).

4. **RACHMAN, Muhammad** Aulia, Kyushu University, Japan

Title: The involvement of the Organisation of Islamic Cooperation in Muslim-minority related conflict mediations in Southeast Asia (working paper)

Abstract:

The Organisation of Islamic Cooperation (OIC) occupies a rather unique space as an intergovernmental organization (IGO) based on Islamic religious identity. It consists of sovereign states bound to the UN principles, yet it also claims representation over the interest of Muslim people regardless of state borders. This project takes a look at how OIC involves itself in conflict mediations concerning Muslim-minorities in Southern Philippines, Southern Thailand and Western Myanmar, three non-member states in Southeast Asia. With less than half countries there having majority Muslim population, and it being outside the main part of the Ottoman Empire—often regarded as the old Muslim world, a focus on Southeast Asia could highlight the unique feature of OIC as a non-traditional IGO. This project tentatively concludes that OIC managed to establish a presence in the region, having entered into working relations with all three countries on issues, which might otherwise be their domestic affairs. It does not mean, however, that OIC manages to have whatever it wants there; nor that such level of acceptance towards OIC can just be generalized elsewhere. In-depth input on how OIC operates on the ground in all three cases is still needed to further develop the case.



Panel Session 12 (14:20-16:20 D202)

***Trends in higher education***

Chair: Professor **PROGLER**, Joseph, Ritsumeikan Asia Pacific University, Japan

1. **BLACKWELL**, James, Ritsumeikan Asia Pacific University, Japan

Title: Implementing a quality assurance framework in language education programs

Abstract:

This presentation explores the concept of quality assurance (or QA) and its application to university language education programs. It begins by exploring the definition of QA and related concepts such as external QA, internal QA and Assurance of Learning (AOL). To illustrate the application of QA policies, it provides examples of QA from leading universities abroad and from organizations involved with overseeing educational policy in countries and regions such as Australia, Japan and the European Union. It then goes on to consider the relationship between QA and the related notion of quality culture, a term used to refer to the shared values, beliefs, expectations and commitment towards quality in institutions as well the processes aimed at enhancing quality in them. Considering the relationship between QA and quality culture, it takes the position that formal and structural measures for implementing quality assurance cannot lead to higher quality in educational outcomes within institutions of higher education unless attention is also given to developing a quality culture. Finally, it reports on efforts to develop a quality framework at Ritsumeikan Asia Pacific University (APU) as part of the Top Global University (or SGU) project and offers recommendations on methods for addressing the issue of quality in language education programs at APU and in other institutions.

2. **ROTHMAN**, Steven, Ritsumeikan Asia Pacific University, Japan

Title: Immigration through soft power resources: Educational institutions and attractive power

Abstract:

This essay argues that soft power resources in education are important for attracting individuals to migrate between countries and assimilate to the new language and culture of the new location. Japan faces a demographic crisis in the coming years with a dwindling population and a very large aging population. However, Japanese government administrators have expressed reluctance to deal with immigration reform directly due to domestic opposition and a high degree of cultural homogeneity. Instead, the Japanese government and private actors use one of Japan's important soft power resources, education, to bring individuals from abroad in order to assimilate them to the culture and language for long term work and life in Japan. Japan's attempts to utilize soft power resources in its educational system have provided mixed results dependent on the target population. Japan has successfully attracted individuals into fields related to higher education

much more so than skilled labor programs. This essay discusses the importance of educational soft power resources in Japanese strategy to increase educated working population that is assimilated to Japanese language and culture. After reviewing the literature on soft power and the importance of soft power in Asia, the essay examines three cases of Japanese educational soft power - the JET Programme, the caregiver training program, and internationalization of university programs. In addition to suggestions that Japan is more successful attracting higher educated individuals seeking higher paying employment rather than skilled labor through these programs.

3. **MEDLEY**, Nicholas, Ritsumeikan Asia Pacific University, Japan; **STILP**, Lance J., Ritsumeikan Asia Pacific University, Japan; **MIZUKURA** Ryo, Ritsumeikan Asia Pacific University, Japan

Title: The trend toward content and language integrated learning: A crossroads of language, content and motivation

Abstract:

Universities in Japan are making a push to incorporate more Content and Language Integrated Learning (CLIL) materials. This presentation will report on the current trends in CLIL at the university level and on our progress introducing CLIL at the language center. Using content materials developed in 2016, incoming first-year students received content-integrated learning modules at the CEFR A2/A2+ level. Two topics were selected from the colleges represented at the university: Marketing (Asia Pacific Management) and Environmental Studies (Asia Pacific Studies). Student surveys and focus group data indicate that students not only prefer content-related materials to regular textbook topics, they are also more motivated and interested in taking English as Medium of Instruction (EMI) courses outside the language center. However, students continue to struggle in using English as a medium for expressing key concepts and discussing critically. This anxiety leads to doubts and disengagement of learning in English medium courses. The presentation will conclude with a discussion of these challenges and the future of CLIL at Japanese universities.

4. **BJÖRN**, Kari, Metropolia University of Applied Science, Finland

Title: Trends in European higher education area and massively open online courses: A Nordic perspective to Asia Pacific co-operation in engineering education

Abstract:

The European Higher Education Area (EHEA) today is a result of a common political will of 48 countries who share same values and principles concerning the higher education institutions and students mobility. From its initial form EHEA principles have been more widely adopted internationally than its origins could have suggested. The birth of the EHEA and the institutional background of the two main institutional development lines of the European university systems

are briefly introduced. The third main development line through mass growth towards globalization of the university system is then introduced. One of the strong phenomena shaping the future of the traditional university operating principles is the Massively Open Online Courses (MOOCs). The paper analyses these long trends from a Nordic perspective. EHEA principles have been successful and they have been implemented widely, including degree structures and level definitions in order to enable staff- and student mobility. This unification challenges the Asia Pacific region to either adapt to EHEA at individual education system level, isolate by ignoring it, or increase coherence of educational systems within the AP region itself. From Nordic perspective the rise of discussion on 21st century skills and major initiatives, such as CDIO in engineering education enhance the divergence of the EHEA at institutional level into research universities and applied science universities. The paper discusses practical experiences of co-operation of Finnish applied science universities and Japanese *kosen* at Bachelor level degree level. The main challenges are in the areas of flexible curricula and timing. MOOCs and their acceptance and the overwhelming power of technically valid content challenge both European and AP educational systems in areas of language, culture and true applicability as a tool to develop actual working life skills.

Panel Session 13 (14:20-16:20 D203)

***Cultural values and well-being***

Chair: Assistant Professor **DE GUZMAN**, Rowena Placer, University of the Philippines, Philippines

1. **GHOTBI**, Nader, Ritsumeikan Asia Pacific University, Japan

Title: Cultural values influence the attitude of Chinese, Japanese and Korean college students towards cosmetic surgery

Abstract:

There are large differences in the frequency and types of cosmetic surgeries performed among the world countries. Although availability, access, cost and affordability each play a role in the observed differences, we tested the hypothesis that sociocultural and moral values influence the level of acceptance of cosmetic surgery, too. In 2015, we collected the views of 206 college students in an international university in Japan to compare the views of Japanese students (n=114) towards cosmetic surgery with those of South Korean (n=37) and Chinese (n=55) students. There was an overall ‘negative’ attitude towards cosmetic surgery among Japanese (63%) and Chinese students (74%), compared with a ‘positive’ attitude among Korean students (72%), that was statistically significant (Chi-Square value of 19.477). A qualitative analysis of the students’ comments suggests that the negative view of Japanese students towards cosmetic surgery was

associated with the values of respect to parents, naturalness, concern for safety and health (rather than appearance), modesty, and preserving one's individuality. On the other hand, Korean students mentioned the values of beauty, autonomy, utility (job opportunities, social relations), popularity, and perceived safety as reasons for their positive attitude towards cosmetic surgery. The negative view of Chinese students was mainly associated with the value of respect to parents and preserving the inherited characteristics as well as avoiding the perceived risk of surgical procedures. Interestingly, students' gender had no statistically significant influence on their positive/negative attitude and/or acceptance of cosmetic surgery ( $P$  value  $> 0.05$ ). The finding of significant differences in sociocultural and moral values for and against cosmetic surgery suggests that cultural differences may explain the varying attitudes and thus some of the differing rates of cosmetic surgery between the countries.

## 2. **YUKAWA** Hirohisa, Miyazaki Gakuen Junior College, Japan

Title: How Japanese religious people's degree of happiness changed after the Great East Japan Earthquake?

Abstract:

After the Great East Japan Earthquake, Japanese people's views of life and death had changed quite dramatically. No one can predict who could survive and who would die. Some might think life is unpredictable and start to feel depressed. Others might reevaluate the importance of family or community tie and start to think that just living an ordinary life itself is valuable. Here, I am going to discuss how Japanese people's, particularly religious people's degree of happiness changed after the Earthquake.

According to Uchida, Takahashi, and Kawahara (2013), although young Japanese people's hedonic happiness decreased after the earthquake, eudaimonic happiness actually increased when they thought about the disaster. This could be due to their life view change to reevaluate the importance of ordinary daily life. On the other hand, as Roemer (2010) discusses, those who are devoted to a religion have higher happiness level, and higher resilience than those do not devote to any religion. Then, for those devote to a religion, the level of decrease in hedonic happiness could be lower than those who do not devote to any religion, and the level of increase in eudaimonic happiness could be higher than those who do not devote to any religion.

By using JGSS 2008 and 2012 data, I am presenting changes in hedonic happiness level and eudaimonic happiness level of Japanese people.

I am in the process of analyzing the data, and it looks that the decrease level on hedonic happiness of those who devote to a religion is lower than those who do not have any religion.

## 3. **BAAS**, Michiel, National University of Singapore, Singapore

Title: Muscular India: Fitness, bodybuilding and the changing Indian urban landscape

Abstract:

In recent years the number of gyms in urban Indian have witnessed an explosive growth; a development closely connected to the dramatic increase in visibility of men with lean, muscular bodies in public space and popular media. This paper is particularly concerned with how the 'building' of such bodies relates to a rapidly changing Indian urban landscape. Building on extensive ethnographic fieldwork in a small neighborhood gym in South Delhi as well as interviews with gym trainers, bodybuilders and fitness enthusiasts across India, this paper draws upon a mobilities framework in order to understand how bodies relate to urban space, especially when the context is infused by notions of 'newness', 'change' and 'growth'. The paper suggests that mobilities need to be thought of as having both material (physical) and immaterial (social, cultural) dimensions. The material/physical here relates to India's urban landscape, which is associated with the emergence of a new Indian middle class and concomitant spaces of leisure and consumption. Gyms need to be located within this context not just in terms of their physical location but also for the kind of social and cultural mobility that they facilitate especially within a middle class context. As fieldwork revealed, the (lean, muscular) body is often thought of and utilized as vehicle for this kind of mobility. By exploring a number of specific case studies this paper will show how gym/personal trainers make use of their (lean, muscular) body to diminish social distance between themselves (generally of lower middle class backgrounds) and their (upper middle class) clients. This will be situated within the context of India's rapidly changing urban landscape, which in more general terms has the capacity to alter entrenched socio-economic markers of difference.

Panel Session 14 (14:20-16:20 D204)

***Challenges of urbanization***

Chair: Professor **Haidar**, Ali, Ritsumeikan Asia Pacific University, Japan

1. **Haidar**, Ali, Ritsumeikan Asia Pacific University, Japan; **Hirai** Tatsuya, Ritsumeikan Asia Pacific University, Japan

Title: Councilors or the community: A study of commitment of council officers of the Oita Prefecture, Japan

Abstract:

Council officers as public servants face a clash in their focus of commitment. Law requires them to be committed to the community. But they are positioned in a hierarchic relationship in councils where they work as subordinates of elected councilors. In actual practice to who are they committed: to the community or to the councilors? In order to find an answer to this question, this study adopts an analytical approach that combines multi-focus and the multiple bases of managerial commitment approaches. A survey was sent to all the senior council officers in the

municipalities of the Oita Prefecture. It was found that most council officers are committed to the community.

2. **JAYASURIYA**, Sisira, Monash University, Australia; **AFZAL**, Aneela, University of Arid Agriculture, Pakistan

Title: Globalisation, urbanisation and rural transformation: The case of Pakistan

Abstract:

The developing countries in Asia, the world's most dynamic growth region, have been undergoing rapid growth and dramatic structural and demographic transformations in recent decades as countries embraced globalisation and adopted outward oriented economic policies. Nearly a billion people have been lifted out of poverty, the population suffering undernourishment has halved, life expectancy has increased, and other notable successes have been achieved in education, health, and environmental sustainability.

As rural economies integrate with urban and foreign markets, rural communities face both huge opportunities and severe challenges. The share of agriculture in GDP falls, urbanisation accelerates, and unprecedented pressures are exerted on the natural, economic and social environments of rural societies. While rising incomes, urbanisation and the growth of an affluent middle class increases demand for agricultural produce, these growing markets also demand better quality, better packaging, better storage and transportation. Openings to new markets are a two way street; they bring not only new opportunities but also competitive threats. Foreign firms enter these markets, sometimes as potential partners, bringing capital, technology, knowhow and access to new markets but sometimes as competitors threatening the hold of traditional local suppliers in domestic markets. To avoid widening rural-urban disparities and deepening inequalities across many dimensions, agriculture must modernise.

In this paper, we examine the case of Pakistan, where despite huge intrinsic potential, agricultural performance has been lack lustre in recent years, with stagnating productivity, thereby entrenching serious inter-sectoral, spatial and gender disparities, in a context of socio-political instability, low investment in human capital, and poor macroeconomic performance. However, there are important positive developments that offer hope for the future. We identify key policy challenges and constraints and offer some recommendations for policy action.

3. **MAGSINO**, Marifi, University of the Philippines, Philippines; **VELASCO**, Ma. Theresa H., University of the Philippines, Philippines

Title: Communication strategies on solid waste management: Materials recovery facility in Teresa and Morong, Rizal, Philippines

Abstract:

This study sought to: 1) describe the collaborative projects on SWM-MRF in Teresa and Morong,

Rizal; 2) determine the communication strategies and approaches used in the implementation of the collaborative projects on SWM-MRF in Teresa and Morong, Rizal; 3) analyze how the communication strategies and approaches implemented in the collaborative projects contributed to the success or failure of the SWM-MRF in Teresa and Morong, Rizal; and 4) determine the components of a workable communication strategy in the implementation of a collaborative project on SWM-MRF.

Key informant interviews were conducted with LLDA staff and the Municipal Environment and Natural Resources Officers of the LGUs of Teresa and Morong while a focus group discussion was held with some members of the Sangguniang Barangay. Moreover, secondary data such as the solid waste management plan, sample IEC materials, and records from LLDA and the LGUs were also analyzed.

Findings showed that the municipality of Teresa was successful in implementing its Solid Waste Management Program (SWMP), which included having a Materials Recovery Facility (MRF) for the LGU and for its nine barangays. On the other hand, the municipality of Morong also implemented its Solid Waste Management Program and MRF but did not achieve its objectives. It encountered several issues and challenges that hampered the implementation of the project.

The use of communication strategies and related approaches contributed to the success of SWM-MRF implementation in Teresa while the lack of the same hampered SWM-MRF implementation in Morong. The components of this strategy include: 1) environmental governance; 2) continuous messaging; 3) strong networking with partner organizations; 4) multi-channel approach; 5) capability building/training; 6) continuous monitoring; and 7) strengthened community communication.

4. **ETRATA**, Antonio, Jr., University of Santo Tomas, Philippines; **MONTEMAYOR**, Conrado P., University of Santo Tomas, Philippines

Title: The relationship between microinsurance and social protection: A basis for sustainability model of vulnerable communities in the Philippines

Abstract:

The provision of social protection that will reduce the risk exposures of vulnerable communities in the Philippines has remained a major challenge of the Government. This gargantuan responsibility is coupled with the limited and/or unresponsive insurance products that will reduce the effects of unforeseen or catastrophic events to the lives, properties, and source of income of these vulnerable communities of the society. This study will examine the role of microinsurance as a social protection intervention that will promote sustainability among the vulnerable communities in the Philippines. A survey questionnaire will be used to gather data, which will be distributed to 600 respondents who are insured with microinsurance product/s. The results will be tested using structural equation modeling (SEM) with the use of AMOS version 24.

*Keywords:* microinsurance, social protection, sustainability, vulnerable communities

Panel Session 15 (14:20-16:20 D205)

**Marketing**

Chair: Emeritus Professor **COOPER**, Malcolm J. M., Ritsumeikan Asia Pacific University, Japan

1. **FUJII** Seiichi, Ritsumeikan Asia Pacific University, Japan; **KAWAKAMI** Tomoko, Waseda University, Japan; **NAKAMURA** Tomoya, University of Fukui, Japan; **LEE** Geunhee, Ritsumeikan Asia Pacific University, Japan

Title: The creative activities for innovative products in Japanese firms

Abstract:

Radical innovation like sustainable products that are required for the resolution of climate change is treated in many firms. Shane, Venkataraman and Macmillan revealed that national culture effected to the preferences of creative activities (1995). They especially discussed the relationship between project champion and 3 national cultural aspects, individualism-collectivism, high power distance-low power distance and uncertainty avoidance-uncertainty acceptance. Nevertheless, empirical evidence from Asian countries is still limited (e.g., Burgelman, 1983; Howell and Higgins, 1990; Engelen, Brettel and Wiest. 2012).

In order to fill these research gap, this study has developed a conceptual model to investigate a role of project champions for successful radical product development and empirically tested the model using the data collected from senior managers in Japan. Extant research about Japanese companies are mostly case-based studies on such companies as Toyota, Honda, Sony etc. and lacks quantitative survey-based studies with few exceptions in new product development in general, even fewer for champions specifically.

The model hypothesized the positive relationships between 1) project champion, 2) risk-taking organization culture, 3) new product development (NPD) stage fluidity, 4) product radicalness, and 5) NPD outcomes. The results of analyses show that the existence of project champion enhances the level of product radicalness and NPD outcome directly and indirectly while it didn't affect risk-taking organization culture. Furthermore, although NPD stage fluidity is strongly associated with the existence of project champions, it doesn't necessarily improve NPD outcomes.

2. **HWU** Tian-Jong, National United University, Taiwan; **HWANG** Junne-Ning, National United University, Taiwan

Title: Impact of service quality, product quality and price sensitivity on customer satisfaction and loyalty in Taiwan pet funeral service industry

Abstract:

In recent years, Taiwan has still been a situation with the emerging era of aging and low fertility



society. Then there are raising the global trend and treating pets as members of family prevailed. Because of the intimacy relationship between owner and pet, pet owners would like to celebrate their pet's life with a memorial or funeral service when their pet dies. To comfort pet owners for their sadness of losing beloved pet, funeral service industry emerges and funeral service providers try their best to offer high quality service. However, what kind of services would satisfy customers is always a crucial issue for service providers. That is to say, the satisfaction and loyalty of customers is the decisive factors for this kind of service. This study aims to explore the factors affecting pet owners' satisfaction on pet funeral service.

The results of the paper first discuss the relationship between service quality, product quality, price sensitivity and situational factors on customer satisfaction. The service quality, product quality, price sensitivity and situational factors are positive effects on satisfaction. The degree of ranking by the size of the situation factors, service quality, product quality and price sensitivity.

The second part analyzes the influence degree of the situation factors on the quality of consumer service, product quality and price sensitivity, and the degree of influence is sorted by price level, price quality, service quality and product quality. It can be learned that when consumers are in situational factors under the influence of interference for the pet funeral industry's choice: first pay more attention to the price, followed by services, and then for the product.

Finally, the analysis of customer satisfaction on customer loyalty, the positive impact of the results, we can see that when the consumer for the pet funeral industry to provide services and products more satisfied, that is, the higher its loyalty.

### 3. **KANAI** Shusuke, Ritsumeikan Asia Pacific University, Japan

Title: The strategy of Japanese small local cinemas: Discussion of the customer value

Abstract:

Total box office revenues of Japanese film industry have been stable or even slightly increasing for the last decade or two. However, if we look into the details, we notice that multiplex cinemas have been lucrative and increasing in the number of the site, while small sized cinemas in local cities struggling to make ends meet and decreasing in its number. It is relatively easy to point out some advantages for multiplex cinemas against small local cinemas, such as huge advertising budget, preferential screening of major studios' films, or flexible choice of different sized screens. While multiplex cinemas have been thriving, it is also true that there are some small local cinemas making profits for a long time, though the number of such cinemas is limited. Why can certain kinds of small local cinemas have been competitive in the marketplace?

It is generally believed that businesses can be competitive when they can provide unique customer value, which others cannot. In fact, the field surveys conducted by the researcher from 2014 to 2017 revealed that successful cinema business is attributed to the capability of providing unique customer value, which is created through the interaction between the management of the business and its customers (Vergo, 2004; Prahalad and Ramswamy, 2004).

This presentation is the first stage of the 3-year project to find out the mechanism of unique customer value creation of small local cinemas in Japan, focusing on exploring and evaluating previous studies on the subjects of cinema management and customer behaviors of cinema goers. It is the crucial foundation and intriguing aspect in the whole project.

4. **CHAICHINARAT**, Pichaipat, King Mongkut's Institute of Technology Ladkrabang, Thailand  
Title: The study of customer's satisfaction with services quality in Suzuki Motor (Thailand) Company Limited

Abstract:

The purpose of this research is the Study of Customer's Satisfaction with Services Quality in Suzuki Motor (Thailand) Company Limited. The researcher focus on the satisfaction of service quality and compare satisfaction of service quality in Suzuki motor (Thailand) Co., Ltd were classified by 537 people received a multi-stage random sampling ; gathered from the customer feedback to the Service Center of the Suzuki Motor company. The researcher uses a 5 point rating scale questionnaire, consisting of five dimensions; tangibles, reliability, responsiveness, assurance and empathy. The statistics used in this research consists of the percentage, mean, standard deviation, the test of hypothesis was carried out using the t-test ANOVA. The results of the research shows that; 1) The Customer's Satisfaction with Service Quality in Suzuki Motor (Thailand) Company Limited related at the need of customers service is higher level. ( $\bar{x}=4.374$ ,  $SD.=0.449$ ), The variable of five dimension was the tangibles ( $\bar{x}= 4.337$ ,  $SD.=0.481$ ), reliability ( $\bar{x} = 4.374$ ,  $SD.=0.507$ ), responsiveness ( $\bar{x} = 4.406$ ,  $SD.=0.476$ ), assurance ( $\bar{x} = 4.373$ ,  $SD.=0.546$ ), and the empathy ( $\bar{x}=4.378$ ,  $S.D=0.531$ ) 2) The comparing of Satisfaction with Services Quality in Suzuki Motor (Thailand) Company Limited related to and gender, age, education, income level, occupation at the gender of the persons they focus on the satisfaction of quality service. Male has quality service more than woman. The Customer's who are different level of education, quality satisfaction, income and occupation that they had different satisfaction quality service.

5. **CHIU**, Jason, University of Santo Tomas, Philippines; **CHIU**, Candy, Wenzhou-Kean University, China; **BOOL**, Nelson C., University of Santo Tomas, Philippines

Title: Understanding customers value perception and trust on mobile banking services in the Philippines

Abstract:

The Philippines is ranked as the most SMS intensive country in the world since 2007 by Wireless Intelligence, and now mobile devices in the country are used for more formal financial services such as mobile banking. The aim of this paper is to explore customer value perceptions in mobile banking towards creating value for adopters in the Philippines. The data were collected from both

qualitative and quantitative method. First, the study tested the model of Means-end theory using in-depth interview approach to understand the hierarchical representation of how bank customers view the value of mobile banking. Second, Hayes' Process Marco was used as a statistical tool to test the direct and indirect effect of antecedents of exploratory trust on customers' behavior to use mobile banking. The findings show that the prevailing responses of adopters of mobile banking asserted that exploratory trust played a significant role in the adoption of mobile banking. The results also describe customers' positive perceptions (convenience, efficiency, and ease of use) and customers' negative perceptions (privacy and security).

*Keywords:* mobile banking, exploratory trust, Philippines, online banking, behaviors, convenience, privacy, security, ease of use, efficiency

#### Panel Session 16 (14:20-16:20 D206)

#### ***Managing heritage and nature-based tourism sites in Asia Pacific: Assessing current trends and challenges, and seeking solutions***

Chair: Associate Professor **JONES**, Thomas E., Ritsumeikan Asia Pacific University, Japan

Panel abstract:

Although the 'economic miracle' of rapid development in Asia-Pacific has been well documented, little research focuses on the accompanying 'environmental miracle' that is now required. The region contains over 8,600 protected areas, and 20% of all UNESCO World Heritage sites, yet English-language reference material remains conspicuous by its absence. This panel seeks to address that gap by focusing on an important sub-category – nature-based tourism (NBT) to protected areas. Through transnational analysis, the aim is to generate a holistic understanding of the governance, emerging trends and challenges via investigation of management mechanisms at protected areas and NBT sites across the Asia-Pacific region. The panel runs in tandem with a co-edited book project that consists of two sections; i) a conceptual framework; and ii) a compilation of case studies. This panel will contextualize the latter, drawing on applied examples from 4 countries (China, Japan, Malaysia, Taiwan) that represent different stages of the development spectrum. The aim of the workshop is thus to pilot test the comparative criteria by drawing on the following case studies: ① Disaster prevention education and tourism resources for reconstruction at Aso Kujuu National Park (Japan) that has faced multiple disasters including earthquakes, volcanic eruptions and flooding; ② Recreational use, visitors' preference and contingent valuation of urban forest parks via the case study of Fuzhou National Forest Park (PR China); ③ Perceptions of quality of life (QOL) and recreation education in Yushan National Park (Taiwan); ④ A longitudinal investigation of mountain climbing incidents in the North Japan Alps (Chubu Sangkau National Park); ⑤ Comparing climber demographics and awareness of UNESCO World Heritage Site (WHS) status at Mount Fuji (Fuji-Hakone-Izu National Park) and Mount Kinabalu

(Malaysian Borneo); ⑥Tourism Area Life Cycle (TALC) analysis of Jiuzhaigou Valley WHS's development. The cross-cutting panel includes participants of 5 different nationalities and every stage of academic career from post-graduate student through to Professor They will gather from universities around Japan and across the Asia-Pacific region to exchange best-practise management models for protected areas and NBT. The panel combines theoretical and practical approaches, providing insights for research in fields as diverse as tourism economics, landscape architecture, cultural anthropology, and public policy.

1. **MACHIDA** Reiko, Tokyo University of Agriculture, Japan

Title: Disaster prevention education and tourism resources for reconstruction at Aso National Park

Abstract:

Aso National Park suffered many recent natural disasters such as the Kumamoto earthquake (April 2016), the northern Kyushu torrential rain (July 2012), and the eruptions of Mt. Aso (September 2015, October 2016). In Aso National Park, grasslands maintained by people's activities since ancient times, such as burning, grazing and planting grass, have become a tourist attraction. During disasters, local communities brought together by the grassland maintenance and management activities helped the local residents to survive. Also, the Aso village where the damage was greatest in the Kumamoto earthquake also hosts the custom of ancestors interpreting nature, such as "Gods split the mountains enabling humans to start paddy field cultivation." In this research, literature survey and interviews conducted into the knowledge and customs born from coexistence with volcanoes and nature in the Aso area were used to evaluate materials for disaster prevention education and tourism resources for reconstruction.

2. **CHEN** Bixia, University of the Ryukyus, Japan

Title: Recreational use, visitors' preference and contingent valuation of urban forest parks: A case study in Fuzhou National Forest Park, China

Abstract:

This study examined the use pattern and assessment of urban forest park in Fuzhou, South China. The monetary value was gauged by the contingent valuation method using a payment card approach. A questionnaire conducted in November 2015 and January 2016 interviewed 249 face-to-face park visitors. A majority of respondents visited the urban forest park, accompanied by other family members on the weekend and most stayed for half a day. The respondents assessed the natural/cultural resources and landscape (air, water, vegetation, etc.) as the most satisfying, while facilities (parking lot, transportation to the park) and service (interpretation, crowdedness) were found the least satisfying. Approximately half of the respondents were willing to pay to improve forest park management. The mean willingness-to-pay (WTP) was estimated to be RMB 13.55 (equivalent to USD 1.97). The finding that income had no significant influence on WTP

implies that recreational use of the forest park is a basic need for Fuzhou residents. In addition, Respondents' satisfaction of forest park facilities and service significantly influenced their willingness to pay for forest park improvement. It is suggested that resting facilities, such as benches and tables and food service, should be improved, and environmental education program should be developed to increase forest park visitation and usage satisfaction.

3. **LI** Chieh-Lu, National Dong Hwa University, Taiwan; **BAGKALL**, Haivangang, Yushan National Park Administration, Taiwan

Title: A comparative study of quality of life: The case of Yushan/Jade Mountain hikers in Taiwan

Abstract:

Perceptions of quality of life (QOL) are one of the major psychological needs that people have long pursued, and it might result, in part, from participation in recreational activities such as mountain hiking. Mountain hiking improves hikers' QOL and is one of the important contributors in outdoor recreation and tourism. The purpose of this study was to explore the differences in QOL of Yushan hikers who were from different travel distance, living region, hiker group composition and socioeconomic status (SES, including age, gender, ethnicity, education, income and employment) in Taiwan. Yushan hiking trail in Yushan National Park was the study site. Yushan/Jade Mountain with 3,952 meters in elevation is the highest mountain in Taiwan. The Yushan hiking trail is among the most popular hiking routes, normally needing two days' hike from trail head to the summit. In 2015, on-site surveys were conducted at the Paiyun lodge, with 3,402 meters in elevation, the last lodge where hikers stayed before climbing the Yunshan summit. Overall, 234 valid surveys were obtained. The results revealed that there were QOL differences regarding hikers' travel distance, living region, hiker group composition and SES. The findings have implications for outdoor recreation and tourism management. For instance, this study found that the shorter the hikers' travel distance to Yushan, the higher the perceived QOL among hikers. Therefore, managers are encouraged to provide more mountain trails information closer to hikers' living places to encourage more mountain visits and thus enhance hikers' QOL. The finding from the age and income analysis, on the other hand, raises a social equity issue among mountain hikers. Discussion and suggestion for future research of this line are also provided.

4. **KOBAYASHI** Akihiro, Senshu University, Japan; **JONES**, Thomas E., Ritsumeikan Asia Pacific University, Japan

Title: An investigation of summer and autumn mountain climbing incidents in the North Japan Alps 2004-14

Abstract:

From 2004 to 2013 the number of climbing-related incidents across Japan's mountains increased by 64%, and fatalities by 20%. This paper amalgamated prefectural police incident reports to

investigate these trends and make suggestions for targeted risk communication. The study site, the North Japan Alps, comprises 1,743 km<sup>2</sup> that spans four prefectures (Gifu, Toyama, Nagano and Niigata) but the latter was excluded due to a small sample size. Climbing season was defined as 20 June - 31 October, and a total of 2219 incidents were compiled from prefectural police incident records (2004-2014) transcribed into a database of accident variables (date; hour; weather; location; trigger; gender; age; cause; extent of injury etc). Despite some limitations, including minor variations in record-keeping procedures, the longitudinal data revealed clear trends in climber incidents. The number of incidents increased from 2004 (n=134) to 2014 (n=255). The summer peak (1-20 AUG) accounted for 34%, and the Yari-Hodaka range 29% of all incidents respectively. The most frequent trigger factor was trips, accounting for 31% of all incidents, 51% of which occurred during descent. In line with Kobayashi's (2016) investigation of summer climbing incidents in Nagano prefecture (1999-2014), location and age were again found to be significant factors. However, statistical analysis showed that the trigger and behavioral factor variable was more significant than either. Through a longitudinal analysis of climbing-related incidents in the North Japan Alps, this paper provides insights into incidentology. Results have risk management implications including patterns with a high possibility of coexistence among factors in accordance with the strength of relevance among accident variables.

5. **JONES**, Thomas E., Ritsumeikan Asia Pacific University, Japan; **BIDDER**, Christy, Universiti Teknologi Mara, Malaysia

Title: Comparing climber demographics and awareness of World Heritage Site status at Mount Fuji (Japan) with Mount Kinabalu (Malaysian Borneo)

Abstract:

Japan's Mount Fuji (3776m) and Malaysia's Mount Kinabalu (4095m) are iconic peaks that epitomize the radical transformation in Asia-Pacific NBT via increasing numbers of international visitors. Both are UNESCO World Heritage Sites (WHS) – a protected status that could fire visitors' expectations and affect behavior much like a commercial brand (King et al, 2012). A comparative investigation was conducted from a climber perspective to investigate i) climbers' profiles; and ii) awareness of WHS status. At Mt. Fuji, a total 733 trilingual questionnaires were collected from climbers descending the Fuji-Yoshida trail 4-7 August 2016. At Mt. Kinabalu, 1000 questionnaires in English and Malay were distributed from 27 March – 11 May 2017 at Laban Rata. The valid response of 560 questionnaires accorded a refusal rate (44%) equivalent to Fuji (50%). Results showed Mt. Fuji climbers' demographic profile to be young (only 14% aged 40 years or over) with more males (64%). There has been a recent increase in international climbers, wherein the proportion of short-term visitors to Japan rose to 70%, especially from Asia (36%) and Europe (36%). Likewise at Kinabalu, 66% of the respondents were international climbers, 70% were male and only 23% were aged 40 years or over. Most climbers (79%) claimed prior knowledge of Mt. Fuji's WHS status, but only 6.5% were aware of its listing as cultural

heritage and a mere 1.7% could correctly identify the WHS logo. Mt. Kinabalu also revealed a low level of awareness, with 73% unable to correctly identify the WHS logo. Most respondents incorrectly assumed both Fuji and Kinabalu to be mixed WHSs, suggesting insufficient labelling of trail signs and visitor centres. These findings have implications for transnational monitoring of international climbers' perceptions of WHS status, and applications for targeted management interventions to raise awareness of WHS.

#### 6. MAO Yuying, Ritsumeikan Asia Pacific University, Japan

Title: A tourism area life cycle model analysis of Jiuzhaigou Valley: Challenges and opportunities for sustainable tourism

Abstract:

In recent years, with the rapid development of China's tourism industry, the prioritization of tourist attractions not only promotes the local economic development, but also brings a lot of threats to the natural environment and local culture around the scenic area. Jiuzhaigou, located in Sichuan, is one of the most well-known tourist attractions in China. There are ample resources of ecotourism and culture. Since it opened to the outside world in 1984, the number of tourists has increased from 27 thousand in 1984 to 7 million 200 thousand in 2016. Consequently, Jiuzhaigou is also facing pressure in terms of environmental protection, carrying capacity, management and other aspects. Therefore, the study of the sustainable development will play an important role in the healthy development of tourism industry in Jiuzhaigou. Based on Butler's "Tourism Area Life Cycle" model, this paper analyzes the process of development and change of Jiuzhaigou, and puts forward the opportunities and challenges.

#### Panel Session 17 (14:20-16:20 D207)

##### *東アジアにおける陸上交通路研究の展望*

Chair: 轟 博志 教授 立命館アジア太平洋大学 (日本)

発表言語 : 日本語 / Language: Japanese

本パネルは、代表者（轟）が科研の国際共同研究加速化基金を獲得したことと関連して設置されるものである。三年課題の二年目に位置し、人材のサーベイ期間を終え、本格的に日中韓における次世代古道研究ネットワークを構築する段階に来ている。

今回招聘する方々は、前日本交通史学会会長、韓国の古道博物館長、日本古代交通史研究の第一人者と、日韓両国における主要な連携先と研究者を網羅しており、彼らをキーとして両国のネットワーク構築の協力を取り付けることができる。また本研究が目指す国際共著書籍の「第一章（学界展望）」にあたる内容を一挙に発表していただくので、今後の研究進展のための論点整理を行うことができる。

### 1. 轟 博志 立命館アジア太平洋大学（日本）

**Title:** 三国時代道路交通研究の展望と課題

20世紀の間に、律令体制下における日本の駅路の輪郭は、かなりの部分で明らかになってきた。『延喜式』などの網羅的な史料が残っていたことと、文献史学や歴史地理学、考古学等の学際的な研究連携が奏功したことが大きいだろう。一方の古代朝鮮の駅路に関しては、日本のような網羅的な史料自体が現存しない。ほぼ唯一の地理的史料と言える『三国史記』にも駅路名は見えず、駅名も断片的に、ごく少数のみ記載されている。その中から、井上秀雄以降、いわゆる「五通（東海通、北海通、海南通、北徭通、塩池通）」が幹線駅路なのではないかという仮説を前提に、各路線の経由地と目的地について、日韓の学者が諸説を提示してきた。一部には軍事施設や山城の立地など、異なる指標を根拠にした論文もあるが、五通説を覆すものではなく、特に山城立地はむしろ五通説を補強する目的でも使われてきた。現時点でも日本の七道駅路のような定説をみていないのは、史料の不足もさることながら、先行研究が文献史学の分野にほぼ限定されており、地理学や考古学の参加がほとんど見られなかったことも大きな要因と考えられる。筆者は古道の復原は上流（文献史学・点の復原）→中流（歴史地理学・線の復原）→下流（考古学・考古調査による立証）という流れが必要と考えているが、上流の部分に留まっている段階なのだ。

### 2. 木本 雅康 長崎外国語大学（日本）

**Title:** 日本古代道路に関する研究史と展望

日本では長い間、古代道路は近世の五街道よりも簡素で、獣道のようなものであったと認識されていた。それは時代が下るにつれて道路が発展していくという先入観と、客観的資料に基づくものであった。しかし駅制に関する史料は豊富に残存していたので、駅名を頼りに駅の位置をまず比定し、さらに地図データや現場の景観調査を行って凡そのルートを比定し、その上で考古学的手法を利用して実際の発掘を通じて、古代の駅路が実はローマンロードに匹敵するような大規模土木工事であることがわかった。

こうした研究は1960年代から、歴史地理学を媒介として積極的に行われ始め、全国に亘る網羅的な古代道路の調査が行われた。こうした研究は史学→地理学→考古学という川の上流と下流がはっきりした学際的な研究をもとに行われたことに、特徴があると考えられる。今後はさらに、日韓中などを中心として、国際的な研究が求められると考える。

### 3. 丸山 雍成 九州大学（日本）

**Title:** 近世日本における陸上交通史研究の動向

その一般的な研究水準に規定されてか、第二次世界大戦後も必ずしも独立の体系的な学問分野としての市民権を確保できず、特殊で趣味的な研究分野と位置づけられてきた。勿論、右の大戦前に『日本交通史の研究』等と題する論著もあれば、『交通文化』なる名称の研究雑誌が継続的に刊行されてはいたが、大学では交通史を標榜する講座などは存在しなかった。これに僅かながら変化のきざしが見えたのは、一九七〇年に「体系日本史叢書」全二三巻に『交通史』（山川出版社）が新たに追加されて以降である。



『体系日本史叢書 24・交通史』は、古代・中世・近世・近代の陸上・水上交通（一～五章）からなり、その内容は各時代の分とも一定の評価を維持しつつ、これを出発点として理論・実証面で格段の水準向上をみた。右の本の執筆者は計一七名、うち私のほか二人を除き、すべて物故者となり、現在の研究推進は新人、それも若い人びとによって担われており、個別分散的な緻密化と多様化に特徴があるように思われる。

「交通」とは従来、人や事物(\\)の場所的移動だとし、「交通機関」といえば運輸・通信機関の総称とされた。ところが近年、運輸のうち物資の移動は流通の語義に代置され、最近は情報化社会の高度の発達をうけ、通信を情報に包摂して、流通・情報を交通と対置する傾向もみられる。しかし、右の事物(\\)とは物資のみならず文化・思想等をも含むので、両者は交通概念に包摂されることになる。こうして交通史の研究対象は、政治・対外交渉・経済以下の諸分野と有機的に結びつく方向性を示した。私はこれらを結びつけるものが「交通」と考えている。

#### 4. YEO Unhwang 韓国古道博物館（韓国）

Title: 韓国における交通史研究と博物館

聞慶は韓国文化地理の寶庫であり、道の野外博物館です。

朝鮮時代の歴史と文化の通り道として朝鮮八道の峠道の代名詞と呼ばれた「聞慶セジェ」（名勝第 32 号）があり、韓国の最古、156 年の開拓の山道である「ハヌルジェ」、古道の白眉であるトキビリ栈道（名勝第 31 号）、また嶺南大路上のハブの役割を担当していた幽谷駅がある。

このような古道関連文化遺跡は名前だけが残っているのではなく、今日も生きている「道」として、多くの人々が楽しんで見ている。古道博物館は、これらの聞慶の歴史文化的アイデンティティをよく示すために建立された博物館で、当初郷土中心の聞慶セジェ博物館を改装し、2009 年に再オープンしました。古道上で繰り広げられた各種文化を、古道博物館に入れていきます。昔の人は、旅行をしながら、何を持って歩いており、荷物の中に、果たして何があったのだろうか？

私たちが考えているよりもはるかに小さく、楽しい遺物を鑑賞することができます。過去の道で有名な聞慶セジェを眺望しながら、昔の道の上で行われた各種旅行記（遊行録、熱河日記など）と浮世絵、重要民俗資料第 254 号である聞慶平山申氏墓出土の服飾など、聞慶の多様な文化遺産も一緒に展示されている。

#### Panel Session 18 (14:20-16:20 D208)

***Research in environment & energy field for sustainable development and cycle-oriented society promotion in Asia (Special session of Research Center for Sustainability Science)***

Chair: Associate Professor QIAN Xuepeng, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

In the changing landscapes of the Asia Pacific Region, how to solve environmental problems and promote sustainable development under the context of climate change is always one of the principal common issues. This panel focuses on energy, water, and material cycle research, conducted with the support of Research Center for Sustainability Science and Asia-Japan Research Institute of Ritsumeikan University. The panel consists of five presentations, introducing the research progress on house energy, regional water reclamation and reuse, campus resource circulation and regional circulation of biomass resource. Through case studies and experimental data, the findings and proposals concluded in the research will be demonstrated and discussed from not only technology and engineering but also management and policy viewpoints.

1. **CHIKAMOTO** Tomoyuki, Ritsumeikan University, Japan

Title: Research and human resource development in environment and energy field for sustainable development and cycle-oriented society promotion in Asia

Abstract:

In this study, new recycling society is discussed by considering 3 aspects of Asian people's life styles. Those are "Energy cycle", "Water cycle" and "Resources recycling" of the house, the building, the community in an Asian region and the urban activity. The research is done in cooperation with Tongji University in China, Indian Institute of Technology Hyderabad in India and Vietnam Japan University in Vietnam. And the project is supported by Ritsumeikan Asia-Japan Research Institute.

In the presentation, outline of the study and 3 research topics will be introduced as follows as a part of achievements of the research.

1) Energy cycle

Optimization of the introducing and operation methods of power generation system, battery system and energy saving facilities are investigated by experiment using real scale house model and simulation considering the various family structures and lifestyles. It leads to the proposal of the scenario of Virtual Power Plant (VPP) in off-grid regions.

2) Water cycle

Safe sustainable water supply systems that use film and ultraviolet rays for purification of water are investigated by experiment. The best water recycle system will be proposed corresponding to region and off grid region.

3) Material cycle

Material flow analysis, LCA, GHG analysis, cost analysis will be done for the proposal of the resources recycling of the life activity including food and waste.

2. **SHIMIZU** Toshiyuki, Ritsumeikan University, Japan

Title: Challenges of water reclamation and reuse for sound water circulation system

Abstract:

Recently, the spatial-temporal unfair distribution of limited water resources in the world is expanding because of climate change. The reclamation and reuse of water is thought as one of the solution to this issue. The good technologies of water treatment are also required to create the sound water circulation. On the other hands, the required technologies and water system are different in each region. Therefore, it is important to development of applicable and feasible technologies.

Our research group have researched and developed an innovative water reclamation technology and water recycling system. In recent years, greywater, which is not including excreta, is brought to attention on water reuse. Ultraviolet Lamp (UV) is also brought to attention on disinfection process and organics decomposition.

In this presentation, we will introduce a part of achievements of our research regarding water treatment as follows.

1) Greywater reclamation in a university research building

The empirical experiment was conducted for the purpose of greywater reuse in a university research building “TRICEA”. Long term monitoring survey was carried out to grasp the water volume and quality of greywater and treatment performance using a *johkasou*.

2) Promotion of biodegradability of persistent organic matter

Linear Alkyl Benzene Sulphonate (LAS) is the most commonly used anionic surfactant in laundry detergents. Sulphophenyl carbonate (SPC) is metabolite of LAS, and persistent substance. SPC was decomposed by ozonation, and its biodegradable improvement was confirmed.

3) Water reclamation: removal effect of two-stage artificial marsh system for greywater treatment

An artificial marsh was installed to treat greywater from a general household. By the onsite survey, performance of 2nd year about BOD, SS and TP had been clearly better. Bio-film effect of after acclimation and stabilization has yearly improved in the treatment process.

4) Advanced water treatment by UV

As an example, the performance of vacuum ultraviolet was found out regarding microorganism inactivation and mineralization of persistent organic matter.

3. **YOSHIKAWA** Naoki, Ritsumeikan University, Japan; **AMANO** Koji, Ritsumeikan University, Japan

Title: Contribution of resource circulation to greenhouse gas reduction in university campus

Abstract:

In recent years, Japanese universities become conscious about campus sustainability and some of them are developing their policies. There are various ways to reduce the environmental loads (e.g. energy saving, renewable energy introduction, material recycling, reuse, ...). Material recycling cannot only reduce waste but also greenhouse gases through change of supply chain activities. However, these effect in university campus is not quantitatively discussed well yet. In this

presentation, we will introduce case studies that evaluate the effect of greenhouse gases (GHG) reduction of water recycling and food waste recycling in university campus.

Case study of water recycling is implemented targeting a research building, whose freshwater water use is from 4.4m<sup>3</sup>/d to 9.8m<sup>3</sup> /d. The system boundary includes the facilities for the utilization of rainwater and the wastewater reclamation in the research building, and the supply of clean water and sewage, and sludge treatment. Results of life cycle GHG emission showed that around 35% of GHG can be reduced in maximum.

Case study of food waste recycling focuses material flows in whole of a campus where around 13 thousand students belong. In a system we assumed, food waste from restaurants and stores are composted using food composting machine (capacity: 50kg/d), and the compost are utilized by farmers near the campus. It is estimated around 20% of GHG can be reduced, in addition to solid waste reduction.

4. **ODA** Kohei, Ritsumeikan University, Japan; **CHIKAMOTO** Tomoyuki, Ritsumeikan University, Japan; **LEE** Myonghyang, Ritsumeikan University, Japan; **DOI** Shushi, Kyoto Tachibana University

Title: ENEMANE House: Project on building of zero energy house expanding from the idea of energy, water and resource circulation

Abstract:

Energy consumption in Japan accounts for about 30% of residential buildings and buildings, and energy conservation in houses is a problem. As a result of such social issues, attention to "ZEH" (net-Zero Energy House) is increasing. ZEH means a house where energy consumed in one year becomes net and zero. We participated in a project called Enemane House that builds a model house of ZEH (Net Zero Energy House). It was held in 2015 and 2017.

The theme of Enemane House 2015 is "Energy, Life and Asia". We proposed ZEH including the idea of "water" in addition to that project theme, and we built a model house in Yokohama. Mainly we thought about how to use water in a house, and proposed two ideas for reducing usage of clean water. The first one is "cascade use of water" which uses water repeatedly in the required water quality such as from bath to washing machine to toilet. The second one is "recycling use of water" which purifies wastewater and reuses it. Our ZEH autonomous in both energy and water will be deployed in a wide region of Asia including the off-grid area.

At Enemane House 2017, based on the theme of "LIFE DESIGN INNOVATION", we proposed the concept of community, environment and energy spreading from minimum unit of tobira to wide area unit, using key concept of "Tobira". By sharing energy, water, and heat having different consumption characteristics for each dwelling among residences, the load is leveled and the waste of consumption is reduced.

5. **QIAN** Xuepeng, Ritsumeikan Asia Pacific University, Japan

Title: Material-energy-finance nexus of local biomass to power system: Evolution and bottleneck

Abstract:

Biomass wastes take up large proportion of waste generation, especially in local areas. Thus, utilizing biomass waste as recyclable resource is of great importance in promoting local cycle-oriented society. In this research, we review the development of biomass utilization policies, biomass town projects, and the implementation in Japan. Several patterns of utilizing biomass wastes have been established such as composting, biogas production, and electricity generation. However, many biomass projects lack comprehensive planning and are facing an embarrassing situation because of the imbalance of demand-supply and cost-benefit. This research introduces a systematic method of integrating three critical factors, which are material, energy and finance, to analyze the operation of biomass project.

Hita biomass project is one of the first biomass power generation projects in Japan. The biomass utilization center turns kitchen garbage and industrial wastes to biogas, which is used for electricity generation. In the last decades, the energy policy such as Renewables Portfolio Standard and Feed-in Tariff brought chances to the electricity market, which helped to improve the financial situation of the project. Based on the operation data, we build up the material-energy-finance nexus simulation and conduct scenario analysis on the biomass project operation, to explore whether it could sustain by itself or not. Some policy and management implications are concluded to improve the operability of biomass to power utilization projects.

Panel Session 19 (14:20-16:20 D209)

***Dilemmas and challenges in Islamic finance and business ethics***

Chair: Professor **SUZUKI** Yasushi, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

Globalization in a sense of the convergence into a particular mode would amount to be a risky strategy particularly in the banking industry. The hegemony of the Anglo-American mode of financial intermediation and the Basle mode of supervision for ensuring financial stability seems to have ended at the occurrence of 2007-8 US subprime loan crisis.

The phenomenal growth of Islamic finance in the last few decades has accompanied with a host of interesting questions and challenges. One of the critical challenges is how Islamic financial institutions can be motivated to participate in the profit and loss sharing (PLS) contracts. It is observed that Islamic banks are reluctant to participate in the pure PLS scheme which is manifested by the rising concentration of investment on Murabaha or mark-up financing. Murabaha is a Shari'ah-permitted product but does not fully embody the true spirit of the PLS financing. This phenomenon has been the hotbed of academic criticism on the contemporary

practice of Islamic banking. While the criticism is logical, the extant scholarship however, does not convincingly explain the reasons underlying the evolution of this tradition and how to ameliorate the situation.

This panel is a modest attempt to bridge this gap, aiming at mutual understanding of the essences embedded in each mode of financial intermediation, as well as mutual reflection of good elements are of importance to transcend the potential crash of financial and economic modes.

1. **SUZUKI** Yasushi, Ritsumeikan Asia Pacific University, Japan

Title: The challenges of globalization and the role of regionalism: From the perspective of banking and financial systems

Abstract:

The hegemony of the Anglo-American mode of financial intermediation and the Basle mode of supervision for ensuring financial stability seems to have ended at the occurrence of 2007-8 US subprime loan crisis. The BRICS Development Bank was established in 2014 by BRICS states, while the Asian Infrastructure and Investment Bank (AIIB) was established in 2015 under the initiatives by China. Russia is preparing to establish a new system for interbank payment settlements. We will overview the potential crash of each mode of banking and financial intermediation, with an analogy of Samuel Huntington's *Crash of Civilizations*.

2. **KHAN**, Shoaib, University of Haripur, Pakistan

Title: Financial performance of Islamic banks: An empirical evidence of Pakistan

Abstract:

This study aims to evaluate the financial performance of Islamic banks operating in Pakistan. The study analyses the performance of five full fledge Islamic banks during the period 2006-2012. The data is collected from the balance sheet analysis of financial sector published by State Bank of Pakistan. Panel econometric models namely pooled OLS, fixed effects and random effects has been employed to explore the effect of explanatory variables on dependent variables. Empirical results show that all the performance measure (i.e. return on assets, return on equity and mark-up income) are positively related to bank size. Moreover, asset management is positively related to the performance measures, however, relationship is significant with only return on asset and return on equity. Operational efficiency has negative relationship with all performance measures, but the relationship is insignificant.

3. **KAMRUL**, Hasan, Ritsumeikan Asia Pacific University, Japan

Title: Dilemmas and challenges in Islamic venture capital

Abstract:

Entrepreneurship can be referred as pre-step for Venture Capital (VC). At one point entrepreneurs require financial support to expand their business and venture capital firms are come forward to

mitigate the financial constraint of entrepreneurs. This paper will attempt to explore the different approaches and dimension of Islamic Venture capital in Muslim majority countries especially in GCC and Malaysia. Venture capital can be considered as one kind of financial intermediary which takes the investors capital and invest in the high-growth companies and expected to high risk adjusted return. Islamic venture capital is the new arrival in the Islamic finance industry. The industry demand innovative venture capital product that complies with Shariah and meet entrepreneurs financial requirements as well. However, formulate a legal and regulatory framework, or the appropriate Shariah guidelines to regulate the Islamic Venture capital industry and investment mode to minimizing “*Gharar*” in Islamic VC are major challenges ahead to the industry. Therefore, it is dilemmas that how Islamic VC can trade-off between Shariah and risk taking nature of the industry. This study will focus on those ongoing debates in Islamic VC and Islamic finance industry as a whole. It is expected that this study will contribute to Islamic Venture Capital industry to resolve these challenges

Keywords: Venture Capital, *Gharar*

4. **UDDIN**, Helal, Ritsumeikan Asia Pacific University, Japan

Title: Dilemmas and challenges in Islamic microcredit

Abstract:

Islamic finance is growing at a rocket speed since its inception. On the other hand, its counterpart's Islamic microcredit is fallen behind. It is proved in the literature that Islamic microcredit institute plays an active role in poverty alleviation. The study shows that there is a huge demand for Islamic microcredit but based on demand, supply side responds very minimally. According to Shariah, Seven heads (Funding sources of IMFIs) can contribute on the supply side of Islamic microfinance, which played an active role to eradicate poverty. But these sources are not responding very well. It seems it's a dilemma in the Islamic literature that sources are huge but the contribution is very low. Therefore, this research is an attempt to explore why supply side is not responding properly. The study is expected to contribute by drawing a conclusion about the dilemmas and challenges of Islamic Microcredit. Finally, some policy recommendations can be offered based on findings.

Panel Session 20 (14:20-16:20 D210)

「アジア太平洋学構築の模索に向けて」プロジェクト第3弾 「アジア太平洋地域における思想的・理論的課題の検討—〈知の近代〉をめぐる諸学問領域からの現代的提案」

Chair: 清家 久美 教授 立命館アジア太平洋大学 (日本)

発表言語：日本語 / Language: Japanese

本パネルは、「アジア太平洋学構築プロジェクト」の第3弾に位置づけられる。一昨年はAPS所属教員の個別研究からさぐる帰納法であり、昨年度はアジア太平洋学に対する包括的接近を試みた。その第3弾となる本年度は、アジア太平洋学構築を目指すRCAPSに創設予定の諸センターの一つである、「AP地域における思想・理論センター」の第1回パネルセッションをおこなう。アジア太平洋地域における思想展開は、多様に繰り広げられるが、まずは今年度は、いくつかの学問領域における〈知の近代〉をめぐる問題をテーマとする。〈知の近代〉を対象にしながら、そこから各学問領域における現代的な新たな提案を提示することを試みる。清家は理論社会学における〈知の近代〉について哲学における新しい潮流であるM.ガブリエルらの新実在論を重ねることにより、現代的な新たな視点を提示する。上野は、〈知の近代〉を批判的に超克する思弁的実在論と社会理論との節合を試みる。F. ラリュエルの「非-哲学」に焦点を当て、社会科学、社会学との対峙に見る現代的提案を試みる。福井は仏教／真宗における〈知の近代〉の現代的提案を、相崎はハイエク思想にみる〈知の近代〉と社会科学の問題を現代的視点を通して検討する。以上（理論）社会学、哲学、仏教思想、経済思想という4学問分野における〈知の近代〉をそれぞれの立場から議論することにより、人文・社会科学における最も重要な視点の一つである「近代」の問題についての現代的な再考を新たに提示しうる。それはアジア太平洋学構築に向けての思想的課題としての一提案となる。

#### 1. 清家 久美 立命館アジア太平洋大学（日本）

**Title:** 実証主義論争における〈知の近代〉についての新実在論の視点による再検討

▼本報告の目的は、Markus Gabrielら、哲学における新しい展開としての新実在論の視点を通して、社会学における「実証主義論争」の再検討することである。▼本発表で扱うのは新実在論とは、M. Gabrielのそれである。彼は後期シェリングの「神話の哲学」研究をもとに、世界とは何であるかと問い、新たな哲学的展開としての新実在論を提唱する。彼はドイツ観念論においてKant以来、伝統的に批判的踏襲された「理性」の外部に「事実存在」を設定し、その上で「世界は存在しない」ことを主張し、さらに自然主義や物理主義などの自然科学的な世界理解を存在論の視点から批判する。Gabrielのこうした新実在論の視点を通して実証主義論争を検討することが本報告の目的である。▼「全体としての世界」の否定によって「それ以外の全てのものの存在」を肯定し、「意義領野」の多元性を保証する。「意義領野」を統括する唯一のメタ的存在を否定することで多元性の余地を残しているわけである。さらに、「理性」の外部に「事実存在」を設定し、その外部に神話的世界を含め多元的な存在を主張する。新実在論に見られる新たな視点は、「啓蒙の弁証法」における神話的世界からの解放のための啓蒙の理念の道具化や近代理性の道具的理性化、そして「新たな野蛮」への過程はその最初に廃棄した神話世界の回復を可能にする、つまり新実在論は実証主義論争の根源的問題である「知の近代」の問題を解決する契機となりうると結論づける。

#### 2. 上野 俊哉 和光大学（日本）

**Title:** フランソワ・ラリュエルの非-哲学 non-philosophy と社会理論の交錯と出会いそこねについて



20年をこえて非-哲学 non-philosophy を標榜し、様々な哲学に先行する諸決定を批判的にとらえ、哲学をその外部から批判的にあつかい、同時に学知からは到達しえない「一（者）」One をあらゆるものに透かし見て語るフランソワ・ラリュエル François Laruelle は、近年では思弁的实在論 Speculative Realism の先駆者として英語圏を中心に注目されている。「最終審級における決定」Determination-in-the Last-Instance（アルチュセールのマルクス主義）と重ね合わせ superposition（量子力学の概念）という二つのキーワードを軸にする非-哲学とはいかなる思考、思想なのだろうか？ はたしてどのようにそれは社会理論との接点、もしくは交差点をもつのだろうか？ ラリュエルは実証主義を徹底的に拒みつつ、独自の实在論を非-マルクス主義的な唯物論として提示する。「差異」、「主体」、「アイデンティティ」、「多」、「一」、「犠牲者」、「異人」、「人間のなかの（としての）人間」、「異質な主体としてのプロレタリアート」・・・といった用語、概念は、ラリュエルの非-哲学においては独特の意味価を担っており、通常社会学や社会科学のそれらとはおよそ一致しない。にもかかわらず、近年、ラリュエルの非-哲学はエコロジーや環境論において（Anthony Paul Amith, A Non-Philosophical Theory of Nature, 2013）、倫理学や社会主義論において（Katrina Kolozova, Toward a Radical Metaphysics of Socialism--Marx and Laruelle, 2015）、デジタル・メディア論において（Alexander R. Galloway, Laruelle-Against the Digital, 2014）積極的に検討されている。ラリュエルにおいて闘争、蜂起、反乱、抵抗・・・は異教（非キリスト教）や神秘との関係でとらえられ、生は「根元的な内在性」において考えられる。「多」を共生の名において語って疑わない社会や、多様な信や宗教を無数に包摂する世界は、いかなる「一」もしくは实在の「クローン」を通してつかまえられ、解体されるのだろうか？ ラリュエルの非-哲学を社会科学、社会学に応用、流用するのではなく、ここでは逆にそれが社会思想や社会運動におよぼすインパクトの射程を探查してみたい。

### 3. 福井 敬 大正大学大学院（日本）

**Title:** 真宗における科学と宗教の葛藤にみる〈知の近代〉について—清沢満之と高木顕明の思想的比較検討

本報告の目的は、真宗大谷派僧侶、清沢満之と高木顕明の思想を比較検討することにより、明治近代日本における宗教者側の宗教と科学をめぐる葛藤とそのなかで説いた宗教性を明らかにすることである。すなわち、西洋思想や西洋学問知が流入し始める日本近代の萌芽期において、宗教思想家が自ら信仰する宗教を科学的にどのように捉えようとし、どのようなことに葛藤をし、自らの宗教性を説いたかについて論じていく。清沢の場合、主著『宗教哲学骸骨』にて、宗教の哲理化を目指し日本固有の仏教思想である真宗思想の普遍化を試みる。一方、高木は草稿『余が社会』にて、社会改良の実践活動の理念として、真宗思想と初期社会主義との親和性を説き社会のあり方を論じた。両者ともに西洋哲学もしくは政治思想という科学的思考との対立しながら自らの宗教性を説き、仏教の近代化という課題に答えた。以上、両者は、西洋科学知を用いながら、伝統仏教思想の刷新を試みた。それは、清沢の場合においては宗教の哲理化という内面的課題、高木の場合は、宗教と政治思想の融和という外面的課題があった。そして、両者ともに戦後真宗大谷派教団において、キーパーソンとなり、教団にとっては「仏教の近代化」という指標にもなったのである。

#### 4. 相崎 純 立命館アジア太平洋大学 (日本)

Title: F. A. ハイエクにおける社会科学方法論再考

本発表の目的は、F.A.ハイエクの社会科学方法論を主に『科学による反革命』に焦点を当て、その現代的意義を再考することである。ハイエクによれば、社会に関する理論モデルや概念は、各人の主観的な概念構成の能力に依存しており、唯物論のような物理的事実に還元するような客観主義的な観点から説明されるべきものではない。すなわち「知識の主観性」という条件を社会科学は不可避免的に抱え込むこととなり、それが方法論においても大きな制約となるのだ。それに対し、物理学に典型的に表れている自然科学の方法を無批判に社会科学に適応させるような立場を「科学主義」と呼び、その知的誤謬を鋭く論駁している。断片的で局所的な知識しか有しない人間存在は本質的に「無知」であり、不確実性に直面することとなる。そうした人間の行為の集積によって成立する社会は複雑現象であり、そうした社会過程を物理世界のように客観的に研究し、統御できるようになると考えるのは「理性の乱用」として忌避されなければならない。そのため社会科学が立脚すべきは、主観主義であり、またそれと密接に結びついている方法論的個人主義である。こうしたハイエクの社会科学方法論は、没価値性こそ「客観性」の公準とする科学主義ではすくい取れない「価値」にかかわる問題を上手く設定し直すことを可能にする。「神々の闘争」として学問の世界では放擲されがちな「価値」や「思想」にかかわる問題を、それは理論的に探究する方途を提案しており、社会科学の「道徳科学 (モラル・サイエンス)」としての側面に光を当てるものと言える。

#### Panel Session 21 (16:35-18:35 D201)

##### ***Japanese foreign policy***

Chair & Discussant: Associate Professor **CAMPBELL**, Joel, Troy University, USA

##### 1. **MIYASHITA** Akitoshi, Tokyo International University, Japan

Title: Japan and regional security cooperation in East Asia: Hard bilateralism, soft multilateralism, and Tokyo's strategies for defense collaboration

Abstract:

East Asia has been one of the most dynamic and fastest growing regions in the world. Intra-regional trade has expanded to a substantial degree in the last two decades or so, fostering economic interdependence and integration among countries in this area. At the same time, its security environment remains volatile. Tensions are arising from China's assertive military postures, North Korea's nuclear and missile testing, and various territorial disputes involving different regional actors, among others. The growing security uncertainties should lead the countries in East Asia to seek for greater cooperation to increase transparency and confidence building or to reassure each other against common threats. But the historical and political

dynamisms have constrained the speed with which, as well as the forms by which, they have promoted security cooperation.

This paper attempts to analyze these dynamisms and discuss prospects for regional cooperation. It consists of three parts. First, it reviews the existing explanations for the absence, or low levels, of multilateral security institutionalization in East Asia. The issue is often framed as “Why is there no NATO in Asia?” After examining the realist, liberal, and constructivist accounts, I present two additional factors which appear significant. Second, it examines how Japan has dealt with the question of regional security since the end of the Cold War. This section analyzes the way in which a fear of abandonment has led Tokyo to strengthen the bilateral alliance with the United States, although there were at least two occasions where the Japanese government strayed from this established position. Finally, the paper introduces the concepts of “hard bilateralism” and “soft multilateralism” to describe the characteristics of East Asia's security cooperation and discusses how this architecture may evolve in the future.

## 2. **ADEBAHR**, David, Kyoto University, Japan

Title: Return to Asia? A case study of Japan's security initiatives in the Asia Pacific

Abstract:

Japan's current foreign policy in Southeast Asia is subject to a wide ranging scholarly debate regarding present changes in Japan's security strategy. However, just a few case studies examine the actual defense cooperation measures Prime Minister Abe has undertaken since he assumed office in December 2012. For example, while Corey Wallace argues that Tokyo has implemented a new security strategy with its “pivot South”, Hughes and other scholars stress that these adjustments are rather minor and they could even raise the probability of armed conflicts in the region.

This article criticizes the lack of empirical case studies in the research on Japan's current security policy in Southeast Asia and tries to contribute to the debate by providing an empirical analysis of Tokyo's security cooperation in the Asia Pacific.

First, the study gathers data about Japan's security initiatives based on government sources and official ministerial reports. This data is then correlated to distinguish recently introduced security policy measures under the Abe administration from earlier initiatives in order to identify “new” elements in Japan's current strategy.

While a focused comparison shows increased security-related engagement between Japan and Southeast Asian countries, the data reveals great differences in how these measures are being applied in various cooperation agreements.

Finally, following the case study methodology suggested by Seawright and Gerring, this study analyzes the Japanese-Vietnamese security cooperation using a process tracing method by drawing on empirical data from both governments to examine the increasing impact of the Southeast Asian Pacific region on Japan's current security strategy.

By investigating the changes in Japan's security policy based on a regional case study, this approach allows us to evaluate the impact of the Asia Pacific region on Tokyo's foreign policy strategy, and thus on the U.S.-Japanese defense cooperation.

3. **KIM** Sooyeon, Osaka University, Japan

Title: The Japanese media coverage of Japanese foreign policy on Africa: Yomiuri newspaper contents analysis of TICAD coverage

Abstract:

With ending of the Cold War, developed worlds' interest in providing assistance to African continent began to wane. Under such circumstance, Japan argued for the importance of Africa, and the Tokyo International Conference on African Development (TICAD) was the proof of Japan taking action. TICAD process has become an important pillar of Japan's diplomacy toward Africa for over 20 years. However, Japanese media seems less attentive to highlight a crucial component of Japanese foreign policy towards Africa. In fact, Japanese public tend to rely on media for information of distant African countries, in deed, which builds public perception. Thus, this study attempts to clarify how Japanese media has covered TICAD? In order to elucidate the reporting trends and frames being employed in the coverage, this study selected Yomiuri Newspaper and set an analysis period as before and after each TICAD was held (TICAD-I: 1993 ~ TICAD-VI: 2016). This study utilizes quantitative and qualitative research principle to analyses the issue. The findings of the study suggest that (1) the theme mainly discussed in TICAD, has been changed from social issues to economic issues since TICAD-IV; (2) China has been increasingly covered since the TICAD-IV; (3) advancement of Japanese enterprises to Africa; and (4) articles focusing on UN Security Council reform took a large proportion of the TICAD coverage. Lastly, the study shows that the news coverage of discussing the development of Africa is gradually becoming more biased and domestically oriented. Therefore, the media coverage needs to have more balanced and diverse perspectives in contents and forms when covering foreign policy.

*Keywords:* Africa, foreign policy, media, Japan, TICAD

4. **TANA**, Maria Thaemar, National University of Singapore, Singapore

Title: Aid, peace-building, and human security: Japan's engagement in Cambodia, Iraq, and South Sudan

Abstract:

The paper examines the evolution of Japan's policy on human security. Specifically, it asks the question: how does Japan's shift towards a more proactive defense posture affect the place of human security in its foreign policy agenda? Corollary to this, how is Japan sustaining human security?

In light of the recent developments in Japan's security policy, which essentially result from the

changing strategic security environment, human security appears to be gradually losing relevance. The paper, however, argues that despite the strategic challenges Japan faced and is facing, as well as the apparent demise of its economic diplomacy, human security continues to remain an area of critical importance for Japanese foreign policy. Human security and elements of it have always been present in Japan's foreign policy initiatives, although its utility to and influence over decision-making necessarily varies depending on domestic actors' interests, foreign policy concerns, and domestic constraints at a particular period of time. The objective of this research is to understand how Japan sustains the concept of human security as a policy framework since its introduction in the mid-1990s until the present, and how Japan continues to include the concept in its overall foreign and security policies. The paper explains how key decisions in Japan's human security (JHS) (dependent variables) are shaped by factors at the international level (independent variables) and how the GOJ translates these variables and acts within domestic constraints (intervening variables). Three cases of JHS in practice, focusing on peace-building, will be examined in each time period. In each case, it is important to first understand the context for the policymaking process, the prevalent domestic and international issues at the time of policy formulation and implementation, and trace how relative power is translated and operationalised into actual foreign policy.

Panel Session 22 (16:35-18:35 D202)

***Education and cultural diversity***

Chair: Professor **PROGLER**, Joseph, Ritsumeikan Asia Pacific University, Japan

1. **SAUCEDO PRUD HOMME**, Carolina De G., Ritsumeikan Asia Pacific University, Japan

Title: The importance of Spanish language in Japan since the arrival of the first Spanish missionary Francisco Xavier to Kagoshima

Abstract:

The purpose of the presentation is to provide the audience with a historical review of the first language exchange between Spanish and Japanese after the arrival of the Spaniard missionary Francisco Xavier to Kagoshima. It also explains the importance of learning Spanish in a globalized world by analyzing three important reasons why college students should learn Spanish. a) its position in the world as the second most widely spoken language due to the number of countries and speakers worldwide; b) its pronunciation and writing system; c) its presence on the internet as the fourth most used language by internet users. If there is an increasing interest towards the acquisition of Spanish language around the world, why is not its presence and usage in Japan as strong as other languages? What can be learnt and considered from its influence during the XVI and XVII centuries? There are historical records showing the first contact between the Spanish

and Japanese languages in 1549 with the arrival of a Spanish missionary Francisco Xavier to Kagoshima, who was one of the key figure in the introduction of Christianity along with the use of the Latin alphabet. Although, a positive attitude towards commercial, cultural and religious exchange prevailed with the Portuguese and Spanish, the hostile policies gradually increased, and lead Totoyomi Hideyoshi to crucify some Spanish and 19 Japanese missionaries who converted to Christian in the city of Nagasaki. Unfortunately, due to the differences in religion, the Spanish language entered and left Japan causing the language to be forgotten for many years. However, due to Japanese diplomacy headed by Hasekura Tsunenaga, the international relations were reestablished in the following years. Nowadays, there are approximately 240 institutions teaching Spanish in Japan, a language that is certainly a useful tool for trade and business between Japan and the rest of world.

## 2. **NEUPANE**, Pramila, University of Tsukuba, Japan

Title: Ethnic diversity and educational aspirations: Evidence from schools in Nepal

Abstract:

Students' educational aspiration is vital for their academic performance at school as well as their future success in tertiary education. However, there are limited studies focusing the socio-cultural determinants of educational aspiration particularly in rural areas of the less developed world. This paper is an attempt to close this gap by exploring the determinants of educational aspirations of students from different caste and ethnic groups of public secondary schools in rural Nepal. A questionnaire survey of 407 students was conducted along with series of interviews and school observations in the secondary schools from four purposively selected villages of Sindhupalchowk district, Nepal. From the statistical analysis of the survey data, it has been found that the educational aspiration is higher among students from Brahman and Chhetri groups (also categorized as so called higher caste groups), more developed ethnic groups and richer family background. Boys aspire higher level of education than girls. The result also shows that parent's higher educational attainment has a positive impact on children's educational aspiration.

## 3. **SHINTANI**, Roxana, Waseda University, Japan

Title: Heritage language shift and maintenance among Peruvian children in Japan

Abstract:

The language shift from Spanish to Japanese is the major trend among Peruvian children in Japan, especially for the ones who have been attending Japanese schools from an early age. Studying the dominant language has provided them with the language skills to overcome communication problems and to adapt to Japanese society faster than their parents. In this paper I examine Heritage Language (HL) in the case of the children of Peruvian migrants living in Japan and the efforts and actions carry out by parents and the Spanish speaking community aiming for language maintenance.

The data obtained from the case studies reveals the different ages in the acquisition of the dominant language and the motivation of the Heritage Language Speakers (HLSs) to maintain and recover their Spanish language skills. Continuous cultural awareness and daily conversations in the HL are among the strategies employed by parents to enforce language maintenance in order to avoid the HL loss in young generations. The results of the study show a unanimous concern among Peruvian parents to avoid the heritage language loss in their children. Nevertheless, parental efforts are not sufficient, the motivation of the HLSs is required to preserve their linguistic capital, in addition to the continuous support of their relatives, community members and the host country.

4. **DAVILA**, Gilder, Ritsumeikan Asia Pacific University, Japan

Title: The benefits of having plurilingual education in the Asia Pacific region

Abstract:

Globalisation and internationalisation pose new challenges to the Asia Pacific region. “All national entities are multilingual, even those that call themselves homogeneous” (Beacco and Byram, 2003). Plurilingualism refers to the ability to use languages for the purposes of communication and to take part in intercultural interaction, where a person, viewed as a social agent, has proficiency, of varying degrees, in several languages and experience of several cultures (Council of Europe, 2001). Japan, as a leading country in Asia, has invested money, time, and effort to achieve the goal of globalisation. However, according to statistics from different national entities one the main problems to achieve this goal is not a linguistic one but instead a cultural one. The purpose of this presentation is to introduce the basic concepts of plurilingualism and pluriculturalism from the view of language education. In doing so, the speaker will introduce relevant linguistics concepts such as multilingualism, multiculturalism, and interculturalism in order to guide the audience towards the understanding of plurilingualism and its application in environments where different cultures converge. Since Ritsumeikan Asia Pacific University is an educational institution where people with an extensive repertoire of languages and language varieties gather, the talk will also focus on teaching methods that can be used by educators in order to raise awareness of languages and cultures. Finally, the speaker will introduce examples of how teachers and international educational institutions can promote learners’ consciousness of their existing repertoires and how to make proper use of them in global contexts.

5. **DOMINGUEZ**, Lucille, Evelio Javier Memorial National High School, Philippines; **ALVARO**, Manolita, Benguet State University, Philippines; **MALANES**, Macarthy, Schools Division Office of Benguet, Philippines; **ANGYATAO**, Moresto, Schools Division Office of Benguet, Philippines

Title: Bringing culture in the classroom: The Indigenous Peoples’ Education (IPed) awareness, practices, hindering and facilitating factors of teachers

Abstract:

Given the key role of teachers as implementers of curriculum innovations, this study aims to understand the Indigenous Peoples Education (IPEd) level of awareness, practices, hindering as well as facilitating factors that affect the basic education public school teachers in Buguias, Benguet province, Philippines. To collect the data, a questionnaire with 48 statements grouped into 6 subscales was utilized. The results revealed that though the teachers were slightly aware of the IPEd along policy contexts, key concepts, and curriculum processes they frequently use the indigenous practices in their schools specifically performing cultural presentations during special occasions and gatherings. Moreover, the teachers were strongly affected by the hindering factors specifically the insufficient references and learning materials as well as the modernization of communities. They were also strongly affected by the facilitating factors specifically the availability of local trainers on indigenous learning. In conclusion, to inculcate policy contexts, key concepts, and curriculum processes to the teachers, they need further professional development training from the Department of Education as well as guidance from the community elders and culture bearers. Furthermore, they need sustainable programs that will enable them to strengthen their use of indigenous practices in schools. Finally, the involvement of all stakeholders is a must to reinforce the efforts of the teachers in implementing indigenous learning.

*Keywords:* IPEd, awareness, practices, hindering and facilitating factors

Panel Session 23 (16:35-18:35 D203)

***Regional integration and cooperation (I)***

Chair: Dr. **HAMANAKA** Shintaro, Institute of Developing Economies, Japan

Discussant: Professor **NATSUDA** Kaoru, Ritsumeikan Asia Pacific University, Japan

1. **CHAYLEE**, Prateep, Naresuan University, Thailand

Title: The challenges of regional development policy beyond China rising: East-West Economic Corridor (EWEC) and lower northern Thailand

Abstract:

This study focuses on the emergence of Indo-China Intersection (ICI) in Phitsanulok province –a main capital city of lower northern region of Thailand that has been attractively raised the question for its effective connectivity with nearby neighboring countries since in the early 1990s before officially operated in 2008.

It found that ICI emergence is not the regular phenomena, but it is the real external factor that mainly forces domestic development policy determination, especially the role of China rising in ASEAN since 1989 through the Quadrangle Economic Co-operation or GMS Economic Zone. Moreover, it vividly returns in terms of East-West Economic Corridor (EWEC) beyond Beibu



Gulf Economic Zone (BGEZ) or Guanxi Economic Strategy. It has been established and integrated with the previous GMS plan as a main key for opening the gate to ASEAN countries in terms of “One axis, two wings strategy”- another composition of One Belt, One Road (OBOR). Interestingly, Thai economic development paradigm always views this regional economic development its static viewpoint on development paradigm and its common practice as in the past without concerning geo-political and economic factors for improving its effective strategic development plan and its capable applications, respectively.

Consequently, lack of Geo-political and geo-economic factors as well as interdisciplinary perspectives in a current world are the main challenging issues for Thai technocrats and related stakeholders directly affect driving its economic and social development towards sustainability in the long run.

*Keywords:* Indo-China Intersection (ICI), GMS Economic Zone, Beibu Gulf Economic Zone (BGEZ)

## 2. **BORAH**, Rupakjyoti, National University of Singapore, Singapore

Title: India's connectivity with Southeast Asia via Northeast India: Analysing the problems and prospects

Abstract:

This presentation will look at the prospects and challenges in India's efforts to increase its connectivity with Southeast Asia via Northeast India. It is worth pointing out that India's “Act-East Policy” aims at reinvigorating its historical ties with Southeast Asia and East Asia. The “Act-East Policy” was known earlier as the “Look-East Policy”. Northeast India plays a critical role in this policy due to its proximate location to Southeast Asia.

The Indian government has invested in a slew of infrastructure projects in Myanmar like the construction of the 160-km Tamu-Kalewa-Kalemyo road and the Kaladan Multi-Modal Transit Transport Project, which will connect Mizoram in Northeast India to the port of Sittwe in Myanmar, giving the landlocked Northeastern region access to the sea. Besides, work is going on apace on the India-Myanmar-Thailand trilateral highway project.

This presentation will analyse how India, especially its Northeastern part, stands to benefit from improved connectivity with Southeast Asia. At the same time, the presentation will also highlight the possible negative consequences of increased connectivity between India and Southeast Asia like the ease of movement of insurgents and drugs as Myanmar has become a haven for insurgents, illegal weapons and drugs. Finally, this paper will lay out how increased connectivity with Southeast Asia can transform India's economically backward Northeastern region into its bridgehead to Southeast Asia.

## 3. **CHOTANI**, Vindu Mai, University of Tokyo, Japan

Title: Japan and India: Connectivity and cooperation in the Indo-Pacific

Abstract:

Ms. Vindu Mai Chotani is a research student at the University of Tokyo, Japan; and a visiting fellow at the Observer Research Foundation, India.

The current state of flux in Asia's geopolitical climate can be attributed primarily to China's assertive rise, and the decline of the United States. In such a scenario, Japan and India, which share increasing converging economic and strategic interests, are two key nations that can contribute to the greater peace and stability of the Indo-Pacific. Japan with its struggling economy continues to look for markets to invest in. In the larger strategic matrix, Japan also seeks to work with states that would guarantee that Asia has more strategic ballast against China. On the other hand, India, whose growth with bilateral trade partners went into a negative zone recently, faces considerable constraint due to its poor infrastructure. Furthermore, India too is dealing with an assertive China in the Indian Ocean Region. Against this backdrop, this paper argues that India and Japan, can enhance India's poor connectivity through Japanese initiatives such as the Partnership for Quality infrastructure and Overseas Development Assistance - JICA and ADB are already pursuing numerous connectivity projects across India, and the Bay of Bengal region. This would then create an alternative supply chain network that would give Asia a viable alternative to the China-dominated networks currently at play. Greater involvement in India's large number of connectivity projects would also enable Japan and India to advance their strategic ties and create a balance in the Indo-Pacific. Finally, an in-depth assessment of Japan's connectivity projects in the region would enable new avenues of cooperation to be identified, and conclusions can be drawn with regard to the challenges faced.

#### 4. **HAMANAKA** Shintaro, Institute of Developing Economies, Japan

Title: Membership politics: Logic of regional group formation in Asia

Abstract:

By the 4th century b.c., because of internal wars, the number of major states in China had declined to seven. Due to the strong pressure from the rise of Qin, how to accommodate it became the principal concern of statesmen in the other six states. It was under such a situation where one strategist, Su Qin (蘇秦), persuaded the king of Han to form an association of the six countries (合縱 [he zong]: vertical association). The telling phrase he used was, however, somewhat different from the “balance of power,” which nowadays many international relations theorists still believe in. He borrowed the ancient Chinese proverb “寧為雞口，無為牛後，” which meant that “it is better to be the head of a small group than to hold a less powerful position in a large group.” The principal research agenda of this paper is to investigate the logic of group formation by drawing inspiration from the above proverb. This study develops a new theory on regional group formation, which explains the membership preferred by key states when regional institutions are established.

Panel Session 24 (16:35-18:35 D204)

***Rethinking development***

Chair: Assistant Professor **SAPKOTA**, Jeet, University of Tsukuba, Japan

1. **CELLARIER**, Laurent, University of Guelph, Canada

Title: Land property rights and economic development

Abstract:

This paper provides a family production theoretical interpretation of the Malthusian economic stagnation during the pre-industrialized era. In the absence of a financial sector, government welfare programs, and well-developed markets, late life income relies on intrafamily transfers. I consider an agrarian overlapping-generations framework with an old-age security motive for fertility. Since lifetime decisions depend on output and land distribution, I introduce distinct land property rights and output allocation schemes. In each scenario, I identify the conditions under which fertility increases with respect to the contemporaneous income in accordance with the Malthusian theory of population, and I analyze the effects of various productivity improvements. By internalizing the effect of fertility decisions on the future effective land per family, private land property eases the population pressure, raises physical capital accumulation and leads to higher output per family than under common land. Examples are provided to illustrate these results and to reproduce Malthus' predictions.

2. **GOLOTA**, Lukasz, University of Warsaw, Poland

Title: In search of post-Washington Consensus economic order: The goal of the paper is to present Asian models of economic development in comparison to Washington Consensus assumptions and its fail

Abstract:

Thinking of economic development has been dominated by neoliberal approach in recent years. Washington Consensus rule was said to be universal and most effective economic order. It was promoted and implemented by International Monetary Fund and World Bank around the world. All economies, especially those in transition, were encouraged (sometimes economically forced) to apply neoliberal recommendations like: deregulation, privatization, trade liberalization, freedom in financial flows, strict monetary policy etc. This approach was supported by scientific, political and institutional circles.

Results of neoliberal paradigm gave unsatisfactory results: inequality, capital concentration, social and economic exclusions. In opposition to assumptions, economic gaps started to grow in interstate and international relations. The final argument was the financial crisis of 2007 which destroyed many economic arrangements uncovering weaknesses and mistakes of the system.

What is most interesting, the crisis exploded mostly in “Western” economies. The goal of the

paper will be to present Asian models of economic development and confronting them with neoliberal visions. Author is aware of the cultural differences but would try to find the most inspiring elements. International Political Economy is trying to answer the question how the post-liberal order would like to be. The paper is using research on Asian successful transitions to give proposal for new economic construction.

3. **CHALIL**, Tengku Munawar, Osaka University, Japan

Title: Rethinking corruption on fiscal decentralization and global competitiveness nexus

Abstract:

This study investigates the effect of fiscal decentralization to global competitiveness through level of corruption. Using both cross country arithmetic mean and longitudinal dataset covering ten years period (2005-2014), the empirical analysis provides information that fiscal decentralization has dual effect to global competitiveness with regard of the level of corruption. Increasing of corruption changes regression parameters of fiscal decentralization to global competitiveness from positive into negative *ceteris paribus*. The result suggest that in low corruption risk country, trusting more fiscal power to local government would contribute to increasing competitiveness, vice versa with high risk country. The research provides additional comments for Oates (1972) decentralization theorem, by adding corruption level as pre-requisite condition.

4. **NISHIKAWA** Yuka, Osaka University, Japan; **DARABI**, Hassan, University of Tehran, Iran; **RASTEGAR**, Ebrahim, University of Tehran, Iran

Title: A conceptual model of health and environmental security

Abstract:

Environmental security (ES) discourse cover a wide range of subjects which health is the main concern of environmental security debates. The article try to question the relationship between ES and health and environmental factors which influence the health. The manuscript attempts to clarify the connection between ES, health and environment. The grounded theory was used to determine the triple relationship between environmental factors health and ES. Therefore, Triple subjects examined in environmental security scientific articles from 2011 up to 2016. The results were coding and after categorizing the main concepts, the conceptual model was constructed. The integrated results show that complicated relationship exist between these three pillars Which is illustrated in conceptual model. The overall results indicated that because of main concern of ES on negative indicators and ability of biological threats to generate the critical challenges, health is focal point of this context. Therefore, it seems that the desecuritization approach which emphasize on positively oriented and preventive approaches could be provides a suitable response to the ES challenges.

*Keywords:* health, environmental security, conceptual model, desecuritizing

Panel Session 25 (16:35-18:35 D205)

***New directions in business and finance***

Chair: Professor **KIM** Sangho, Ritsumeikan Asia Pacific University, Japan

1. **NAKATA** Yukihiro, Ritsumeikan Asia Pacific University, Japan

Title: Transformation of manufacturing network to "co-creation value chain" in Asia: Triggered by Sharp and Hon Hai alliance

Abstract:

The international division of labor, which called horizontal international specialization, is an outcome of globalization. This shows the spatial shift of manufacturing industries from advanced capitalist countries to developing countries. However, the manufacturing network based on horizontal international specialization is recently changing to "Co-creation Value Chain" in Asia. This single-case study focuses on Sharp and Hon Hai alliance, because it triggered to the change. This case examines Sharp Corporation to uncover why sound companies fail when they confront changes in markets and technology. Although Sharp successfully established a vertically integrated production factory to produce LCD-TVs, the company ultimately failed and was acquired by Taiwan's Hon Hai. The case study shows that Sharp's fatal failures were excessive investment in its Sakai factory and improperly assessing the disruptive technological innovation in China smartphones. As the result, this alliance between Sharp Corporation and Hon Hai triggered the transformation of manufacturing network to "Co-creation Value Chain" in Asia.

2. **KIM** Sangho, Ritsumeikan Asia Pacific University, Japan

Title: Firm heterogeneity in sources of total factor productivity growth: Evidence from Japanese manufacturing firms

Abstract:

We utilize a stochastic frontier production model to decompose total factor productivity growth in Japanese manufacturing firms into technical progress, technical efficiency change, allocative efficiency change and scale efficiency change. Then, we investigate firm heterogeneity in the decomposed productivity sources across technological sectors. We find that significant existence of firm heterogeneity varying across the technology sectors. Noticeably, overall increase in exports and imports enhances productivity, but intra-firm trade deteriorates it if the trade accounts for larger portion of total trade. This suggests that intra-firm trade causes enough inefficiency to offset salutary effects of trade after certain threshold.

3. **DRUMMOND**, Damon, Ritsumeikan Asia Pacific University, Japan

Title: Community based business model proposition

Abstract:

This paper examines and proposes a new contemporary Community Based (CB) business model for sustainable community level competitive business. The paper shows how elements of this type of business model are both complex and divers compared to that for the enterprise firm. It also identifies significant CB determinants, such as, the quality and grade of clustering cooperation on the CB and how these significantly impact upon results. It applies this model and makes comparisons between Japan, Korea, Thailand and Indonesia.

One demonstrated limitation of the CB business model is making clear outcome scales, unlike the typical case, as CB models have both profitability and public interest as their goals which are not always compatible with each other.

Finally the paper reviews the CBs model for its applicability to sustainable value creation, stakeholders relationships and governance. The aim is to be able to apply this model to wide spectrum of CB business for future understanding and analysis.

4. **CHIU**, Candy, Wenzhou-Kean University, China; **CHIU**, Jason, University of Santo Tomas, Philippines; **SOMKIAT**, Mansumittrchai, Wenzhou-Kean University, China

Title: Mobile money as financial services for the poor: A source of innovation for developing countries in Kenya and the Philippines

Abstract:

In developing countries especially in rural and remote areas, some people have grown up and manage their small businesses without access to advanced information communication and financial technologies but also often live alienated with the newest advances in technology. They even lack even the most basic banking services. They have instead maximized the use of mobile phones for communication, financial activities, and information. The global revolution in digital financial systems is creating innovative opportunities to meet unbanked and unserved households' financial needs. It also connects them to affordable and reliable financial tools through mobile phones, short messages service, kiosks, prepaid services, and other digital interfaces. This study examines the development of two pioneer countries namely Kenya and Philippines on mobile financial payment. This study has shown that developing nations can be a source of innovation by identifying the unmet financial needs of the poor.

*Keywords:* mobile money, mobile payment, mobile banking, mobile innovation Kenya, Philippines, developing countries

5. **PIMNGERN**, Jatupron, Thailand; **SIRIWICHAJ**, Chalernporn, Silpakorn University International College, Thailand

Title: Financial inclusion in key ASEAN countries: How FinTech is changing lives of the bottom million

Abstract:

Banking services are ubiquitous to most of middle-income citizen where financial access is within reach. However, more than 50% or approximately 246 million of low-income populations have no access to financial services – no basic saving account, no access to loans, no health insurance. The demand is paramount but the traditional banks fail to execute as the costs of reaching this segment are outweigh the perceived risks and, thus, too costly. Without the access to formal services, these millions of people have no choice but to rely on notoriously expensive informal services and shark loans.

With the sizable market and huge pain point, there lies an opportunity for fintech players to bridge the gap by bringing financial access to those underserved. Mobile technology and innovative business model presents a transformational opportunity to advance financial inclusion - enabling financial services at affordable price to disadvantaged segments of society.

In the last five years, FinTech has already disrupt the way financial services being offer ASEAN markets especially Cambodia, Myanmar, Indonesia, and Philippines where more than 75% of adult population are unbanked. The bank-like services are being offer by retail agent with the Electronic Data Capture (EDC/POS), feature phone, and smart phone.

Reaching out to unbanked could potentially increase GDP by 3 to 5 percent to selected ASEAN market. This paper aims to present the most recent overview of how fintech and fintech player has accelerate the financial inclusion, changing local landscape, and bring about the positive impact.

Panel Session 26 (16:35-18:35 D206)

***Satoyama landscapes of Japan: Current situation, challenges and responses***

Chair: Associate Professor **SANO** Yae, Nagoya University, Japan

Panel abstract:

Population dynamics (e.g. population size and age structure) affect how natural resources are used and managed, and therefore, the status of the natural environment. Increases in human population have been one of the most serious causes of global environmental degradation. In the case of Japan's Satoyama, however, we see how a decrease in the working-age population can also lead to environmental degradation. Satoyama is a term describing landscapes which contain different types of vegetation and land uses, including secondary forests, rice paddies, fields, grasslands, ponds and reservoirs. Conserving Satoyama is a priority of Japan's environmental policies as it affects biodiversity and preserves forests which protect people from natural hazards.

In this panel, we will first examine and compare how land use is altered as a consequence of population increase (Philippines, Manila) and decrease (Kunisaki, Japan). We will then draw a general picture of Japan's Satoyama, providing a theoretical explanation of the effects of a

decreasing population. Finally, we will discuss actions that can be taken to conserve Satoyama, providing a case outside of Japan for comparison.

1. **SANO** Yae, Nagoya University, Japan

Title: The effects of an aging population on satoyama

Abstract:

According to the conventional wisdom, overpopulation is a key cause of many environmental problems. But in the case of Japan, rather than too many people, a major threat to the environment may be fewer people. Over the past few decades, one important type of area that appears to be suffering is Satoyama. As the working age population of communities shrinks, so does the number of people who can cultivate the land. Although humans created Satoyama through farming and forestry, the lack of people to care for them may do serious harm to biota that have played a key role throughout Japan's history. The purpose of this paper is to provide an overview of trends in Japan's rural population and to discuss the extent to which changes may influence the maintenance of Satoyama.

2. **IIZUKA** Kotaro, University of Tokyo, Japan

Title: Growing mega city and the changing landscapes: The case of Manila, Philippines

Abstract:

Rapid increase in urban population is considered to be one of the critical factors contributing to urban sprawl. The acceleration of the phenomenon, especially in developing countries, is forcing nations to meet the changing demands of necessities, such as food, energy, land and water. One of such mega cities is Manilla, Philippines, where the high rates of expansion is dramatically altering the landscape in the surrounding regions. In this study, we examine how the regional landscape is changing to understand how local climate, water resource and food security would be influenced by these changes. Remote sensing and GIS (Geographical Information System) technique is used to analyze the current situation of the urban sprawl and to predict the future trends. By visualizing the changes in the region, we believe that decision makers can come up with better strategic plans that will contribute to the sustainable development of the region.

3. **ARII** Ken, Doshisha University, Japan

Title: Land use change in the Satoyama landscape: A case study in Kunisaki, Japan between 1947 – 2016

Abstract:

Pressures associated with factors such as policy, economy and demography impact how land is used in both natural and man-made environments. The Satoyama system, traditional rural landscape in Japan, has also been influenced dramatically by these pressures this past century,



and as a consequence, land use in this system has undergone significant changes. In this study, we examine how land use has changed over the past 70 years in the Morota District (Kunisaki, Japan) by analyzing and examining aerial photographs taken in 1947, 1963, 1970, 1990, 2006, and 2016. Through the analyses, we found that the crop land has been decreasing in the past 70 years while the forested area has been increasing steadily. Development of a new road has also influenced how land is used within the Morota District. Through historical records and by interviewing policymakers and residents, we explore how political, economic, and demographic pressures led to the changes in land use in the Morota District over the past 70 years.

#### 4. **NAKAMURA Koji**, Kanazawa University, Japan

Title: Lessons from the Japan Satoyama Satoumi Assessment (JSSA) and human capacity building for sustainable development of Noto Peninsula (Japan) and Ifugao rice terraces (Philippines)

Abstract:

Satoyama is a dynamic mosaic of managed socio-ecological systems producing a bundle of ecosystem services for human well-being (Japan Satoyama Satoumi Assessment (JSSA)). In this presentation, historical development and current status of Satoyama and Satoumi systems are reviewed, and a discussion of future directions and recommendations will also be given. One of the major concern learnt from JSSA is the deterioration of Satoyama and Satoumi due to lowering and aging population in Japan. Human capacity building is vitally important for the sustainable development of local communities, facing such challenges. This paper reviews the progress of human capacity building programs implemented in Noto (Japan) and Ifugao Rice Terraces (Philippines), and their links with "Twinning of GIAHS" initiatives between the two localities.

#### 5. **VAFADARI, Kazem**, Ritsumeikan Asia Pacific University, Japan

Title: Tourism and community building in Satoyama landscapes of Japan

Abstract:

Rural upland Japanese communities are facing a number of challenges among which aging and changing lifestyle are the main drivers of change. Average age of farmers in Japan is high implying the emergence of sustainability management not only for agriculture but also for rural community itself, which is an important part of Satoyama landscape. For many years, the rural and upland villages have survived by utilizing natural resources while managing them in sustainable manner that has created Satoyama as heritage. Therefore, Satoyama is not only a system for natural resource management but also an important part of Japanese history and identity. Traditional life in Satoyama together with other habitats of these areas has left a showcase of harmonious life in nature where human and other creatures live together and benefit from each other. Therefore Satoyama has much more than ecosystem and biodiversity services to offer and

can be redeveloped through tourism utilizing its rich community resources and cultural diversity. Satoyama societies might be too old to continue and keep their functionality as labor in agriculture but they are a valuable source of traditional knowledge and life that should be conserved and passed to the next generation in order to sustain Satoyama landscapes. In this regard, tourism can play a critical role in creating collaboration between rural and urban population in Japan. It can open new opportunities for revenue and livelihood diversification and provide opportunity for rural communities to seek for new residents among younger generation and market the bounty of Satoyama landscapes. The role of tourism as a tool for revitalization and redevelopment is discussed in this research. It also utilizes case studies of successful models and local initiatives in rural tourism. It concludes that tourism, if well managed, can provide a special situation in which rural communities can meet and expose their resources including rural lifestyle and livelihood opportunities in order to attract new generation. This is expected to be a partial solution to the issue of depopulation and aging as one of the main problem of Satoyama landscapes.

Panel Session 27 (16:35-18:35 D207)

***Environment governance, development and education***

Chair: Professor **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

In recent years, the extreme weather patterns, massive floods, sea-level rise and more as indication of climate change, have restated the needs for more environmentally friendly practices. Additionally population growth and urban expansion put government and other stakeholders and institutions under pressure to develop adaptation and mitigation strategies.

The panel aims to share the speakers' current studies on relevant topics on sustainable environment and development; the state of the issues, the challenges we are facing and their recommendations for best solutions. We hope that the panel provide platform for active exchange of knowledge and opinion among speakers and participants.

1. **KRISHNAMOORTHY**, Ravichandran, New York Institute of Technology, UAE

Title: SME finance: A new approach

Abstract:

With more than 300000 business in UAE, but the listed companies are 67 in ADX and 59 in DFM, put together 126 (0.042%) which is not a good sign for the country which aims to improve their non-oil GDP growth by 40% in 2016. The main problems with the SMEs was not brought into lime light even though there where lot of debates and researches in this field. About 94% of the 300,000 business enterprises are SMEs. Out of these 300,000 SMEs only 100,000 are bankable.

But the important issue is 200,000 SMEs are not offered loans. More than 40 Banks in UAE are having SME finance product but fail to offer the credit to them due to various reasons. There were 50-70% of rejection rates (Khalifa Fund SME Financing White Paper, 2013) in SME lending. I have developed a new SME Finance Model to overcome the finance problems faced by the SME's In UAE

2. **CHEE**, Andrew Tong Li, Ritsumeikan Asia Pacific University, Japan; **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan

Title: Social acceptance of geothermal energy in Oita Prefecture, Japan

Abstract:

In the past decade, there has been significant growth of the global renewable energy sector. As the renewable energy utilisation rate increases, there is also a corresponding rise in society's engagement with renewable energy technologies (RETs) in their daily lives. However, during expansion of the renewable sector, the level of acceptance in society towards different types of renewable technology varies. In Oita Prefecture, power sourced from geothermal energy technologies (GETs) accounts for the nation's largest share of geothermal energy utilisation and there are increasing investments towards the expansion of geothermal energy sector. In recent years, small-scale geothermal generation systems have been constructed in built areas, despite facing resistance from local residents.

This paper will investigate and analyse the social acceptance on three levels of the social dimension: (1) National level, how Japan faces international, domestic and economic pressure to diversify its energy mix away from fossil fuels and nuclear energy. (2) Regional level, how the prefecture and cities in Oita with geothermal resource potential have developed their geothermal expansion strategies with adherence to the national policy, along with consensus from local residents. (3) Local level, how local society cooperates to facilitate the shift towards renewables, through seeking their views and opinions on geothermal utilisation. Methodology adopted in the study include literature reviews from reports and journals, with surveys and interviews of the relevant stakeholders. The outcome of this study indicates the dynamics between the three social structures which will allow for development of better policies and strategies, for more successful implementations of GETs with greater social acceptance.

*Keywords:* social acceptance, geothermal energy, energy policy

3. **JANSING**, Matthew, Ritsumeikan Asia Pacific University, Japan; **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan

Title: Community-based water management in volcanic island landscapes: The social capital of Karangasem, Bali and Kunisaki, Japan

Abstract:

The *subak* irrigation system of Karangasem, Bali and the *tameike* irrigation system of Kunisaki,

Japan offer differing solutions for similar problems shared by agricultural communities in volcanic island landscapes. Porous volcanic soil, prolonged periods of little rainfall, narrow rivers, and steep topography often make agriculture and irrigation water procurement in volcanic island regions especially difficult. The systems chosen in this study, however, have been recognized globally as successful prescriptions to these natural hindrances. Bali's *subak* system is a self-regulating, bottom-up network of farmers' associations called *subak* that democratically address the balance of water allocation schedules and pest control. The *tameike* system of Kunisaki, Japan is a more top-down oriented system with so-called water keepers who manage multiple, interlinked reservoirs called *tameike* with one *ikemori* who manages the whole system. This research aims to analyze the structure of each system to determine social capital's role and effectiveness in regards to sustainable water management. Through this analysis, two main questions are analyzed: How does social capital contribute to the success or failure of sustainable water management, and what trends in social organization can be identified as particularly beneficial for water management in volcanic island landscapes? These questions serve to accomplish two things: (i) further develop the social dimension as the most theoretically underdeveloped in the field of sustainability and (ii) offer real world suggestions for future development in agricultural water management in volcanic island landscapes. Supporting information for this comparative case study was gathered from an extensive literature review, semi-structured expert interviews, and structured surveys with local stakeholders. The environmental, economic, and social outcomes of water management will be discussed by employing the quantitative Water Footprint method, a quantitative analysis on household incomes and qualitative economic perceptions, and a qualitative analysis of social capital.

4. **KIRSCHNICK**, Ulrike, Ritsumeikan Asia Pacific University, Japan; **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan

Title: Sustainability assessment of irrigation-based agriculture: Identification of drivers influencing the adoption of sustainable agricultural practices in Khuzestan Province, Iran

Abstract:

Irrigated agriculture is often the main consumer of water in arid regions and is frequently referred to as unsustainable, but this assertion is mostly descriptive and lacks a standardized definition. Various researches discuss the assessment of sustainability within the emerging field of sustainable development, but few methods exist to analyze specificities of irrigation-based agriculture. In Khuzestan Province in South-Western Iran, irrigation-based agriculture dominates the landscape with 62% of the cultivated area reliant on irrigation, playing an important role in the region's development. Droughts, overconsumption, and pollution of water resources through extensive fertilizer and pesticide use impose several challenges to local communities. Increasing soil salinity and erosion furthermore harm agricultural productivity.

Within this landscape, this research aims to identify factors determining the degree of sustainable

performance, how they influence each other and how they contribute to the overall performance of local producers. The chosen factors are farming attributes such as farm size, herd size, water consumption, revenue, and educational level; and management practices such as fertilizer and pesticide use, crop patterns, tillage, and irrigation technology. These connect the economic, social and environmental dimensions of sustainability to each other.

The System Dynamics Approach (SDA) serves as the methodological framework to assess sustainability and display the results, and the significance and correlation of the chosen factors are measured through statistical testing. Data derives from literature review and statistical reports as well as interviews with local authorities and producer questionnaires. Alongside the methodological adjustment of sustainability assessment in agriculture, this research's results can help decision-makers to adjust existing tools and outline appropriate measures to promote sustainable agricultural production.

5. **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan

Title: Impact of cross-border higher education on environmental awareness and behavior of international students in Japan

Abstract:

The recent impact of climate change on livelihood, economy and biodiversity has highlighted the urged of environmental sustainable development. To reach this state, Japan as a developed country has devoted efforts in sustainable business practices and education for remedy of the environmental issues produces during the post war industrial revolution. Thus, Japanese public have high environmental awareness, consciousness attitude and behavior. The proposed study will examine the influence of Japanese environmental education and sustainable lifestyle practices on international students perusing their higher education in Japan. Outcome of the study will contribute to educating and creating environmental literate global citizens whom are self-motivated toward environmentally responsible lifestyles.

Panel Session 28 (16:35-18:35 D208)

*東アジアにおける歴史・言語・文化の比較研究*

***Comparative studies of East Asian language, history and culture***

Chair: Professor **CHO** Myungchul, Korea University, Korea

発表言語：日本語・英語 / Presentations: Japanese & English

東アジア地域は長い間、国や地域間を越えて絶え間ない相互交流がなされてきた。その相互交流を通じて、東アジア地域は言語や歴史文化などにおいて、共通の文化要素を見せながらも、自然環境や政治体制などの違いも加わり、多様で独自の文化を作り上げてきた。その文化に

は、仏教や儒教をはじめ、説話、言語などに至るまで、様々なものが存在する。本セッションでは、東アジアという各地域の枠を越えて歴史交流を深めてきた中国や韓国、日本地域を中心に、言語や歴史文化などの問題について、パネリストそれぞれの立場から問題提起をし、議論を深めていく。

## 1. JUNG Jonghee 立命館アジア太平洋大学 (日本)

Title: 現代日韓両言語における新語・新用法の比較研究  
—コロケーション形成原理の類似と相違—

急速な社会の変貌、多様化するメディア環境による「知の共有」の加速化が著しい現代社会において、「言語」は進化と消滅を繰り返しているように考えられる。次々に新語が生まれ、その一部はメインストリームの境を越えて昇格し、また一部は跡形もなく消え失せる。いわゆる「流行語」として消滅する個別の新語や新用法に注目し、その構造や意味体系を探ることの意義は然程大きくないと言えよう。しかし、現代の新語、とりわけ日韓両言語における新語・新用法に見られるコロケーション形成原理—習慣的に共起する言語表現同士の関係—の類似性と相違性には興味深いものがある。本稿では、現代日韓両言語における新語・新用法の統辞的類似性、「結合し」、「連続する」ことで形成されるコロケーションの類型を比較し、日韓両言語における新語コロケーションの形成原理及び意味上の特性について考察する。

## 2. WANG Chenyue, Korea University, Korea

Title: Korean proficiency level as an affective factor in influencing speaking anxiety of Chinese learners learning Korean as a second language

Abstract:

There are two components in the oral communication: listening and speaking, speaking is anxiety-provoking in foreign language (Chan & Wu, 2004). Scovel (1978) defines anxiety in language learning as 'a state of apprehension, a vague fear'. Lots of studies have been done in this area and have revealed that learners' feeling about learning affect their ability to learn and they also found that one of the most important affective variables in the process is anxiety (Brown, 1987; Gardner, 1991). Based on this theoretical background, this study will try to find out the influence of Korean proficiency level as a factor to speaking anxiety of second language learners when they speaking the target language. A questionnaire designed based on the public speaking anxiety Scale and Foreign Language Classroom Anxiety Scale (FLCAS) of Horwitz et al. will be distributed to Chinese Korean learners from 3 different proficiency levels (This 3 levels include: low level, intermediate level and high level according to their TOPIK scores.) to indicate their performance in the aspects of "speech anxiety and fear of negative evaluation" and "uncomfortableness when speaking with native speakers." The purpose of this study is to show that whether there is a significant influence of Korean proficiency differences on speaking anxiety of Chinese Korean learners when they learn Korean as a second language. The reason of considering Korean

Proficiency Level as the factor is premised on the belief that learners with higher Korean proficiency level may have lesser speaking anxiety as compared to learners who have less proficient level. On the other hand, it is also likely to be that learners of less proficiency knows less rules in the target language so it is easier for them to receive less effect of the speaking anxiety. The results of this study can have some attributions to pedagogic implications, which can apply for second language teachers to help students to lower down their anxiety when speaking the target language.

### 3. **KIM Chanhoe** 立命館アジア太平洋大学 (日本)

**Title:** 韓国の「地下国大賊退治説話」—日本・ユーラシア地域の英雄叙事説話との関連

二〇一五年、三弥井書店から福田晃・金賛會・百田弥栄子の三氏共編による『鷹と鍛冶の文化を拓く 百合若大臣』が公刊された。この本は、表紙の帯に「日本から韓国・中国・中央アジアに及ぶ英雄叙事詩を拓く」と記されているように、「百合若大臣」を英雄叙事詩として位置付け、日本から広く中央アジアなどのユーラシア大陸まで伝承されている説話であることを視野に入れて編集されたものである。韓国には、日本の「甲賀三郎譚」やアールネ・トムソンのAT301型に属し、異常誕生をした主人公が地下国などを訪問し、大賊を退治し、拉致された姫君を救済する説話が数多く伝承する。こうした地下国訪問譚の説話を韓国では「地下国大賊退治(除治)説話」と呼んでいる。本稿では、韓国の「地下国大賊退治説話」の諸伝承を紹介し、日本を含め、ユーラシア地域に伝わる英雄叙事譚「百合若大臣」や「甲賀三郎譚」系説話とのかかわりについて検討してみたい。

### 4. **CHO Myungchul**, Korea University, Korea

**Title:** 日本と韓国の歴史文化比較

韓国と日本は古代から活発な交流を続けてきた。政治制度や仏教のような宗教、また後代に至っては儒学など思想的に同質的な内容を共有してきただけでなく、絵画や彫刻など芸術分野においても日本は韓半島の影響を受けてきたのである。人的交流も活発に行われ、大勢の人々が韓半島から日本列島へ渡り、様々な分野で影響を及ぼした。韓国と日本は政治・社会・文化において同一文化圏であったことが否めない。しかし、その詳細を探っていけば韓国と日本の間には大きな相違も垣間見えるのである。韓国は歴史の中心勢力が文人であったことに比べ、日本は武士であったころ、韓国は統一国家を維持してきたことに比べ、日本は古代から地方勢力が独立した形の封建領主制の姿を見せてきた。それだけではなく、生活一般においても大きな相違点が見られる。例えば、畳とオンドルから分かる家屋の構造の違い、ビビンパと寿司から見られる食文化の違い、韓服と着物の形態など、目に見える違いはいくらでも存在する。従って、韓国と日本は同質の文化圏として分類されるにも関わらず、上述したような相違点をいかに説明していくかは興味深い、重要なテーマと言えよう。このような事象を目前に「より客観的」かつ「妥当な」観点と方法論の上で議論していく必要がある。これまでの韓日両国の相違点を説明する枠組みは特定の分野を説明するには有効であったが、その他の分野に適応

しがたい枝葉的な性格から抜け出すことができなかった。今こそ、広範囲の分野に適応可能な普遍的枠組みを模索する段階に入ってきていると考えられる。このような観点から、論者は少なくとも2年年間、持続的に日本と韓国へ影響を及ぼしてきた環境的要素を固定変数として活用し、両国の相違点を絞り出していく方法論を提言する。この方法論は長い間、持続的に作動してきたものであるため、広範囲の分野で友好的であろうと思われる。まず、一次的に韓国と日本の自然的諸要素が両国の歴史・文化・芸術思想に及ぼした影響を検討することで議論を始めたい。

Panel Session 29 (16:35-18:35 D209)

***Sustainable consumption and production***

***Sub theme: Developing sustainable tourism in ASEAN***

Chair: Dr. **RIVERA**, John Paolo R., Dr. Andrew L. Tan Center for Tourism, Philippines

Panel abstract:

Developing sustainable tourism development efforts among ASEAN Member States (AMS) is a challenge faced by each government and their respective civil societies specifically in Thailand and in the Philippines. For such developing economies, the industry is characterized by wide private sector participation; hence, it requires a concerted effort from various tourism stakeholders such as the government, private entities, local community, and tourists as identified by Bjork (2000). This panel aims to augment the existing multi-stakeholder approach of Bjork (2000) to tourism development by presenting a model that strengthens the link among the market and environment at the macro level, and systems and human resources at the micro level.

1. **RIVERA**, John Paolo R., Dr. Andrew L. Tan Center for Tourism, Philippines;  
**ACKARADEJRUANGSRI**, Pajaree, Ritsumeikan Asia Pacific University, Japan

Title: A community-based tourism approach in advancing the sustainability of the amphawa chaipattananurak conservation project

Abstract:

We have seen that just like any other heritage site in the world, Amphawa is also facing the threats of development, which makes heritage enthusiasts cringe. Development is indeed accompanied by loss of authenticity and loss of heritage. As the famous adage goes, “out with the old, in with the new.” However, it does not have to be that way. There will always be room for heritage to be preserved for the next generation to appreciate—sustainability. In the midst of globalization and modernization, the Amphawa Chaipattananurak is doing everything it can to welcome development while preserving what they have, and restoring what they have lost. We have seen that they are facing numerous challenges for them to be sustainable. They want to welcome tourists and local visitors to sustain business and encourage the locals of Amphawa to continue



doing business. As far as the supply-side is concerned, the rationale is simple—if the locals get their livelihood from the unique charms and heritage of Amphawa, then they will take care of it, preserve it, because whatever damages Amphawa will sustain, it will also damage their livelihoods.

2. **ACKARADEJRUANGSRI**, Pajaree, Ritsumeikan Asia Pacific University, Japan; **RIVERA**, John Paolo R., Dr. Andrew L. Tan Center for Tourism, Philippines

Title: Creating a sustainable environment for the Asian elephant: The case of Maesa Elephant Camp in Chiangmai

Abstract:

Not long time ago, there were a hundred thousand of domesticated elephants in Thailand. They were valuable and Thai people utilized them for logging. However, when logging businesses were regulated in 1989, most of domesticated elephants suddenly became unemployed. Thai government together with business sector, and not for profit organization tried to bring them back to the nature. But the results were unpleasant. It was the growing of Thai tourism that somewhat extending the opportunities, many elephants with their mahouts started to showcase and became part of elephant camps. To sustain this industry, many believed elephants are forced to work longer hours, and are sometimes harmed for entertainment. However, most conservationists claim that the boom in the tourism industry is good for elephants. These sites create meaningful employment opportunities and offers a way to compensate for both elephants and its mahouts. However to be sustainable, a comprehensive ecotourism development plan must be enforced to conserve the elephants. Most may advocate that letting elephants be in the forest is the best alternative. But, it is infeasible without all embracing, properly maintained, and guarded parks and sanctuaries. Maesa Elephant Camp in Chiangmai is a good showcase, demonstrating and living with potential sustainable model.

3. **GUTIERREZ**, Eylla Laire M., Dr. Andrew L. Tan Center for Tourism, Philippines; **RIVERA**, John Paolo R., Dr. Andrew L. Tan Center for Tourism, Philippines

Title: Determining the link between the degree of awareness on tourism marketing slogan and the length of stay and travel budget of tourists using the Asian barometer survey

Abstract:

Tourism remains a vital industry in advancing growth and development among economies, whereby tourism marketing initiatives have become a dominant technique to realize a destination's full potential. We consider both length of stay and travel budget of young tourists to understand the role of tourism marketing initiatives of destinations. Using ordered probit on the Asian Barometer Survey, the degree of awareness of a country brand, and demographic values, specifically age, sex, marital status, and educational attainment have shown varying relationships

with the length of stay and travel budget. These findings have implications in developing effective tourism marketing initiatives.

4. **CORTEZ**, Michael Angelo A., Ritsumeikan Asia Pacific University, Japan; **WU** Pokuan, Chung-Hua Institution for Economic Research, Taiwan; **RIVERA**, John Paolo R., Dr. Andrew L. Tan Center for Tourism, Philippines

Title: Heritage tourism: Opportunities for Batad Ifugao, Philippines

Abstract:

Batad is a small heritage town in Ifugao, Philippines which has thousand year old rice terraces that has stood the tests of time and weather pattern changes. With apparent human neglect and migration come conservation activities to preserve a tradition of rice farming in the Ifugao region. Its unique traits qualified it as a UNESCO World Heritage Site.

An earlier sustainable tourism model proposed by Cortez & Rivera (2015) is adopted to operationalize variables that may be captured in the long run. These include: personal characteristics, site attributes, perceptions on tourism value, and behavior before and after the tour. With statistics from government agencies, private hotels and tour operators it will be possible to perform tourist profiling. Site attributes and perceptions may be addressed by focused-group discussions. Both quantitative and qualitative factors may be measured to proxy for behavior before and after the tour.

Community based tourism plays an essential role in sustainable tourism with a deep emphasis on educating tourists on heritage passed on from many generations. While Batad is one of the many rice terraces built across the south and far eastern Asia, its heritage component may outweigh similar neighboring terraces. Batad heritage tourism involves experiential learning of eco and cultural practices.

Developed earlier, the variables may need take time to be gathered but this exploratory research commences its definition and measurement.

Panel Session 30 (16:35-18:35 D210)

***Local solutions in the era of globalization: Building inclusive markets***

Chair: Professor **AHMED**, Zafar Uddin, American University of Ras Al Khaimah, UAE;  
Professor **BARAI**, Munim Kumar, Ritsumeikan Asia Pacific University, Japan

1. **AHMED**, Zafar Uddin, American University of Ras Al Khaimah, UAE; **BARAI**, Munim Kumar, Ritsumeikan Asia Pacific University, Japan

Title: Indonesia's financial sector: Inclusive dynamics for its underprivileged

Abstract:

Financial sector development is critical for reducing poverty as this offers better access to financial products and services to the poor and low-income families. Indonesia has an underdeveloped financial sector and a shallow capital market. The Indonesian financial sector remains small and far more dominated by banks than its regional peers. In 2013, financial sector assets (bank credit, market capitalization, and bonds) to gross domestic product (GDP) were at 103% compared to approximately 194% for the Philippines, and over 300% for Malaysia, Singapore, and Thailand. Some of the reasons for the small size of the overall financial sector in Indonesia are (i) fragmented regulatory structure, (ii) regulatory framework not in line with international best practices, and (iii) an enabling environment that is less conducive to financial sector development, including lack of diversity in capital market products. These have bred financial exclusion in the Indonesian society as well.

Along with other shortcomings, Indonesian financial sector is shallow and hence vulnerable to external financial shocks. That is why the systemic risks of the financial sector transmit to higher cost of borrowing for domestic investors. That also creates financial exclusion in the society. To substantiate, only 21.9% of the poorest 40% of the Indonesian population has savings in a financial institution. Furthermore, over 40% of the population does not borrow, with only 13.1% having borrowed from a financial institution. This financial exclusion of a sizeable share of the population from the financial sector limits the opportunities to lift wealth through savings and mitigate financial risks to their livelihoods from natural calamities and economic shocks.

This might have encouraged the Indonesian government to draw a specific target to provide access to financial services to 25% of the poorest 40% of the population by 2019 and achieve 8.0% GDP growth and lower poverty to 7.0%–8.0% by 2019. Along with conventional financial products, this offers a great potential to develop an Islamic finance sub-sector in Indonesia. As we know, it is the largest Muslim country and should have a high demand for Islamic finance.

This study identifies following challenges exist in this area in Indonesia: (i) low access to financial services; (ii) impediments to the delivery and usage of non-credit financial products and services; (iii) a low level of financial literacy; and (v) weak consumer protection. Promoting financial inclusion presents an opportunity to address this development problem since increasing basic savings, especially among the poorest population, can raise income level and reduce the gap in income distribution. It is also essential to promote financial stability and capital market development to improve access to financial services for the poor. This study argues that this will require building the regulatory bodies' capacity for surveillance, monitoring and mitigating risks to the financial system, and at the same time introducing innovative financial products including Islamic finance to include the underprivileged and deepen the capital market.

*Keywords:* Indonesia, inclusive dynamics, financial markets, financial inclusion

2. **BARAI**, Munim Kumar, Ritsumeikan Asia Pacific University, Japan; **UDDIN**, Helal, Ritsumeikan Asia Pacific University, Japan

Title: Financial inclusion of the underprivileged in Bangladesh: Underlying factors for upscaling the reach

Abstract:

Since Independence in 1971, Bangladesh has been on a constant fight with poverty as a substantial number of people was living below the poverty line. In the 1980s, the fight received an added push with the infusion of fund from various sources for the marginalized women, farmers, landless labors, urban slum dwellers, unorganized micro and small enterprises operating mostly in the informal sector of the economy. With that base, Bangladesh is now racing towards a development goal to become a mid-income country by 2030. The economic literature has been now dubbing Bangladesh as an emerging economic tiger. For Bangladesh this a remarkable success and a part of the success is explained by its achievement in giving access a large part of its underprivileged people to finance. According to an UNCTAD Report of 2014, 75 percent of the adult population in Bangladesh has become financially included, meaning thereby that they have access to appropriate financial products and services. Microcredit, Islamic microfinance, group savings and loans, etc. are some of the products that have contributed to the financial inclusion process. For instances, the Microcredit Regulatory Authority (MRA) of Bangladesh gives the statistics that a total of 25.11 million people or about 16 percent of the whole population of the country were the microcredit clients of around 670 Microfinance Institutions in June 2014. The circulation of the products in financial inclusion has been helped by different types of financial services like loan, deposit, insurance, investment, payments, financial awareness, remittance facilities, etc.

This paper is devoted to identify and explain a number of factors that have played pivotal role in bringing financial inclusiveness in Bangladesh. These include the presence of an underprivileged segment with huge demand for access to finance, domestic and international flow of funds to tap the market, innovative models of financial products and services, growth of a financial entrepreneurial class to form formal and informal financial institutions, least-interfering role of the government to create a conducive environment for the market players and so on. In the recent past, the Bangladesh Bank the central bank of Bangladesh has emerged to be a leading player in creating inclusive financial market. The digitization of the economy seems to have given the latest push to broadening and deepening the financial inclusiveness in formal, quasi-formal and informal markets. Though much of the discussion on financial inclusiveness in Bangladesh is focused on financial products such as microcredit and Islamic microfinance for the development of the inclusive markets, the factors that aided the growth and maturing of the markets need to focused on as they have lessons and policy implications for many developing countries which are trying to replicate such development model for their financial markets for the underprivileged.

*Keywords:* Bangladesh, financial inclusion, microcredit, Islamic microfinance, financial entrepreneurs

3. **HAQUE**, H M Jahirul, University of Liberal Arts Bangladesh, Bangladesh; **SHAHRIAR**, Faisal Mohammad, University of Liberal Arts Bangladesh, Bangladesh

Title: Financing education in private universities in Bangladesh: Current practices and the options for bursary and education loans

Abstract:

The ratio of the capacity of the public institutions (which are much affordable) in Bangladesh to the number of incumbents is steadily going arbitrary over the past years. Therefore, private universities have come to play a vital role in fulfilling this gap. Nevertheless, cost of education in the private institutions has been significantly higher from that of the public universities from the very beginning of its introduction in Bangladesh. Thus, private universities here, are mainly considered as an option for the well-off citizens, with a very few exceptions of scholarships and discounts. At the same time, financing for education in Bangladeshi private universities are almost in all cases, is reliant on family sources. Commercial and/or institutional financing in the form of education loans and bursaries are presently non-existent in Bangladesh although such options are widely practiced in many parts of the world as a legitimate option. However, such options could open avenues for a much larger population of incumbents towards private higher education and create a more inclusive society of academia. The paper explores the current structure of financing education in private universities and the suitability, challenges and options for bursary and education loan for the same in the socio-economic and cultural perspective of Bangladesh. The general focus of the study is the exploration of the existing framework and assess the feasibility of such initiative. The scope of the paper is limited but can be considered for a primer for in-depth study in future.

*Keywords:* private universities, financing education, exploration, feasibility, challenges

4. **UDDIN**, Helal, Ritsumeikan Asia Pacific University, Japan; **KHANAM**, Jamia Jannat

Title: Capital structure and performance: Comparative study between Islamic and conventional bank

Abstract:

The comparative study between Islamic and conventional banks has been growing with renewed interest especially after the recent worldwide financial meltdown that was triggered by the US subprime mortgage crisis in 2007. This brings the conventional bank in question whether they work as an influencing factor for financial crisis worldwide. Therefore, research proposing that profit and loss sharing investment of Islamic bank is more stable than conventional bank especially during the financial crisis period. The unique feature of Islamic bank is “Free of Interest” which creates Islamic bank different from a traditional conventional bank. Despite very significant discussions in the literature on how Islamic banks differ from conventional banks in terms of performance, business model and mode of investment, less has been done to investigate

in terms capital structure and performance. Therefore, this research aims to examine the difference in terms of capital and performance of Islamic and conventional banks in Bangladesh. The proposed research is going to use multiple regression analysis to estimate the relationship between capital structure and performance. Debt (Short-term, Long term and Total debt) to Equity ratio will be used as a proxy of capital structure and return on equity (ROE), return on assets (ROA) will be used as a proxy for performance of the bank and natural logarithm of total assets will be used as a control variable. Necessary data will be collected from the Bankscope database, stock exchanges, and audited financial statement of selected banks. The study is expected to contribute by drawing a conclusion about the difference between Islamic and conventional bank. Finally, some policy recommendations can be offered based on findings.

### **RECEPTION DINNER (18:45-20:00 Cafeteria)**

MC: Professor **KIM** Rebecca ChungHee

Deputy Director, Ritsumeikan Center for Asia Pacific Studies

## **Sunday, November 12<sup>th</sup>, 2017**

Panel Session 31 (9:30-11:30 D201)

### ***Security in East Asia (II)***

Chair: Associate Professor **CHEN** Ching-Chang, Ryukoku University, Japan

Discussant: Professor **MIYASHITA** Akitoshi, Tokyo International University, Japan

1. **YAMASHITA** Tetsuo, Fukuoka Women's University, Japan

Title: The Japan-United States nuclear cooperation agreement of 1988: Thirty years 1988-2018

Abstract:

The Japan-United States Nuclear Cooperation Agreement of 1988 strengthened the nuclear non-proliferation commitments between the two countries, revising the bilateral nuclear pact of 1955. The Co-operation between Japan and the United States in the field of civil uses of nuclear energy goes back to the Atoms for Peace Speech by the then President of the United States, Dwight D.

Eisenhower, which created the IAEA under the aegis of the United Nations. The U.S. Nuclear Non-proliferation Act of 1978 requires the United States Government and its cooperating partners further strengthened regime of nuclear non-proliferation, widening the coverage of the regime beyond what was transferred under the bilateral agreement to nuclear material used in the equipment transferred under the agreement. In the year 2018, the bilateral agreement will have remained in force for a period of thirty years, and shall continue in force thereafter until terminated by either government.

The Japanese negotiators were aiming to achieve “programmatically approach” or “comprehensive consent”, meaning the two governments agree on the use of nuclear material by Japan within the framework of agreed facilities that meet required standard of safety, physical protection and non-proliferation regime, when revising the bilateral agreement in the mid 1980's. This replaced “case-by-case approach,” meaning each time Japan planned new activities, the United States gave green light on a case by case decision.

Japan and the United States justify use of plutonium and MOX fuel in the Japanese civil nuclear power production in Japan, while stockpiles of plutonium could pose a security threat of nuclear proliferation and terrorist attack.

The Author, as a member of the Japanese government's negotiating team at that time, will review various options available to the two governments at that time to try and identify ramifications and implication of those negotiations in today's global theater.

## 2. **CHEN** Ching-Chang, Ryukoku University, Japan

Title: Gas them! The chemical weapons taboo, Sino-Japanese War, and Western norm diffusion outside the West

Abstract:

This research is concerned with an understudied aspect of norm diffusion, namely the processes through which non-Western actors respond to nascent international norms originated in the West. To explore such processes, it seeks to examine how and why the chemical weapons (CW) taboo, as a regulatory norm reinforced during WWII, was received, absorbed, and appropriated by Imperial Japan. There are two possible hypotheses pertaining to the Japanese employment of poison gases in their war against the Chinese: (1) Japan faced no threats of retaliation in kind from China; and (2) Japan at the time had not internalized the CW taboo. These hypotheses, however, are time and space-insensitive. The conduct of gas war among the industrialized nations of Europe during the interwar period was practiced in such a way that was demarcated from that involving less advanced areas, e.g. the colonies. “Civilized” nations were allowed to behave differently in their dealings with “uncivilized” peoples (gas them) than they should with regard to one another (our shared no-first-use pledge). Not unlike those industrialized nations in the West, this research finds that Japan resorted to the use of CW technology as the primary standard to measure the level of “civilization” that worked to differentiate itself from China, an embarrassing Asian neighbor

and a target of Western imperialism. From a Foucauldian perspective, then, the CW taboo was not so much “transgressed” in Japan's China theater as being appropriated by a non-Western state in the formation of its “civilized” self in an age of imperialism.

3. **TRAN Bich Thi**, Ritsumeikan Asia Pacific University, Japan

Title: Hedging or not hedging? A closer look at leadership variable in the Philippines' China policy

Abstract:

In the post-Cold War era, the Philippines-China relations have ranged from a “golden age” to “Asia's most toxic relationship.” International Relations scholars disagree on the type of strategy Manila has employed. Some say that the Philippines has implemented a hedging strategy in dealing with China, while others assert that the former has pursued a balancing strategy against the latter. Since President Rodrigo Duterte came to power, dramatic changes in the Philippines' China policy have led further debate. Some observers, on one hand, argue that the Philippines has employed an equi-balancing between China and the United States. Others, on the contrary, argue the country has shifted from balancing against China under the Aquino administration to bandwagoning with it. Has the Philippines' China policy shifted among balancing, hedging, and bandwagoning? Or it has remained the same strategy? Why the Philippines' foreign policy oscillates so much? Disagreement is partly due to fuzzy definitions of “hedging”, but the Philippines' case still appears abnormal. There has been some discussion on the personalization of foreign policy, which emphasizes the role of leaders in the decision-making process. This article will (1) scrutinize whether Philippines' strategy in dealing with China is bandwagoning, balancing, or hedging; (2) consider how presidents' preferences (psychological aspect) and capabilities (institutional aspect) affect the foreign policy making; (3) discuss the Philippines' China policy under each administration from Arroyo to Duterte to examine the "personalization" hypothesis.

4. **KRATIUK**, Barbara, University of Warsaw, Poland

Title: Japan-Vietnam cooperation and its impact on regional architecture

Abstract:

David Kang claims that Southeast Asia will be back into the Chinese sphere of influence. However many signs point to something quite opposite: many states in the region have consequently been searching for ways not to fall into that sphere of influence. The increasing cooperation between Japan and Vietnam is a very good example of how current regional and great powers are trying to strengthen the existing order. The question that needs to be asked is how successful such a partnership can be in ensuring keeping the regional order, how it impacts the region of Southeast Asia and can it help stop Kang's predictions.

Japan and Vietnam have formed a mutually beneficial relationship over the years since the signing



of their strategic partnership. That partnership is based on common interests.

Japan, especially under Abe Shinzo, has been on a track to strengthen its international position, especially in the region. Tokyo has a mission to remain a great power and . However, according to David Kang's theory, east Asia will fall back under China's influence, which would mean an end to the existing regional order. That forces Japan to build up its network of partnerships with the aim to strengthen the existing regional order.

Vietnam is similarly invested in maintaining the existing order, as it allows the widest range of decision making and development. That is why Vietnam has been strengthening the relations with various great powers, Japan included. Both Japan and Vietnam see China as the main challenge in regard to the regional order and while their strategic partnership is not strictly anti-Chinese, one of its goals is to limit the influence of Beijing in east Asia, thus not allowing for the system predicted by David Kang to come to pass.

##### 5. KOH Minsung, Kobe University, Japan

Title: The birth of the consciousness against the influx "compatriot" in South Korea: Focusing on the relationship between "gwisoon (defection)" and "compatriot" in the age of liberated Korea

Abstract:

This research is focused on the 'Talbuk-ja (known as defectors or fugitives from North Korea)' regarded as "Compatriot" and "Refugees" in South Korea and aims to verify how the 'Talbuk-ja' consciousness has been changed. Ultimately, I expect the conflict of the legitimacy or justification for ruling in South Korea has made it like today.

After collapsing the cold war system, the South society has discriminated against many influx 'compatriots' such as the 'Talbuk-ja' recognised as 'a burden', 'a betrayer' and 'a suspicious person'. Furthermore, an approach method by political technology makes the 'Talbuk-ja' outlook as a product of the political system competition between the two Koreas. It goes without saying that the political situation as stated above is a significant element. But, the South has accepted most of these 'compatriots' so far, nonetheless the South society's consciousness has not been a significant subject. So, we should be questioned why the South has recognised them by prejudice and how this consciousness has formed and changed. For these ideas, this research puts emphasis not only the significance of political circumstances of the two Koreas, but the internal causes like a viewpoint about 'compatriot', 'ethnic group (*minzok*)', 'State' in the South. In a sense, the latter could be more important than the former.

Postulating the 'Talbuk-ja' consciousness has formed since collapsing Japanese colonial system, this paper is placed centre in the age of liberated Korea and verify through historical process. Thus, I will notice the word 'Gwisoon (known as defection and almost used for the 'Talbuk-ja' today)' and explain what kind of circumstances the influx 'compatriots' (such as 'war damage compatriot' and 'affliction compatriot' etc.) had been placed in the age of liberated Korea. And after I will refer to what kind of change has made this output in the South.

Panel Session 32 (9:30-11:30 D202)

***English language education in Japan***

Chair: Associate Professor **MACK**, Lindsay, Ritsumeikan Asia Pacific University, Japan

1. **CRIPPS**, Tony, Nanzan University, Japan

Title: Perspectives on English language education in Japan: Problems and solutions

Abstract:

This paper will briefly outline some of the major changes in English language education (ELE) in Japan since the end of the Tokugawa period (1603-1868) and then focus on contemporary developments. Despite many (arguably superficial) changes in Japan's English language education system, the latest version of the 'New Course of Study' guidelines (NCoS), which came into effect in 2011, represent a significant shift in policy. The guidelines outline major changes in how English is taught at elementary schools, junior high schools, and senior high schools in Japan. The changes represented by the NCoS represent a substantial shift in how English is to be taught in Japanese schools. These guidelines, however well intentioned, have also created a number of significant challenges for English teachers in Japan. This paper looks at some of the main problems inherent in the Japanese English language education system and offers some solutions. Finally, the paper examines possible directions for the future of ELE in Japan.

2. **DELGADO**, Rodolfo, Tokai University, Japan

Title: Business English skills and intercultural communication competence for tourism university students

Abstract:

This paper aims to present how Tourism university students improve their Business English communication skills and Intercultural Communication competence and strategies in the classroom.

Tourism university students discover and get engaged in learning new content about several countries in Latin America, North America, Africa, Europe, and Oceania. While studying the geography, attractions, and the intercultural communication competence aspects required to do business with people from several countries of these continents.

"Educators can create cultural awareness and expectations in Japanese university classes beginning with finding out how Japanese university students perceive their own culture because they understand things from the perspective of their own cultural behavior". (Delgado, 2015). While understanding they own perceptions and perspectives this will allow to be flexible and have opened-mindedness about other cultures and better understand international cultural perspectives. Qualitative research techniques were used to collect information about Japanese students in the

field of Tourism. Students were asked to write essays and answers questions about their learning experiences on Business English communication skills and Intercultural Communication competence. Also, class observations were conducted to determine how students interacted with the learning material and build global perceptions.

Students' lack of confidence in their communication skills has become an obstacle for many students to create assertive learning practices in the classroom. Therefore, creating an environment of constant learning and improvement will create confidence in Japanese university students to continue to learn about the global business environment.

This research paper will share the finding on how university students in the field of Tourism share their knowledge in the process of building business relationships, mutual understanding, and intercultural communication competence and strategies to bridge the gap across cultures.

*Keywords:* business, tourism, intercultural, communication, competence, synergies, competence

### 3. **MACK**, Lindsay, Ritsumeikan Asia Pacific University, Japan

Title: Challenges tutors and students face at an international writing center

Abstract:

Currently, writing center services are expanding to include help for ESL and EFL writers, not only in the United States or other English speaking contexts, but around the globe (Brauer, 2009). Although there is a lot of research on ESL writers in writing centers in the West (Blau & Hall, 2002; Linville, 2009; Minett, 2009; Powers, 1993; Thonus, 1999a, 1999b, 2001; Williams, 2004; Williams, & Severino, 2004) there is little research on foreign language writing tutoring for beginner and EFL students in these international contexts. In order to address this problem, this presentation will examine the challenges in the adoption of an ESL writing tutorial model with EFL students in a Japanese University. The presentation will begin by detailing the research plan in which the author employed a mixed method approach of writing tutor interviews, student questionnaires and tutorial observations to gather data. From her research, she will argue that tutors face many unique problems in dealing with Japanese EFL tutees that oblige the tutor to take on a more directive role as a teacher rather than a facilitator. Based on observations from this study, she will conclude with suggestions for various strategies to successfully tutor EFL students in writing.

### 4. **WENG** Tzu-Hui, Takming University of Science and Technology, Taiwan

Title: How differently motivational strategies work in two EFL contexts: Opinions from students in Japan and Taiwan

Abstract:

Language teachers' use of motivational strategies for the promotion of learners' motivation has

been a prevalent issue in applied linguistics in recent years, especially in the contexts of learning English as a foreign language. Considering the issue of creating a more attractive EFL classroom, the present study attempted to discover how senior high school students of Japan and Taiwan (who are EFL learners) perceive the motivational strategies employed by their teachers. A questionnaire on 38 strategy items was designed and administered to 139 Japanese and 143 Taiwanese senior high school students respectively. Factor analysis and independent samples t-test were conducted to analyze the questionnaire responses. Results showed that the strategy of raising awareness of the importance of English language is perceived positively by both Japanese and Taiwanese students, indicating that to make EFL learners more engaged in learning, it is essential and recommended to provide authentic examples and pictures of how important the English language is in our daily lives. Also, the identified differences between the responses of the two learner groups helped us confirm that there is a big difference between the characteristics of the Japanese and Taiwanese learners, though both of them are from EFL contexts.

##### 5. **JONES, Kent**, Ritsumeikan Asia Pacific University, Japan

Title: Expectations of Japanese students about their English use in university English classes and their real behavior

Abstract:

When students begin their English classes at APU, it is often the first time that they have taken a class with a native English speaker as the primary instructor of a course. This paper will report on the findings of two surveys: one administered to students within their first week of study at APU, and one administered to their instructors two months afterwards. The first survey was distributed to 210 first-year students in the elementary and pre-intermediate levels of the English program at Ristumeikan Asia Pacific University. This survey inquired about students' experiences with English in high school and their expectations about a class with a native English-speaking. Regarding high school, findings showed that the students' main teachers tended to use more Japanese than English in their instruction and ALTs rarely visited their English classrooms more than once a week. The survey also found that students have very high expectations about the amount of English they should use in class, with the majority claiming that they should use only English, even during breaks. They claimed that at least trying to understand instructions given in English by their instructors was preferable to relying on Japanese translations. The second survey, administered to 5 class teachers all of whom taught the students from the first survey, inquired about how much teachers used Japanese in class, how often students used English in class, and how well students understood and tried to understand instructions in English. The results of this survey found that there was a clear difference between the expectations that students had for themselves and their real classroom behavior as observed by their teachers. According to their teachers, the students used English much less and relied on Japanese translation much more often than they had indicated in the first survey.

Panel Session 33 (9:30-11:30 D203)

***Institutions and governance in changing local landscapes***

Chair: Associate Professor **VYAS**, Utpal, Ritsumeikan Asia Pacific University, Japan

Discussant: Dr. **HAMANAKA** Shintaro, Institute of Developing Economies, Japan

1. **VYAS**, Utpal, Ritsumeikan Asia Pacific University, Japan

Title: Populism and inequality in the West and East

Abstract:

Populism is a phenomenon, which seems to have been increasing in Western countries in the last few years, especially in response to economic and social changes brought about through processes of globalisation. These changes have gained more attention in Europe and North America recently, but in many parts of Asia there has been much greater change and dislocation due to globalization and economic development, and populist movements linked to these issues have been occurring. This paper will briefly outline current ideas on populism, and then focus on inequality in particular in order to analyse trends in populism. The paper will consider issues of economic inequality, social inequality, demographic inequality and geographic inequality, through the use of various cases from Western and Asian countries, including China, Japan, the UK and US, in order to consider whether and how these various aspects of inequality are related to populism.

2. **KIDA** Dani Daigle, Ritsumeikan Asia Pacific University, Japan

Title: Lowering of the voting age in Japan

Abstract:

In the summer of 2016, the voting age was lowered from twenty to eighteen years old, bringing Japan in line with most developed countries in the world. Eighteen and nineteen year olds were able to vote for the first time in the summer upper-house and down-ballot elections. In preparation for this new demographic to begin voting, civic/voter education programs are being implemented in high schools throughout Japan. With the introduction of these programs, controversies have arisen regarding the ability of teachers to be unbiased in teaching the material. There have also been worries that high school students will be too highly impressionable and therefore, easily manipulated, leading to a divided student body and politicized schools, harkening back to the student protests, in Japan, in the 1960's.

This research will examine: the goals of lowering the voting age; why the LDP, a long hold-out of the legislation, finally supported the age change; specifics of new civic education programs and efforts by local governments in the promotion and enactment; and an analysis of the overall reception by students and teachers of the curriculum, along with its effectiveness in encouraging voter turnout and political participation. Moreover, the controversy surrounding these new voters will be framed in the larger discussion of the channels and pitfalls of political participation in Japan.

3. **MEECHAN**, Suthikarn, University of Canterbury, New Zealand

Title: From patronism to networking: Power relations between national and local politics in Thailand after the 2006 coup

Abstract:

From the perspective of domination and influence, this commentary considers the transformation of power relations that occur in Thai politics on the national and local level. Recurrent disputes and controversy have resulted from the instability in the Thai political climate, which has experienced tension and trauma. Facing demands from supportive as well as anti-government proponents, civilian governments are particularly unpredictable and must deal with difficult circumstances. Constitutional restrictions continue to hinder national politics and politicians. On the other hand, local politicians had been relatively unaffected by the 2006 coup since elections and authorities at the local levels continued. Local governmental organisations at each level, from provinces to villages, have the power to supply and fulfill the desires of the populace concerning public services as well as political involvement as granted by the decentralisation proposals founded and detailed by the 1997 constitution. For motivating political actions inside their respective districts, local politicians developed into the main tools. Consequently, the relationships between national and local politics changed from a hierarchical or patron-client system into a parallel connection that generated political networking. This metamorphosis can be witnessed in national and local elections, especially colour-coded conflicts. As the recent coup in 2014 exposed, long-standing political arrangements have been challenged by the intrusion of the military and other anti-democratic instruments. With regard to upholding expanding networks as well as motivating political rivalry at the local and nationwide levels, such restrictions are impactful.

Panel Session 34 (9:30-11:30 D204)

***Agriculture and land reform***

Chair: Associate Professor **VISCO**, Emilia, University of the Philippines, Philippines

1. **DE GUZMAN**, Rowena Placer, University of the Philippines, Philippines

Title: Promotion of organic agriculture through organizational network: Case of selected organizations in Quezon Province, Philippines

Abstract:

The National Organic Agriculture Program (NOAP) was established in the Philippines when Republic Act 10068 also known as “Organic Agriculture Act of 2010” was enacted which aims to promote the practice of organic agriculture in the country. The purpose of this study is to

explore how organizational network capacitate the promotion of organic agriculture in the community. The paper asserts that community organizations have been viewed as essential for enhancing the implementation of a program however it is better if these organizations are linked together to achieve the program goals. The study used a mixed method approach in social network analysis (SNA) by employing qualitative methods of data collection with mixed-method data analysis. Three farmers' organizations in Quezon, Province were selected for this study. Interviews among the officers of the organizations and document reviews were conducted. Qualitative data were used to describe the characteristics of each organization and relational information were used to explore the properties of organizational network. For measuring and presenting the organizational networks formed by each organization, UCINET (ver 6.528) was used. The selected organizations were actively engaging in organic agriculture even before it was promoted by the government. These organizations have different characteristics when it comes to the assistance received during their formation and established their own linkages comprising their own organizational networks. Their networks help them in implementing their organic agriculture-related activities. Being part of an organizational network can capacitate the promotion of organic agriculture to the farmers through the transfer of values and knowledge to the farmers and flow of information, goods and services within the network.

## 2. **MOLLAH**, Tanjinul Hoque, Hokkaido University, Japan

Title: Chronological changes of agricultural crops suits and landscape along the river Jamuna, Bangladesh

Abstract:

Agriculture is the strength of the rural population in Bangladesh. Therefore, this paper aims at classifying the chronological changes of agricultural crops suits and landscape through remote sensing (RS) and GIS approaches. This study had used satellite images (Landsat TM and WorldView, 2) from 1975 to 2017 years to identify the pattern of agricultural crops along with agricultural yield. Along the river side of Jamuna, Bangladesh was taken as a case study while people were mainly involved in farming. NDVI method was used for detailed analysis of vegetation cover index from 1975 to recent year. Besides that, information's on agricultural crops and landscape were collected through using household survey (HHS) method and Focused Group Discussions (FGD) from the local respondents of 126 Unions. The results of the study reveal that changes of agricultural crops suits along the riverside of Jamuna, Bangladesh were increasing among the rural poor people from 1975 to 2017 years. Together with Government Organizations (GOs) and non-government organizations (NGOs) are also actively participating in the improvement of agricultural sector, particularly providing agricultural training and loan, agricultural aids to the rural poor people along the riverside of Jamuna, Bangladesh. The results further show that not all land in the study area is suitable for farming. Improvement in crop yield can be achieved by identifying best suitable lands for crops. Finally, the study suggests, both

Government and non-government organization (NGOs) should raise awareness among farmers and help them to identify best suitable crops and crop production areas for farming.

*Keywords:* agricultural crops, rural area, NDVI, RS, GIS

3. **VISCO**, Emilia, University of the Philippines, Philippines

Title: Empowering farmers through agro-enterprise development: The case of Nueva Segovia Consortium of Cooperatives (NSCC) in Ilocos Sur, Philippines

Abstract:

For many years now, the Philippines' economic growth continues to rise. Despite this growth, efforts to alleviate poverty among rural farmers remain a challenge. In the past years, agro-enterprise development (AED) approach was introduced to further strengthen the efforts to help empower the Filipino farmers. AED is a strategy for building entrepreneurial capacity of small-scale farmers in rural communities (Catholic Relief Services (CRS), 2009). Since then, AED approach was used by many farmer organisations in the countryside. This study aimed to determine the effects and potential impacts of the AED to farmer-members of the Nueva Segovia Consortium of Cooperatives (NSCC) in Ilocos Sur, Philippines. NSSC was established "to help, serve and achieve holistic development of people in all barangays and municipalities of Ilocos Sur thru unifying cooperative services."

Key informant interview was used to gather data. Secondary data was also used. Results showed that NSSC indeed improved the lives of thousands of people, not only in Ilocos Sur but also to other provinces as well. Through the NSSC's Farmer Entrepreneurship Program (FEP), the farmers were able to have access to bigger opportunities to market their products, increase their income and build their capacities through the trainings they attended and skills they eventually developed. It was implemented with various stakeholders like the Philippine's Jollibee Corporation Foundation, The National Livelihood Development Corporation (NLDC), Jollibee Foods Corporation (JFC) and Catholic Relief Services (CRS) that served as the technical working group, NSCC, local government units and the academe (University of Northern Philippines) that served as the site working group. The collaboration of various stakeholders proved to be effective in helping the farmers in the rural areas.

4. **SHISHIR**, Sharmin, Hokkaido University, Japan; **RASHID**, Md Shahedur, Jahangirnagar University, Bangladesh; **TSUYUZAKI** Shiro, Hokkaido University, Japan

Title: Fourteen years of changes in land use by urbanization and impact on ecosystems

Abstract:

Detection of spatio-temporal changes in land use is the prerequisite to understand and predict the effects of urbanization and its related impacts on ecosystems. This paper demonstrates the changes of land use/cover in Purbachal New Town, Bangladesh using fine scale satellite data.



Applied with remote sensing, GIS, and statistical analysis, the spatio-temporal characteristics of urbanization from 2001 to 2015 was studied. The maximum likelihood supervised classification technique was used to extract information from satellite data, and post-classification change detection method was employed to detect and monitor land use/cover change. The accuracy of land use change maps were further validated by field verification method and ground truthing. The urbanization in Purbachal was characterized by significant decline of cultivable land, vegetation cover and considerable reduction of temporal water bodies. The maps showed that from 2001 to 2015 cultivable land decreased 5.63 km<sup>2</sup>, forest (*Shorea robusta*) and homestead vegetation decreased 0.35 km<sup>2</sup> and 9.58 km<sup>2</sup> respectively and temporal water bodies decreased 0.29 km<sup>2</sup>. On the contrary, the growth of landfill, road and bare soils category was about 16.87 km<sup>2</sup> in the same period. The study quantified the patterns of land use/cover change in Purbachal for the last 14 years.

##### 5. **UTSUNOMIYA** Matsuyo, Kobe University, Japan

Title: Kenyan land reform after 2008: Can land reform be the panacea to sustainable agricultural production?

Abstract:

The Kenyan government has been implementing land reform from 2008, which has seen approximately three million title deeds issued by the end of 2017. The land reform has come with various challenges to sustainable agricultural production. This has affected the Kenyan economy as a whole with much of the debates around the importance of land titling as a necessary, and at times, sufficient condition to successful reform. While some scholars argue that there is no connection between registration of title deeds and agricultural productivity (Coldham, 1982, p. 90), and the possession of title deeds does not appear to benefit farmers through ease of access to credit (Migot-Adholla et al, 1994), others have argued for a positive relationship (Feder & Nishio, 1999). This research will therefore examine how land reform has progressed since 2008 and evaluate the effectiveness of land reforms as well as the challenges to the land reform through primary data collected through interviews and questionnaires. The research will also discuss in greater detail, the process of Kenyan land reform, tenure, socio-economic characteristics of the beneficiaries and their current position along the trajectory of positive sustainable agricultural production efficiency. This study analyses the change to the Kenyan people's life after land reform or land transfer, access to loans, investment and the change to agricultural productivity (or the lack of change). Finally, this study reveals who the true beneficiaries of land reform in Kenya are.

*Keywords:* land reform, land registration, title deeds, agricultural productivity

Panel Session 35 (9:30-11:30 D205)

***Economics and finance in a competitive changing business environment***

Chair: Associate Professor **BISSET**, Ian James, Fukuyama University, Japan

1. **BISSET**, Ian James, Fukuyama University, Japan

Title: A better metric from which to evaluate inter-Asian bond investment

Abstract:

Ever since the Asian financial crisis (AFC) of 1997, the ADB there has been an emphasis on developing local currency financial markets in the region. There has subsequently been much research on the progress of the various initiatives from the ADB, ASEAN and others on these domestic markets. As the region's financial market has developed, efforts have been made to analyze inter-Asian investment.

Most of the analysis has come from using home bias to evaluate holdings. There is a long and well-studied history of using this to evaluate equity investments. But one of the key initiatives post AFC was specifically the development of local currency bond markets.

Home bias calculations involve using market capitalizations to determine optimal portfolio allocations. This makes sense for equities because the market capitalization represents the markets view of the future value of each of the stocks in the country. But the price of debt is typically fixed at 100.00 at time of issue and only then fluctuates based on interest rates and default risk. More debt does not mean a more valuable company or country.

For example, according to the ADB's Asia Bonds Online database, Japan's total bond market was valued at more than USD 10 Trillion, representing 210% of its GDP and 50% of the total bond market size of the 9 countries in the database. Yet Japan only represents roughly 20% of the total of those 9 countries' aggregate GDP. Should an optimal portfolio of Asian bonds include 50% Japanese bonds?

This paper seeks to expand the Asia Bonds Online universe to include countries outside its original mandate but never-the-less part of Asia including Taiwan and India. It then will attempt to identify better metrics by which we can evaluate that progress of Bond Markets in Asia.

2. **PANDA**, Ajaya Kumar, National Institute of Industrial Engineering, India

Title: Exchange rate sensitivity of corporate profitability for Indian manufacturing firms

Abstract:

The present study examines exchange rate sensitivity of corporate profitability of Indian manufacturing firms. It assess the main determinants of firm's profitability with respect to exchange rate sensitivity over the period 2000-2015. The study also investigates the earning pattern of Indian manufacturing firms over pre-crisis and post-crisis period. It split the factors that

influence firm profitability in two groups: firm-specific (internal) factors and exchange rate factors. It also aims at looking the consistency of the factors in pre-crisis and post- crisis period. This paper consider the return on assets (ROA) and the Net Profit Margin (NPM) as proxy for corporate profits. The paper has used panel GLS and Panel VAR model and found that exchange rate seems to have played a major role in the crisis period explaining earning quotient for Indian firms.

This paper further concludes the real exchange rate parameter may not be suitable to study corporate profitability of Indian firms. Rather a Nominal Exchange rate has a great impact and important to study on the profitability. And secondly, it tries to reveal the response of profitability towards a shock in its determinants. It further confirms and shows that the firm specific variables are more important in explaining the profitability in the firms. The macro economic conditions, hence, has least power to influence the profitability.

This study has been conducted over a longer time period using advanced panel data analysis techniques with recent data. The study period properly captures the crisis time and the research includes different selection of profitability that highlights corporates' earnings pattern. Again validating exchange rate sensitivity of profitability over nominal and real exchange rate increases the robustness of the study. Moreover on Indian manufacturing firms, the study is very significant and unique.

### 3. **SINGH**, Vipul Kumar, National Institute of Industrial Engineering, India

Title: The dynamic and directional connectedness of equity and currencies of Asia-Pacific economies

Abstract:

The paper explains how the Equity and Currencies of the Asia-Pacific economies (developed & developing) are connected to each other. It analyses and elucidates the impact on the Asia-Pacific economies due to the connectedness with each other and as a group. A total of 17 economies has been analyzed over a period of 10 years to find out the dynamic and directional connectedness. The relative behavior of these markets, before and after the infamous financial crisis of 2008 has also been analyzed and illustrated. The interpretation of the connectedness relationships has been done using the method suggested by Diebold and Yilmaz (2012, 2014, and 2016) who proposed a set of directional measures that help in understanding the dynamic and directional characterization of the relationships among/between the 17 economies.

### 4. **BESSEAH**, Felix Abroquah, Bank of Ghana, Ghana; **DASAH**, Julius, Central Bank of Ghana, Ghana

Title: Does central bank communications affect macro-financial outcomes? Some evidence from Africa

Abstract:

In this study, the null hypothesis that there is no significant difference in mean macro-financial indicators between African countries which publish FSRs and those which do not publish is rejected. Indeed there is a significant difference with-respect-to non-performing loans (NPLs), capital-to-asset ratio, inflation rate, volume of stocks traded, real interest rate, and index of foreign exchange. To account for a sampling bias, the propensity score matching technique was adopted. The result indicates that African countries, which publish FSRs, grow by 1.68 percent than those do not. A random effects logistic regression model confirms that publication of FSRs is associated with improvement of countries' NPLs, rate of inflation and foreign exchange index performance.

Panel Session 36 (9:30-11:30 D206)

***The female body and sexuality in globalization: Case studies of “female genital mutilation” in Kenya, Ethiopia and Malaysia***

Chair: Professor **IGUCHI** Yufu, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

This panel is an attempt to consider the issues of “female genital mutilation (FGM)” from various areas such as Kenya, Ethiopia and Malaysia, and from different fields of studies (anthropology, social medicine, area studies and gender studies). The practices of “FGM” as body modification are divers even among African countries. Moreover, little attention was paid on the issue of the “FGM” in Malaysia. This panel would add a new view toward the diverse practices of the “FGM” in different parts of the world from the various kinds of perspectives. It is also an attempt to examine the way the World Health Organization (WHO), governments, local communities, practitioners, local people view the practice of “FGM” from the viewpoint of female body and sexuality. In other words, we will argue how the process of globalization and the formation of the modern state system (together with state medicine) affected the practices of “FGM” and how the local people responded to, negotiated with and resist against the governments, states and international organizations.

This panel is concerning with the topic, so called “female genital mutilation (FGM).” There are arguments and disputes over what to call the practices. Some scholars call them as “female circumcision”, other scholars call them “female genital cutting” and “female genital surgery.” The presenters of this panel do not reach consensus. However, we all share the view that the practices are connected to local communities and women's life stages, and not independently and solely exist from the communities. We try to approach the issue by examining carefully the local societies where “FGM” is practiced.

1. **MIYAWAKI** Yukio, Osaka Prefecture University, Japan

Title: How did the narrative of globalized eradication campaign of FGM reach grassroots communities? The case of the Yellow Bull in South Western Ethiopia

Abstract:

In this study, I will show how the abolition of female genital mutilation (FGM) was evaded, resisted, and finally accepted, among the Yellow Bull, agro-pastoralists in southwestern Ethiopia. Among Yellow Bull, FGM has been practiced at marriage ceremonies, and is considered an important body modification to demarcate adult women from unmarried girls. Since the 2000s, a Christian NGO has been working toward its abolishment. Though they have not succeeded in eradicating it, the type of FGM shifted from infibulation to clitoridectomy. In the 2010s, the local government embarked on the abolishment of FGM. They authorized health extension workers, guarded by policemen, to intervene during marriage ceremonies, and check the bride's genitalia. Though most Yellow Bull hated this measure, their responses have been varied. The elders initially tried to evade the pressure of the government, but after recognizing the futility of this strategy, they decided to obey the order. Girls who undergo FGM protested, and demonstrated their will by evacuating their villages. The young men fiercely resisted the pressure by scaring off policemen with guns. Those concerned with this issue resorted to different kinds of justifications to explain their responses. They referenced the historical memory of state invasion, gender identity, the self-determination of women, and the authenticity of Yellow Bull's tradition.

2. **MIYACHI** Kaori, Saga University, Japan

Title: Transition of female circumcision (FC) / female genital mutilation (FGM) in Kenya: A case study of Gusii people in Western Kenya

Abstract:

In Kenya, Female Circumcision (FC) was condemned by the British colonial government and missionaries since 1920s, and it has been a long discussion toward eradication. In 1980s, the presidential ban was announced to eradicate FC/FGM, however, it did not have a strong impact. In 1990s, the transnational campaign against FGM was also widespread in Kenya, and in 2011, finally FGM was prohibited by the law and it also banned to discriminate women who have not undergone FGM.

During my research in 1998-2000, people in the community in Kisii were delighted to perform the rite of passage, circumcision, for boys and girls, even after the presidential ban. Children were proud of themselves too to undergo the painful event to step up to be in adulthood. However, since the act of prohibition of FGM, people's attitude are changing such as becoming reluctant to mention FC in public. In this presentation, I would like to focus on Gusii people, having the highest prevalence of FC in Kenya, how they have changed the notion and practice of FC/FGM in these two decades.

3. **IGUCHI** Yufu, Ritsumeikan Asia Pacific University, Japan

Title: Female body and sexuality in postcolonial Malaysia: People's views toward female genital mutilation in Malaysia

Abstract:

This research will consider the issue of the female body and sexuality in a postcolonial context, by examining the way the rural people in Malaysia view the practices of “FGM.” In Malaysia, most Malay women experienced “FGM” when they were babies. The practices of “FGM” are embedded deeply in the people's social lives and they take them for granted. In this sense, “FGM” has not become an issue in Malaysia. However, the people's lives in rural Malaysia are influenced by the process of globalization, the penetration of state system, the formation of state medicine, the spread of global religious discourses and the changes of information technologies. This research will trace how the recent transformation affects the rural people's view toward the female body and sexuality, by examining the results of a focus-group discussions on “FGM” conducted in August 2017 in northern Malaysia. This will add the new information to the studies of “FGM” in Malaysia and also contribute to the studies of discourses concerning the female body and sexuality.

Panel Session 37 (9:30-11:30 D207)

***Disaster prevention: Implications for tourist destinations***

Chair: Assistant Professor **SAITO** Hiroaki, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

This panel creates a platform for discussion on the impact of natural disaster such as earthquake and volcanic eruption on tourist destination that involves issues of communications, information strategy, destination marketing, industry response and sustainable recovery. This is a timely discussion as it emphasizes on the missing link of tourism into disaster planning and management, when Japan is experiencing rapid increase of inbound tourist arrivals and at the same time is vulnerable to natural disaster.

The panel brings in scholars from different institutions and regions to discuss on the issue of implementation of disaster prevention for tourism industry. Presentations in this panel cover a broad range from topics in relation to disaster prevention through reviewing literature, post-disaster recovery reports of Tohoku and Kyushu after major earthquakes. Various case studies and comparative research are exchanged and discussed to provide insightful implications for destination management and marketing in response to the tremendous impacts of natural disaster.

1. **SAITO** Hiroaki, Ritsumeikan Asia Pacific University, Japan

Title: Destination transformation after the Great East Japan Earthquake

Abstract:

Damages on tourism industry caused by natural disaster are particularly salient in those destinations located in rural areas and highly dependent on tourism businesses for local economies. While those socio-economic damages impose substantial challenges on tourist destinations, previous research suggests that a disaster recovery process could provide a number of opportunities to local communities – e.g., reviewing strengths and uniqueness as tourist destinations, identifying new target markets, discovering potential tourist attractions, and strengthening social bonds among local communities, and so forth. As such, disaster recovery can actually become a ‘cornerstone’ of transforming the tourism destination according to the destination transformation theories.

The current research critically examines the disaster recovery process as a strategy to transform the tourism destination. Kesenuma, one of the cities located in Tohoku region and significantly affected by Great East Japan Earthquake in 2011 was selected as a case study. Authors conducted document analysis and in-depth interviews with local tourism organisations to explore the extent to which post-disaster recovery process triggers changes in destination positioning, product development as well as various challenges facing the transformation process. The findings from this project will be in light of providing valuable insights into how tourism scholars and practitioners to utilise transforming strategy of tourist destinations as a sustainable device for post-disaster recovery.

2. **MORROW**, Jeffrey Stewart, Prefectural University of Kumamoto, Japan

Title: English communication and the revitalization of Aso tourism: Evidence from the 2016 earthquakes

Abstract:

On Thursday, April 14th, a magnitude 6.4 rocked the city of Kumamoto, Japan. The earthquake epicenter was located in the section of Mashiki, east of downtown Kumamoto. Movement on a fault line stemming through Mount Aso resulted in much destruction in the Minami Aso Village, and included collapse of Aso Ohashi, cracking and dismantling of roads, and disheveling and tilting of houses in the area. Many people were shocked left Kumamoto for other parts of Japan. On April 15th, the day after the first earthquake (now known as the ‘foreshock’) most Japanese citizens and international residents went to work as usual to assess damage to work places and to clean up, assuming that the earthquake activity had finished. However, early the next morning at 1:26 AM on April 16th another, more powerful earthquake hit the area, this time registering a magnitude of 7.3. During and after the earthquakes much information was given on television and radio, although the information was in Japanese only. Many foreign residents had no idea what to do or where to go as very little English information was available on local media or through local

government. As the days went on after the earthquakes it was apparent that homes, roads, and businesses were damaged beyond repair, and many businesses closed their doors for good. Because of the damage to businesses and the drop in tourism during and after the earthquakes, the goal of this research was to examine the revitalization of tourism and the return of international travelers to the Aso-Kuju National Park area after the earthquakes by using more English and promoting the area globally through English information. The research team wrote the questionnaire and demographic data was collected in face-to-face interviews during January, February, and March of 2017 in Aso. Data regarding personal biographical information regarding post earthquake situation was gathered, and suggestions on how to further promote ecotourism in Aso using English information was also compiled. Results found that a large percentage of international tourism dropped post-earthquake. In addition, employees thought it very useful to study environmental tourism related English and to create new English websites geared towards explaining the safety of Aso in English in order to boost tourism in the area.

3. **NAGAI** Hayato, Wakayama University, Japan; **SANO** Kaede, Wakayama University, Japan; **RITCHIE**, Brent, Wakayama University, Japan; **YOSHINO** Takashi, Wakayama University, Japan

Title: How can we protect international tourists from harm? A four-year project on developing an effective hazard information system for tourists

Abstract:

Tourism is an important and growing industry in Japan. In fact, Japan received more than 24 million international tourists in 2016, the highest number in the country's history. Additionally, the Japanese government now recognises tourism as one of the major pillars of the nation's continuous economic growth. Although tourism is expected to contribute to the nation's economy, Japan's high risk of exposure to a range of natural hazards, such as earthquake, tsunami, typhoon and flood, is an inevitable fact, and these calamities could negatively affect tourism. International tourists' vulnerability to natural hazards is widely acknowledged because they are often unfamiliar with potential dangers. They also have limited hazard knowledge and difficulty accessing information during disasters at tourist destinations due to language barriers. Past research projects on hazard information systems mainly focused on local residents. Transient populations such as international tourists received limited research attention though they might encounter barriers to accessing credible, timely and accurate information to prepare for and to make decisions during an actual disaster. This presentation first provides an overview of the current situation of Japan's inbound tourism, including the series of government initiatives to address the rapid increase in its inbound tourism. The importance of an effective hazard information system, particularly for international tourists visiting Japan, is then discussed. Finally, the presentation outlines the four-year research project that is currently supported by the Japan Society for the Promotion of Science's Grants-in-Aid for Scientific Research. Starting in 2017,



the project aims to understand international tourists' hazard information search behaviour and to develop an effective hazard information support system for protecting visitors in Japan from harm.

4. **TSUTSUI** Kumiko, Ritsumeikan Asia Pacific University, Japan

Title: Recovery of hotel industry after Kumamoto Earthquake: The case of Kurokawa Onsen

Abstract:

This study explores how a local tourism association and ryokans in Kurokawa Onsen reacted, responded, and attempted to recover from Kumamoto Earthquake in 2016 and how fukkowari (restoration travel discount established by government) helped to alleviate economical damage caused by reputational disaster in a short period of time. Kurokawa Onsen is located in Kumamoto prefecture of Kyushu, which was severely affected by the reputational disaster not only by the media representation but also by the location and its name. Through interviews and document as well as media analysis, this research investigates disaster management on the day of the main shock and how ryokans maintain their business and restore the negative effects preserving its own brand. Even though the government policy might have worked positively in domestic and supported economical sustainability for a short time, tourists haven't fully come back to Kurokawa Onsen yet. Therefore, recovery of tourism industry demands not only promotion to boost the number of visitors, but also media campaign broadcasting the recovery of the destination.

Panel Session 38 (9:30-11:30 D208)

***Promoting language and culture exchange in the North-east Asia***

Chair: Professor **YOU** Seok-Hoon, Korea University, Korea

Panel abstract:

This panel is titled "Promoting Language and Culture Exchange in Northeast Asia" and focuses on investigating the nexus between pedagogy and sociology within the realm of linguistics. As such, the panel participants will draw upon their multidisciplinary insights from empirical studies while focusing on the application of innovative modi operandi with regards to second language acquisition.

1. **PARK** Soojin, Korea University, Korea; **SEEN** Yougyoung, Korea University, Korea

Title: Self-repair markers in TPM English discussion class

Abstract:

The aim of this study is to assess the improvement of students' fluency in English-mediated discussions when the Team Protocol Method (hereafter TPM) is applied in college-level courses by observing self-repair markers (hereafter SRMs) such as I mean, well and maybe. SRMs belong

to the general category of discourse markers. The speakers use them to signal to the hearers that there is trouble and they are going to repair it. Relevant studies have shown that SRMs function as important interactional devices. The hypothesis is that if students improve their language competence, especially in regards to fluency, through English-mediated classes, then self-repairing too will see improvement. Therefore, this study compares Korean EFL students' self-repair markers with English native students' from the same class.

2. **WONGSITTIKAN**, Nattapra, Korea University, Korea; **YOU** Seok-Hoon, Korea University, Korea

Title: An interlanguage pragmatic and metapragmatic study on refusals by Thai KSL and KFL learners

Abstract:

Language environment is one of the important factors in learning foreign languages because it influences the amount of authentic use of the language learners are exposed to and it may also help learners in acquiring pragmatic knowledge. In this relation, this study aimed to examine the refusals production and the pragmatic knowledge of Thai learners of Korean in different language learning environments together with their amount of language exposure.

Participants were divided into five groups: 70 native speakers of Korean, 70 native speakers of Thai, and 30 participants in each of the 3 groups of learners – Thai learners of Korean in South Korea (second language environment - KSL) and Thai learners with Korean major and minor in Thailand (foreign language environment - KFL). Korean language exposure questionnaire and a 12-situation written discourse completion task (WDCT) were used to collect the data. The variables used in WDCT were power hierarchy and social distance and the refusals were in response to requests and invitations. Learners' pragmatic knowledge was derived from the reason participants provided for each situation in WDCT. The data from each group was analyzed and compared in terms of strategies used to perform refusals, the patterns of strategies that may occur, politeness strategies and the types of metapragmatic comments to see if they are affected by their learning contexts and amount of language exposure.

3. **KIM** Inhye, Ritsumeikan Asia Pacific University, Japan

Title: Extracurricular class-continuation activities in foreign language learning: A case study of Korean foreign language (KFL) learners

Abstract:

Insufficient lecturing-time in higher education, particularly in the realm of language learning is often the main cause behind learning efficiency deficits. Likewise, in Korean language classes, a major part of time and effort is dedicated to language 'input'. This study introduces the concept of Extracurricular Class-Continuation Activities - a method designed to facilitate beyond-class learning and language exposure. In so doing, the aim is to increase the linguistic routinization and

'output' of Language Learners. Several methods and cases are introduced and evaluated by means of surveying the students' purpose and motivation to learn Korean. This research re-emphasizes the role of output-oriented incentives for KFL learners such as Korean dramas, KPOP, as well as interpersonal socializations and highlights the need to integrate these stimuli into so called Extracurricular Class-Continuation Activities.

4. **DUVERNAY**, Nicholas Y., Catholic University of Korea, Korea; **YOU** Seok-Hoon, Korea University, Korea

Title: The effects of collaborative group discussion on L2 learners' strategy frame shift

Abstract:

The purpose of this study is to investigate correlations between learning strategy use as described in the Strategy Inventory for Language Learning (henceforth SILL, Oxford 1995) and the Collaborative Group Discussion, which aims to enhance students' participation in class discussion sessions and written protocol reports. Oxford's SILL strategy rating scale is used as the primary component for measuring students' strategy use (Strategy Frame Shift, henceforth SFS) pre- and post-CGD in order to determine variations in the levels of language learning strategy use for students who have taken part in CGD sessions. The six language learning strategy groups of the SILL as detailed in Oxford (1990) are to be the basis on which the CGD's effectiveness is measured. Qualitative analysis in the form of one-on-one interviews with select students has been conducted post-CGD in order to confirm the survey results from the SILL. Over the course of three semesters and four CGD sessions for experiment groups each semester, subjects have been divided and combined into various groupings that account largely for group size and student major as contributing factors to the variations in survey results. The study concludes that a significant level of SFS is observed between pre- and post-CGD sessions and that groups using CGD demonstrated an increase in socio-affective strategy use, as is reflected in the focus of CGD on student involvement and peer feedback.

*Keywords:* Strategy Frame Shift (SFS), Collaborative Group Discussion (CGD), Team Protocol Method (TPM), language learning strategies, peer-collaboration, peer-assessment, peer-monitoring, feedback, self-monitoring, self-sufficiency, individual variables, grouping types

The Collaborative Group Discussion (CGD) is credited to and based on the research on the Team Protocol Method (You 2011).

Panel Session 39 (9:30-11:30 D213)

*Contributions from the Pacific Island countries to the era of the Asia Pacific*

Chair: Dr. **FUNAKI**, Kaituu I Pangai, University College London, UK

Panel abstract:

Oceania consists of more than 25,000 islands, comprising 80% of the total number of islands in the world. Papua New Guinea holds the most land with 70%, New Zealand has 20%, and the remaining 10% is shared among the more than 20 nation states encompassing Oceania. Taking the size of these nations to include their Exclusive Economic Zones (EEZ), the region covers 1/3 of the surface of the Earth with about 165 million square kilometers. Moreover, the Pacific with its marine resources contributes significantly to world food security and, with proper management, a sustainable supply for future generations. In addition, the region also contributes land resources and other reserves mostly found in Melanesian countries. More potential is further realized through the discovery of manganese deposits and other seabed resources throughout the region. The scattering of PICs among their EEZ space represents global security issues as for shipping routes include threats related to terrorist activities. This global security resource plays a significant role in regards to cooperation between the PICs and leading economies of the world on mechanisms about threats that could affect the lives of global citizens.

As global transactions and population are concentrating more in the Asia Pacific region, it is a period to put together, collect, revisit, build up, revive and redefine the concepts of global perspectives. This panel aims to share knowledge from the PICs through researches conducted in the three regions of Melanesia, Micronesia and Polynesia. While PICs adapt to the systems introduced through the process of development, it is a mistake to ignore their value system and traditions to be considered in the discussions of the regions' future. In spite of current problems and challenges, this panel wishes to concentrate on contributions from the PICs through interdisciplinary perspectives.

1. **BAHAU**, Simon Peter, University of Toyama, Japan

Title: Pacific connection revisited

Abstract:

It is unfortunate to say that discussions of global perspectives overlook the past and future of the Pacific Island Countries. Many traditional nations are built upon enormous efforts but almost forgotten in the process. Thus, history that was the foundation of these very countries has been buried or otherwise left out. However, this could be the very source of reflection where the Pacific Island Countries need to revisit, ponder over, and after careful selection, utilize what ought to be for the betterment of their lands and its impact on other cultures.

The presentation is twofold. The former depicts the contributions to commercialization and administration between Samoa and Papua New Guinea (then New Guinea) during the colonial times of the late 19th to early 20th century. The latter elaborates on local intellectuals by reflecting and advising on the aftermath of the former after the 1970s. It was a period when independence was gained whereby the Islanders tend to have adapted to the new necessity to be reconfirmed, not the least but for the sake of identity. All in all, should the past be overlooked and impersonated,

revelation and grounding occurs. On the other hand, with due account and reflection on the past together with the current status, the administration of the day would then be fairer in intertwining the original ways of governance with the ones introduced for the current and future nation building of the Pacific Island Countries. The presentation will discuss how the experiences from PNG could benefit other countries with similar situations.

2. **TATEYAMA** Hirokuni, Ritsumeikan Asia Pacific University, Japan

Title: Beyond the climate refugee: A historical analysis of the relocation of the Carteret islanders of Papua New Guinea

Abstract:

In recent years the people of the Carteret Islands, an atoll off the coast of Bougainville in Papua New Guinea, have received a great deal of international media attention as the first island community to undergo an organized relocation in response to climate change-induced sea level rise, thereby being labeled the “world's first climate refugees.” However, narratives of climate refugees, which characterize displaced people as victims of failing to adapt to climate change, might actually hinder their capacity to adapt, and induce inadequate policy responses. By examining the ways in which Carteret Islanders have dealt with social-economic and environmental changes facing them over the past years, this presentation will demonstrate that migration has been a major deliberate adaptation strategy for them, and that the on-going relocation has been just their latest adaptation effort. The presentation will also discuss implications this case study has for Pacific Island communities’ contribution to global efforts to tackle climate change challenges.

3. **YANO** Ryoko, Kobe University, Japan

Title: Why did the residents of Samoa resist the New Zealand administration?: The Mau movement between 1926-1930

Abstract:

In 1919, the former German colony of Samoa became a New Zealand mandate. Mau movement refers to series of non-violent agitations during New Zealand's administration period. About 80 percent of Samoa's population participated in the Mau.

This study considers the rationale of why the residents of Samoa resisted the New Zealand Administration. In previous studies, many researchers attempted to examine the purpose of the Mau from the perspectives of chiefs and leaders of the movement. However, since people from different levels in the community including mixed races and women other than leaders also participated in the Mau, these multi-dimensional viewpoints are relevant in interpreting the historical records. Through historical records collected from Archives New Zealand, the researcher found several petitions submitted by the movement and analyzed to be written by various groups for various purposes.

The result indicate that discontentment with the New Zealand Administration was the common factor for participants but different when analyzing the place of the activities, time of the events and sources of discontentment. The research concludes that the motivations behind the resistance were based on various phases of the movement and differs with social position of the participants.

4. **DVORAK**, Greg, Waseda University, Japan

Title: Re-invading the "Martial Islands": American and Japanese militarism, Marshall islander resistance

Abstract:

Contemporary Kwajalein Atoll in the Marshall Islands is a place where Pacific pasts, presents, and futures coincide in the reefs of the largest inhabited lagoon on earth. It is a microcosmic symbol of the multiply colonized, militarized, and masculinized seascapes that exist throughout Micronesia and other parts of Oceania; and more importantly, it is also a powerful symbol of enduring Islander resistance, resourcefulness, creativity, and strength despite over seventy years of US military occupation and thirty years of Japanese colonization before that. Not long after the Compact of Free Association was renewed between the Republic of the Marshall Islands and the United States in 2003—which included an option for the Kwajalein lease to be extended until 2086—landowners began a campaign to protest American hegemony in their islands by refusing to sign the Land Use Agreement (LUA) needed to finalize the agreement. Disgruntled that their own government had neglected their demands for better compensation and treatment and enraged by the prospects of allowing Americans to use their land and lagoon with insufficient funding and inadequate living conditions for Marshallese base workers and their families on Ebeye islet, they vowed to oust the U.S. military from their lands by 2016, when their original LUA had been set to expire. 2016 thus became a utopian future for many of the people of Kwajalein, who imagined a cultural revival, a return to subsistence living, and new ways to thrive. Yet this dream dissipated in 2011, when leaders quietly cashed in on increased payments from the US and signed away the future of their atoll, to conflicting reactions from their people. Meanwhile, as rising waters increasingly threaten the very existence of land in the Marshall Islands as a whole, new challenges, questions, and possibilities have emerged. In this talk, we will visit both the envisioned 2016 of the past and the 2016 of last year in the larger context of Kwajalein's deeper reef-time, considering the broader implications for the region and the challenges faced by the new generation of politicians, activists, and artists who will navigate these Micronesian waters next.

5. **FUNAKI**, Kaituu I Pangai, University College London, UK

Title: New methods for delivering international aid: Proposing Gross National Generosity (GNG)

Abstract:

The GNG framework is a proposed method from the researcher's Ph.D dissertation on Official Development Assistance (ODA) by examining the approaches of Australia, France, Japan and China from the perspectives of aid policy makers in the Pacific Island Countries (PICs). Through case studies in Vanuatu, Tonga, and Kiribati, the research reveals new discovery through exploring the concepts of Priority, Disbursement, Dependency and Leverage. Through the theoretical applications of Development theory, Common Pool Resources, Schismogenesis and Gift Giving theory, the research analyze and interpret the characteristics of donor nations' approaches to ODA from the perspectives of recipient countries. It finds that the efforts of multiple donors operating various foreign policies clashes with expectations of traditional societies that shares the common characteristic of being connected by the sea of islands. Aid has turned into a necessity in the PICs, but due to lack of competence to follow procedures required by traditional donors, recipients tend to seek the second best. The research focuses on how PIC governments approach the practical operation of aid transactions, based on data gathered from qualitative and interpretative interviews with aid policy decision makers.

The research offers a critical rethinking of donor-recipient relationships and proposes a Pacific centered, counter-intuitive model of Gross National Generosity (GNG). GNG proposes an alternative vision for foreign aid where reciprocity is advocated through fostering of generosity. GNG framework identifies moral contributions of recipient countries to balance ODA from donor nations that are overlooked mainly as they are intangible and immeasurable in character. GNG is designed to liberate developing nations having similar characteristics, from the chains of indebtedness. This presentation will outline the research outcome and discuss the six indices of GNG in detail with a hope to collaborate with other views towards the future framework of the Asia Pacific through promotion of generosity.

Panel Session 40 (12:50-14:50 D201)

***Challenges of nation building***

Chair: Professor **UESUGI Yuji**, Waseda University, Japan

1. **UESUGI Yuji**, Waseda University, Japan

Title: Hybrid peacebuilding: A strategy of turning local gatekeepers into bridge builders for peace

Abstract:

There have been debates and critiques on liberal peacebuilding. Discussion on hybrid peacebuilding has emerged as an alternative to liberal peacebuilding, which can be identified as "hybrid turn" in international peacebuilding. However, the concept of hybrid peacebuilding also faces criticism from practitioners, as it does not provide operational guidelines for implementing hybrid peacebuilding on the ground.

This study aims to contribute to the discussion of hybrid peacebuilding by introducing the concept of “gatekeepers”. The gatekeepers are defined as mid-level “local influentials” who have a great influence on the grassroots-level local community. The gatekeepers will control the access of “international” projects, ideas, values, and institutions to reach the local community. The existing discussion on hybrid peacebuilding has either focused on benign local influentials or “spoilers” (malign local influentials), and has failed to appreciate the dynamic characteristics and functions of the gatekeepers. Some gatekeepers have played an important role in the decision of which “international” projects, ideas, values, and institutions will be introduced to the local community. This study argues that by treating the gatekeepers as a dynamic decision-makers, who can turn into either “bridge builders for peace” or spoilers depending on the circumstances in which they are situated, and by understanding their decision-making process and strategy, international peacebuilders will be better able to recognize the local decision-making process regarding the proportions of hybridity between West and non-West approaches.

This study also examines a strategy of cooperation and resistance from a point of view of the gatekeepers. By so doing, it seeks to understand an effective way for international peacebuilders to engage in the local community via the gatekeepers. This study will illustrate how to motivate and facilitate the gatekeepers to open the gate to the local community and to serves as bridge builders between divided communities.

## 2. **SAPKOTA**, Jeet, University of Tsukuba, Japan

Title: Globalization and global convergence

Abstract:

This article examines whether the core development indicators (mainly related to income, health and education) are converging across the countries around the world and assesses the impact of globalization on the convergence or divergence process. Using the panel data of all the countries around the globe if they have sufficient data from 1970 to 2015, and applying the dynamic panel data model, the study finds that the health and education indicators are converging whereas the income indicators are diverging in general. The Human Development Index (HDI), a comprehensive development indicator introduced by the United Nations, is also found converging. Interestingly, the result shows that globalization has significant positive impacts on the global convergence of HDI and health and education indicators, however, no significant impacts on the global income divergence. Furthermore, the impact of globalization found significantly more in the East Asia and Pacific than any other world region. The findings clearly indicate that the lagging behind countries in terms of development indicators need to more open policies with more international interactions but wisely enough to maximize the positive impacts and minimize the negative impacts of globalization.



### 3. **AHMED**, Sajjad, Osaka University, Japan

Title: Abortive counternarcotics efforts and their consequences in Afghanistan

Abstract:

Counternarcotics strategies have failed in Afghanistan. Despite spending of millions of dollars annually by the United States, the United Kingdom, non-government agencies, and a variety of international partners, Afghanistan persists to be the global leader in the production of illegitimate opium. A long-lasting war and political and economic instability in Afghanistan have made all attempts at eradication of the opium poppy virtually meaningless. The paper examines the nature of the opium problem in Afghanistan and examines the collective counternarcotics strategies to counter this growing crisis. This qualitative study critically scrutinizes that the counternarcotics strategies (i.e. forceful eradication) are even counterproductive. The study aims to determine the six core hypothetical factors of abortiveness of the counternarcotics efforts by assessing some successful/unsuccessful counter-narcotic case studies. The findings of this study suggest that the current counternarcotics strategies are unsuccessful due to the key reasons of (1) lack of security; (2) lack of farmers will and forced eradication; (3) inadequate alternative developments; (4) un-coordination among collective counternarcotics efforts; (4) institutional incapability, lawlessness, corruption; and (6) ineffective counter measure against kingpins and drug seizures. These critical analyses would assist to policy makers in order to formulate all-encompassing counternarcotics policies to effectively root out opium poppy cultivation. Lastly, this study endorses the need of utmost will and commitment by the concerned authorities in order to offset the ongoing opium poppy cultivation in Afghanistan.

*Keywords:* abortiveness, Afghanistan, counternarcotics, counterproductive, eradication, illicit, opium, strategies

### 4. **ALOKOZAY**, Abdul Khaliq, Ritsumeikan University, Japan

Title: Assessment of groundwater contamination in Kabul city, Afghanistan

Abstract:

Afghanistan is a country that is highly dependent on the consumption of groundwater. Particularly, in Kabul city, the capital of Afghanistan, the deficiency of surface water due to uneven and irregular spreading of precipitation over a year's cycle have led approximately 70 – 80 % of the inhabitants of the city to fulfill their domestic water demand with ground water. With the ever increasing urbanization rate, the groundwater has been degraded and polluted, causing various viral diseases among the population. So far, no attempt has been made to assess its degree of contamination in Kabul city.

Considering the aforementioned background, this study aims to assess the groundwater contamination in Kabul city, which would help the government in tackling the problem in a meaningful manner. For this purpose, 17 samples of ground and surface water, 500 ml each, was collected from different locations of Kabul city.

These samples were analyzed for physico-chemical parameters such as Hydrogen ion concentration (pH), heavy metals concentration, ( $\text{Al}^{3+}$ ), ( $\text{Ca}^{2+}$ ), ( $\text{Cr}^{6+}$ ), ( $\text{Cu}^{2+}$ ), ( $\text{Fe}^{2+}$ ,  $\text{Fe}^{3+}$ ), ( $\text{Mg}^{2+}$ ), ( $\text{Mn}^{2+}$ ), ( $\text{Na}^{+}$ ), ( $\text{Ni}^{2+}$ ), ( $\text{Pb}^{2+}$ ), ( $\text{Si}$ ), ( $\text{Ti}^{2+}$ ), ( $\text{V}^{2+}$ ), ( $\text{Zn}^{2+}$ ),  $\text{PO}_4$  (low range), COD (low range), COD, ( $\text{NO}_3\text{-N}$ ), and ( $\text{NH}_4\text{-N}$ ), the results were compared with guideline values and water quality index. The result reveals deviation of some elements such as Chromium ( $\text{Cr}^{6+}$ ), and Nitrate Nitrogen ( $\text{NO}_3\text{-N}$ ) from water quality standards and showing groundwater contamination. Therefore, proper attention must be taken to avoid any pollution of groundwater and its quality and, the outcome of this study will enable Afghan government to create policies in water supply and industrial sector accordingly.

##### 5. PHANTHALAMIXAY, Viengkham, Ritsumeikan Asia Pacific University, Japan

Title: The impact of Official Development Assistance (ODA): Characteristics of Japan, Korea, Australia and German ODA to socio-economic development in Lao PDR

Abstract:

Over the past years, several of ODA projects have been completed with positive outcomes. However, some projects could not reach their objectives and were unsustainable and had to re-implement over by extension or new request for financial support. Re-implement ODA project is one of the main issues slowing down the development of the country, where more funds and technical supports will have to be requested from development partners to re-implement the existing project. Some ODA projects that involving multi-ministerial implementers have faced difficulty in sustaining of the project after completion, which is also known as “Sun-Set Project”. So, it is necessary to improve aid effectiveness on ODA projects and to draw a significant lesson learned to ODA management and mechanism of improvement (MPI 2015). ODA is crucial part to contribute to economic growth in Lao PDR. Government of Lao try a lot of effort to mobilize and enhance aid effectiveness to assist GDP growth and support to Sustain Development Goals (8th NSEDP). This research aim to analyze characteristic of major Donors who provide lots of financial and technical support such as Japan, South Korea, Australia and Germany. The research is designed to identify and compare a crucial foreign aid policy of major Donors in Lao PDR, which cover discussion and explanation of various variables as economic, security, and institutional issues to present their strategies and foreign aid policies in Lao PDR. This research will highlight a unique and the gaps between policy and practice of ODA utilization. And also identifies changing factors within each period of foreign aid policies. Additionally, to define a proper ODA policy and identify what are the most important factors that have a strong influence on ODA management in order to streamline and enhance aid effectiveness in Lao PDR. Furthermore, it will be the new directions to Donors and Lao PDR for effective cooperation and mutual benefit in the future.

Panel Session 41 (12:50-14:50 D202)

***Educational strategies and competencies***

Chair: Lecturer **APPLE**, Derrick, Ritsumeikan Asia Pacific University, Japan

1. **SHISHIDO** Takt, Musashino University, Japan; **WATANABE** Hiroshi, Musashino University, Japan; **TSUMITA** Atsushi, Musashino University, Japan; **TAKAHASHI** Taiki, Musashino University, Japan; **HOJO** Hidekatsu, Musashino University, Japan

Title: Unwelcome support and pressure from Japanese university lecturers: Moderating effects of the proactive personality of undergraduates

Abstract:

The present study investigated the moderating effects of the proactive personality of undergraduates on the relationship between lecturer's support and pressure and undergraduate's academic performance. It was assumed that academic support (encouraging student learning by helping and providing guidance) and emotional support (attending to student's feeling by expressing empathy and concern) influence student's academic motivation and outcomes positively; however, it was observed that achievement pressure (emphasizing grades and test scores) influences them negatively (Song et al., 2015). We predicted that the lecturer's support had a weaker positive effect and pressure had a stronger negative effect for proactive students. Passive people are more likely to adapt to and be shaped by environments than proactive people (Bateman & Crant, 1993); therefore, students without proactive personality can more enjoy support from lecturers. On the other hand, proactive people have strong needs to manipulate and control their environment (Bateman & Crant, 1993); thus they become more demotivated when they are under compulsive achievement pressure from the lecturer. To test our hypotheses, data were collected by administering a questionnaire to 510 Japanese undergraduates in a Japanese university. We measured academic and emotional support and achievement pressure with five items ( $\alpha = .779$ ), four items ( $\alpha = .790$ ), and five items ( $\alpha = .668$ ) from Song et al. (2015), proactive personality with six items ( $\alpha = .725$ ) from Seibert et al. (1999), and academic performance with GPA. Regression analyses indicated that interaction effects of proactive personality with emotional support and achievement pressure was significant and the interaction effect with academic support was marginally significant; this supported our hypotheses. We concluded that Japanese university lecturers should focus on providing support to non-proactive students and stop placing dysfunctional pressure on proactive students.

2. **LANGLEY**, Raymond, Ritsumeikan Asia Pacific University, Japan; **NGUYEN**, Nhu Ngoc, Ritsumeikan Asia Pacific University, Japan

Title: Going beyond language barriers in higher education: A bilingual approach in teaching and learning social psychology

Abstract:

This presentation will make the case for teaching psychology and other subjects in both Japanese and English. Traditionally, language education at university is conducted primarily in language classes, while other subjects are taught separately and solely in that university's main language. At a bilingual university such as APU, students enroll in major subject courses based on their language proficiency; however Japanese-basis students are required to take at least 10 English-basis courses to complete their studies. Through personal experience in teaching and planning such courses, the authors have recognized significant advantages in using both English and Japanese present course content. First, while an introductory psychology course taught in English and one taught in Japanese cover much of the same content, they do so in different cultural contexts and with different expressions. Accordingly, students who experience both will broaden and enrich their understanding. Second, utilizing two languages necessitates reciprocal interactions between English-basis and Japanese-basis students. Opportunities for intercultural communication would lead to mutual understanding and the overcoming of prejudice, since the equality condition of the contact hypothesis would be met. Furthermore, students would likewise have the opportunity to use their target languages in more realistic settings than can be provided in the traditional language class. Thirdly, such an approach would promote the education of truly bilingual scholars, whose use of their second language would not be limited in domain. This research attempts to present and analyze these three advantages from the perspectives of social psychology, educational psychology, and linguistics. We suggest that the advantages of such bilingual classes can also be extended to other non-language subjects offered at local universities. In addition, a model for conducting such a class will be proposed.

### 3. **APPLE**, Derrick, Ritsumeikan Asia Pacific University, Japan

Title: Advanced technology, advanced cheating, and advanced methods of detecting plagiarism

Abstract:

For as long as there has been academia, there have been those willing to cheat in order to secure a better grade and teachers have employed a variety of methods to catch them. However, technology is rapidly advancing and it affects every aspect of our lives. As it progresses, teachers must be aware of the latest methods students use to gain the advantage and circumvent detection. We will be looking at the current methods of detection and how they were effective in the past, but decreasingly so in the present. There will also be an exploration into the latest technology in essay cheating that is now available and even in use on campus today. Finally, methods used to defeat this growing epidemic of cheating will be discussed as well as providing an introduction into simple methods of implementing safeguards. Not everyone is aware of the impact plagiarism has on the world of news and the internet. This not only affects students in the university setting, but also deception commonly used online and in popular media outlets. The goal of this presentation is to raise awareness, and provide educators and media enthusiasts with tools and ideas they can use to spot plagiarism.

4. **BUAKLAY**, Nannam, King Mongkut's Institute of Technology Lardkabang, Thailand

Title: Guidelines for enhancing instructor professional qualification according to expert opinion of the faculty of education students, Yala Rajabhat University

Abstract:

This research aims to study guidelines for enhancing instructor professional qualification according to expert opinion of the Faculty of Education students, Yala Rajabhat University. The sample consisted of 9 members at the Faculty of Education, 2 deans and 7 instructors. The tools of the research are structured interview forms about the guidelines for enhancing instructor professional qualifications, according to expert opinion, of the Faculty of Education students, Yala Rajabhat University. Data analysis was used by inductive summary analysis.

The research found that. The deans and the instructors' opinions about the guideline for enhancing instructor professional features, consisting of 5 characteristics:

- 1) Kindness and good wishes to others, including love to friends, caring for a friends and classmates aim for them to succeed.
- 2) Sharing responsibilities includes being dedicated to the task assigned. Use your full potential, collaborate with friends in group work with assignments. Planning to study and feel free to study and make decisions. And accept their actions willingly.
- 3) Understanding and accepting others includes accepting differences between individuals. Do not show offended friends in class. Encourage friends when friends make mistakes. Show class conversations appropriately. Listen to the opinions and arguments of classmates. And follow the opinions by thinking about the common good.
- 4) Having love to share knowledge with others, including motivating friends in class. Encourage classmates to learn. Tell friends about learning things. Exchange lessons with classmates. Create a learning culture for your classmates. And transfer personal knowledge or experience to classmates.
- 5) Encouraging others to be creative includes giving students the freedom to think and express themselves in the classroom. Encourage your friends to be more self-interested in learning. Encourage friends to inspire learning more and more. Encourage friends to comment freely and to think to solve the new solution.

*Keywords:* instructors professional qualification, students of Faculty of Education, expert opinion

5. **THONGKAM**, Kritsana, King Mongkut's Institute of Technology Ladkrabang, Thailand

Title: A study teaching competency of industrial teachers in the 21st century under the office of the vocational educational commission

Abstract:

The purpose of this research was to study the performance of teachers in the 21st century under

the Office of the Vocational Education Commission, which has studied theoretical concepts and related research. The three components are: knowledge, skills and performance. The samples used in the research were 938 industrial teachers. They were randomly sampled in multi-stage random sampling consisting of cluster random sampling and stratified random sampling. The tools used to collect data are 5 rating scales questionnaire with coefficients, reliability was 0.98. The statistics used in the analysis were frequency, percentage, mean, and standard deviation.

The results of the analysis, a teaching competence of industrial teachers in the 21st century under the Office of the Vocational Education Commission, overall performance was highest, followed by knowledge and skills. When considering the performance of teaching competence of industrialist teachers. In the 21<sup>st</sup> century in each component, the highest level of knowledge is communication, the highest level of skill is in professional field. And the maximum performance is ethics and professional code of conduct.

*Keywords:* the teaching competence in the 21st century, industrial teachers

#### Panel Session 42 (12:50-14:50 D203)

##### ***Conservation, resilience and sustainability (II)***

Chair: Emeritus Professor **COOPER**, Malcolm J. M., Ritsumeikan Asia Pacific University, Japan

1. **RODRIGUEZ**, Jan Justin, Cagayan State University, Philippines; **TIROL**, Ma. Stella C., University of the Philippines Los Baños, Philippines

Title: Readiness and willingness of selected stakeholders for communication for development as an approach in rural radio broadcasting in Tuguegarao City, Cagayan, Philippines

Abstract:

The study assessed the readiness and willingness of stakeholders as their behavior intention toward participatory radio program planning (PRPP) as a ComDev approach to radio broadcasting in Tuguegarao City. It also described the respondents' socio-demographic profile and their knowledge, attitude, subjective norms, and behavior control as determinant factors for PRPP. It also tested significant differences or relationship among its variables. Ajzen's theory of planned behavior served as theoretical framework of the study. Twenty-seven radio staff and 289 radio listeners were interviewed using a questionnaire. Data were analyzed descriptively and statistical tests were employed, too. The study found that radio staff were highly knowledgeable on PRPP; showed positive attitude, subjective norm, and behavior control; and were ready and willing to try out PRPP. The listeners were moderately knowledgeable; exhibited favorable attitude and subjective norms; and varied in behavior control. They were also ready for and willing to apply PRPP.

The radio staff differed in knowledge of and willingness for PRPP by age and employer. The

listeners differed in attitude towards PRPP by gender, age, and work status. The listeners' employer influenced their behavior control on PRR while their work status affected their subjective norm and willingness. Their educational attainment was significantly related to attitude, behavior control, and willingness. Behavior control predicted the listeners' readiness for PRPP while attitude and subjective norm predicted their willingness to apply PRPP. Radio stations should formulate policy guidelines to implement PRPP. Radio stakeholders need training on PRPP to apply it as ComDev approach in broadcasting.

## 2. **SUMI Yu**, Doshisha University, Japan

Title: Disincentives of environmental education in regional and island communities of the Philippines: In the case of Iloilo city and Calamba city, Philippines

Abstract:

Over the years, numerous research has been done concerning the environmental management and policies has circled around themes such as the water management and the livelihood around the Laguna Lake, or the pollution problem of Metro Manila. Due to this, countless numbers of projects of public-private partnerships raising citizen awareness have been implemented. However, it is not always the case. In regional areas, local communities are having difficulties in following through the policies implemented by the provincial government. Lack of environmental education or the lack of a base for a citizen movement to promote such education may count as primary factors. Also, in most of the case, the lack of background knowledge and capability to execute such citizen models or policies, introduced through the top-down system, is the core reason.

This research aims to reexamine the roles of the civil society and the government-citizen relationship on top of making clear the obstacles of the implementation of environmental policies and projects in regional areas of the Philippines (based on the fieldwork performed in Calamba City and Iloilo City, in the Philippines).

## 3. **TSUKAGOSHI Yuta**, University of Tokyo, Japan

Title: Resisting reduction and simplification of local autonomy: How has local community in Kesenuma reorganized their local assets for cultivating their resilience?

Abstract:

This study aims to discuss how local citizens in Kessenuma have conceptualized their local resilience idea after Tsunami disaster in 2011, with the process of relocation the sources of resilience. Kesenuma city is located in Miyagi prefecture, and was heavily affected by the tsunami disaster in 2011. For pursuing the aim, the author will analyze sociologically a citizen movement against the construction of huge tsunami seawall, based on these questions as a departure; "why do local people keep living near the coast even after the disaster, and say no to

the bank that is supposed to protect their own lives and properties from frequent tsunami attacks? Are they sharing any norms that might make the area resilient and enable to protest the construction?” Even though the concept of resilience and disaster risk reduction, called *gensai* in Japanese, have got more focused after 2011, the reconstruction policies and some previous studies criticizing them still disregard the assumption that resilience is constructed and embedded in each society, and works in its local context. This study reveals that 1) the purpose of the movements was not just to oppose the administrative construction of sea wall but to pursue a way of reconstruction based on their social ties and identity, 2) as interviews and proceeding of movements show such ties and identity are composed of the historical awareness with fishing industry developed on Kesennuma's distinctive topography and the imagined scenery and/or landscape shared from generation to generation, and 3) the protesters have based such claims on their sense of locality which has been realized and cultivated by Slow Food movement in Kesennuma since 2001. The results confirm what the local people value instead of modern rationalism, and how it is embedded in their interactions and has worked since the disaster.

Panel Session 43 (12:50-14:50 D204)

***Conservation, resilience and sustainability (I)***

Chair: Assistant Professor **MALENAB**, Ma. Charisma, University of the Philippines, Philippines

1. **MALENAB**, Ma. Charisma, University of the Philippines, Philippines; **REBUGIO**, Jesamine, Pangasinan State University, Philippines; **TORRES**, Juan Miguel, University of the Philippines, Philippines

Title: Life cycle analysis of salt-making in Dasol, Pangasinan, the Philippines

Abstract:

About 255 million metric tons of salt was produced globally in 2016. Still, there is more demand than the current supply of salt in some countries including the Philippines. Despite the salt shortage, the national salt industry has the potential to contribute to employment opportunity and economic productivity. Thus, a policy to support this extremely important yet less recognized industry was legislated. However, there is still a dearth in literature regarding salt-making industry in the Philippines. Hence, this Life Cycle Analysis (LCA) of the salt-making industry of Dasol, Pangasinan, the Philippines. Applying the LCA framework, result show that a 5.6 hectares of land with three ponds, about 385 gallons of saltwater and 36 sacks of rice hull produce 200 kilograms of fine salt through cooking method and 5600 kilograms of coarse salt by solar evaporation method per seven days cycle. The production of greenhouse gases with equivalent global warming potential (GWP) kilogram carbon dioxide (CO<sub>2</sub>) equivalency pose as the main environmental burden of the salt-making industry in the Philippines. Interventions to address carbon production include the utilization of the combination of rice hull and renewable energy as energy source used



for cooking salt. Other inputs for salt farm plantation and salt harvesting were also determined in this study to craft recommendations that may improve the process of salt-making. This is imperative as the growth of the salt-making industry in Dasol Bay is entwined with the conservation and management of natural resources especially of water bodies. Interventions to address carbon production include the utilization of the combination of rice hull and renewable energy as energy source used for cooking salt.

2. **GEGES**, Dhino, Ritsumeikan Asia Pacific University, Japan; **TORIO**, Diana A., University of the Philippines Los Baños, Philippines

Title: Women's solidarity initiatives in promoting rural social enterprise in the Philippines

Abstract:

Social enterprises are gaining huge attention as it addresses various socio economic issues across many developing countries. The Philippines in particular is experiencing the surge of social enterprises especially among rural areas. This study was conducted to determine women's solidarity initiatives in promoting rural social enterprises. The context of women led initiatives was drawn from their enterprise development projects under the Marikina Watershed Rehabilitation Program.

A case study approach was used in the study. Survey interview among women members and in-depth interviews among the officers of the selected organization were conducted. Site observation was also done among the project areas of the women led organization. Secondary data came from non-government organizations' reports and related literature studies.

Majority of the members aged 35 years old above (54%), married (78%), worked as rural farmers (50%) and some belonged to an ethnic group (26%). Less than half of them (34%) have attended elementary education and have a monthly income of less than 150 US\$ (80%). Results showed that majority of the respondents participated to the reforestation project especially when it came to brushing (64%) and sticking (60%) including also with their ginger powder making as their livelihood. Majority reported that there was an increased in their income because of these enterprises. Health condition (74%) was pointed to be a major factor affecting their participation to the social enterprise projects of the organization. Women were perceived as effective leader in managing the entire organization. Technical trainings were identified to be important especially for new women members who will be engaged to reforestation activities. Aside from caring for the environment, women's empowerment was also part of their social mission. Sustained collaboration with the government institutions and civil society organizations will be helpful to further mainstream rural social enterprise.

*Keywords:* rural social enterprise, women's initiatives, social development

3. **REBUGIO**, Jesamine, University of the Philippines, Philippines; **MALENAB**, Ma. Charisma, University of the Philippines, Philippines

Title: Pollution Prevention (P2) in fish farming: The case of Meycauayan-Marilao-Obando River System (MMORS) fish farmers in Bulacan, the Philippines

Abstract:

Pollution is a global threat that surpasses political or geographical boundaries. Pollution poses risk to human health, environment and social-ecological systems. There is a need to decrease or avoid the production of pollutants, thus pollution prevention (P2). Moreover, there is a need to change how people produce and consume products and services in a more efficient and sustainable manner. This study discusses P2, specifically Environmental Protection Hierarchy, as a strategy for pollution management. Moreover, this study presents P2 in fish farming in the Meycauayan-Marilao-Obando River System (MMORS) in the province of Bulacan, the Philippines. This is the first attempt to do such assessment and evaluation on the fish farming processes that can be improved. Applying P2 in fish farming decreases the environmental impacts and increases the quality of the fish farms and the water to produce quality fishes. The fish farms in Bulacan apply P2 strategies in the three steps of fish farming: cultivation of pond using tobacco dust instead of sodium cyanide to kill predators and pathogens in the ponds; adjusting the pH level of the water in the ponds to the desired level using Biomin to reduce fish fry mortality; and reducing the supply of commercial feeds by increasing reliance on phytoplankton and algae as natural food of fishes by adding chicken manure. These P2 strategies decrease point-source pollutants, which benefits fish farmers and improves water quality. P2 supports the philosophy of continual improvement, thus the P2 strategies presented will encourage fish farm owners to choose and use safer and more sustainable alternatives in fish farming.

Panel Session 44 (12:50-14:50 D205)

***Tourism from experience to industry***

Chair: Professor **YOTSUMOTO** Yukio, Ritsumeikan Asia Pacific University, Japan

1. **GUNARTO**, Hary, Ritsumeikan Asia Pacific University, Japan

Title: Digital preservation projects on UNESCO cultural heritage sites in Indonesia

Abstract:

Indonesia has 4 world cultural heritage sites: Borobudur temple complex, Prambanan shrine compounds, Sangiran early man site and Balinese Subak systems. Borobudur temple built in 778 CE has monument size of 123x123x47 meters and Prambanan compounds (on Shiva shrine) of 34x34x47 meters. Recognized as UNESCO and world cultural heritage & treasures sites, both temple and shrines have abundant bas-reliefs on their walls, which illustrate teaching manuscript of Buddhism and Hinduism. Sangiran early man site is hominid fossil location with 50 fossils of *Meganthropus palaeo* and *Homo erectus* and consists of world's oldest hominid fossils from early man who lived 1.5 million years ago. The fourth UNESCO heritage site is Balinese Subak

systems and manifestation of TriHita Karana philosophy which has cultural landscape of rice terraces and water temples of 19,500 ha rice fields.

This paper analyses and discusses recent technologies and research projects on Indonesian heritages to preserve manuscripts, images, and archives of the treasures objects & sites. A combination of digital archiving and augmented reality technology has been proposed and partly implemented by government and Google streets as concept of “Digital and Virtual Heritage Sites”. It is now available on Internet to all audience, to our “global virtual tourists”, worldwide citizen and e-Society. All four legacy sites are major sources of culture and history (Nagaoka, 2016) which give economic gain to local people and government so that their original existence and masterpieces will be digitally preserved and conserved for the future.

2. **YOTSUMOTO** Yukio, Ritsumeikan Asia Pacific University, Japan; **VAFADARI**, Kazem, Ritsumeikan Asia Pacific University, Japan

Title: A comparison of Globally Important Agricultural Heritage System and World Heritage and its implications for rural development through tourism

Abstract:

It is often said that in UNESCO's World Heritage, real properties are the object of designation while in UNFAO's GIAHS, the systems are the object of designation. Therefore, we can characterize that the former is a protection of past and the latter is a recognition of the existing and discussion of future. In this study, we try to identify the differences between them in terms of their purposes and assumptions and assess how the differences bring variation in community building and rural development in GIAHS sites through tourism.

There are a number of studies that acknowledge the differences between World Heritage and GIAHS. For example, Ikebe (2014) claims that although World Heritage emphasizes on preservation of the original condition of materials, GIAHS focuses on agriculture as an occupation that is succeeded to the next generation. This indicates that change is acceptable in GIAHS. For example, when agriculture becomes a tourism purpose, the cultural landscape of agriculture will lose its original shape.

Kajiwara (2014) thinks that GIAHS is a convenient certification system for local communities because it grants an international brand without imposing development regulation restrictions compared to World Heritage. This convenience partly comes from GIAHS's less stringent process in which no re-inspection is necessary and once approved, its status remains perpetually. In terms of its utilization for tourism, World Heritage is a good branding tool to attract tourists from around the world. However, it often faces a dilemma between preservation of registered property and development of the area. In some World Heritage sites, the influx of tourists brings the negative impact on local communities. GIAHS can be used for traditional knowledge tourism (TKT) and revival of traditional agriculture and agricultural heritage preservation. Since GIAHS is a new certification system, negative impacts on local communities have not been reported.

3. **HORI** Keiko, Ritsumeikan Asia Pacific University, Japan; **VAFADARI**, Kazem, Ritsumeikan Asia Pacific University, Japan

Title: Developing health tourism in Japanese hot spring destinations challenges and opportunities: A case study of Oita and Fukuoka

Abstract:

Hot spring therapy has been considered traditionally for health improvement and for prevention of disease rather than treatment as it is the case in western medicine. Therefore, hot springs have been a major resource for health and wellness tourism in such destinations.

Development of inbound tourism in Japan is a national policy and has increased the number of incoming tourists to Japan. This will also result in diversification and internationalization of medical and hot spring tourism in Japan. Therefore, collaboration between service providers in medical and hot spring sectors can increase customer satisfaction.

This study focuses on promotion and development of medical tourism in hot spring destinations in Japan. It argues that while the demand for Japanese high quality medical equipment can promote medical tourism, Japanese medical doctor's attitude toward health and wellness tourism may not help or slows down the promotion of medical tourism in hot spring destinations.

Research data is collected by interviewing both medical and travel service providers like hospitals and medical equipment providers as well as hotels that accommodate medical tourists in Oita and Fukuoka. Oita is a famous hot spring destination in Japan located next to Fukuoka prefecture that is a major source of western medical service.

Performance of both medical industry and health and wellness tourism management are analyzed to find out the nature of the relationship between the two organizations in Oita and Fukuoka and to explain the effects of hot springs in medical tourism.

The research concludes that understanding the difference between western medicine and hot spring therapy by the industry and specially the medical doctors in Japan can increase the efficiency of hot spring destination management and increase the benefit of western medicine industry as well.

4. **SAY**, Dietermar, Ritsumeikan Asia Pacific University, Japan

Title: Humiliation and shame in tourism

Abstract:

Tourism has become an important key industry to boost a community's economy. Though there are times where tourism would cause conflict between sectors, residents, and the tourists. Other situation would revolve around the tourist to become abusive to the local residence instead, in the off chance to gain desired advantages or the appealing of being superior. Yet if the community relies heavily on tourism for their economic support, and chose to endure the social injustice for profit, such endurance would lead to catastrophic development toward the community. Respect

and dignity are the core rights one's image, name, and reputation (Law et al., 2015). Humiliation is an emotional attack upon the victim, followed by shame the status where one is ashamed of oneself for not being able to defend his beliefs and values (Harper & Hoopes, 1990). Miller (2003) explained that a person feeling shameful yet not treated as a shamed person by the surrounding, will cause the individual to deem his act as a non-serious problem, and if continue to be ignored by others, the community would lack the necessary pressure to maintain the feeling associated with the shame that the person once carried. Once a community is numb to shame, its action could cause a distortion to its destination image resulting in further loss of tourism income. During this period community value could decline, the worth of self-identity would diminish. This research would explore the possible impact caused by humiliation and shame upon tourism development.

Panel Session 45 (12:50-14:50 D206)

***Reimagining the region's identities and roles in East Asia***

Chair: Senior Associate Professor **NAGY**, Stephen R., International Christian University, Japan

Discussant: Associate Professor **VYAS**, Utpal, Ritsumeikan Asia Pacific University, Japan

Panel abstract:

The panel aims to explore how countries are reimagining East Asia, identities and the roles of the US, China, Japan through a tri-level panel that first explores the inherent tension between these 'Western' and 'Eastern' conceptions and determine how they may shape the prospects for peace and security in this pivotal region. Second, we explore how Chinese scholars understand proactive pacifism in an era of Sino-Japanese rivalry and third, we explore the Japanese and Italian similarities in international relations. This trifurcation allows us to explore how first broader conceptions related to the region's structure and hierarchy are related to how countries perceive each others' foreign policy. At the same time, we see how Japan may be trying to reimage itself through a comparison with a comparable European power.

1. **NAGY**, Stephen R., International Christian University, Japan

Title: Proactive pacifism in an era of Sino-Japanese rivalry: Views from Chinese scholars

Abstract:

Sino-Japanese security competition in the East and South China Sea has deepened following the nationalization of the Senkaku/ Diaoyu Islands. Hand-in-hand with this growing tension under Prime Minister Abe, we have witnessed an increase in omni-directional diplomacy with Japan forging new security partnerships, engaging in trade agreements like the TPP and strengthening its long standing alliance with the US. This paper explores Chinese IR scholars view this Japan's omni-directional diplomacy under PM Abe and their implications for the future of Sino-Japan relations. As part of this objective, this paper will investigate how do Chinese scholars view Japan's proactive pacifism? How do Chinese scholars interpret Japan's strengthening alliance with

the US? How do Chinese scholars interpret Japan's cooperation with Southeast Asia nations in the South China Sea? It finds that Chinese perceptions of Japanese omni-directional diplomacy are not homogeneous and can be categorized into schools of thought which are not mutually exclusive.

2. **WILKINS**, Thomas, The University of Sydney, Australia

Title: Battle for the "century": Contesting American and Chinese visions for the future of Asian security order

Abstract:

The notion of a 'Pacific Century' has a long pedigree and was recently revived by the former American Secretary of State Hillary Clinton to provide an ideological framework for Washington's policy of 'rebalancing' toward the Pacific Basin in 2011. This followed closely upon attempts by Australian Prime Minister Kevin Rudd to realize an 'Asia-Pacific Century' through his ill-fated regional community-building efforts begun in 2009. What both these Western leaders had overlooked was the competing discourses on an 'Asian Century' (e.g. Kishore Mahbubani), or even a more narrowly-focused, 'Chinese Century'. With many arguing that the 'American Century' is now over (and therefore undermining Clinton's rather atavistic claims that the 'Pacific Century' will be animated by the US), the time is ripe to reexamine the inherent tension between these 'Western' and 'Eastern' conceptions and determine how they may shape the prospects for peace and security in this pivotal region. Moreover, this ideational tension is replicated through material factors resulting from the divergent trajectories of the region's economic and strategic dynamics. This paper will therefore explore the contesting discourses and the drivers behind them through the application of a range of International Relations frameworks, with the aim of imposing a more structured understanding of the debates, set within their historical, ideological and politico-strategic contexts.

3. **ZHU** Rong Sheng, China Foreign Affairs University, China

Title: An investigation of Japan's East Asia cooperation strategy and China's Belt and Road initiative

Abstract:

This research shall study what are the measures that Japan compete with China's BRI and illustrate that Japan's regional economic cooperation policy could work with BRI ,and lead to future cooperation which could be a part of improving Sino-Japan relationship. Japan's recognition and behavior concerning China's BRI is changing. Though there were voices that Japan should consider BRI, Japan chose to compete when it is initiated. Because, BRI overlaps with Japan's economic zone which creates competition ,AIIB may have competition with ADB could lead to regional order basis change from US-Japan lead to China, and OBOR may reduce Japan's regional influence.

Employing government documents and policy papers in Chinese, Japanese and English, this paper investigates the measures that Japan uses to compete with China's OBOR. Its findings are four-fold. First, Japan's regional economic cooperation policy could work with monolithic and lead to future cooperation, which could contribute to improving Sino-Japan relations. President Xi emphasize on the recent BRI summit that it is open and cooperative and it doesn't just belong to China. Second, Japan's recognition and behavior concerning China's BRI is not static or monolithic. Voices about cooperate even join BRI exists in Japan. Third, Japan took various measures to counter the influence of China's policy including using ODA to compete with China's infrastructure cooperation, joining TPP to counter China's effort of shaping regional order, and deepening relationships with Central Asia countries and stand aside with those who have land dispute countries in the conflicts. Fourth, since US withdrew from TPP and US-China relationship is improving and Japan is reconsidering its regional policy relating to BRI.

#### 4. **PARK** Jong Seok, Kyushu University, Japan

Title: The North Korean nuclear issue in the age of Trump

Abstract:

My presentation tries to clarify the basic dynamics of the North Korean nuclear issue and some characteristics of the issue in the age of the Trump administration.

In order to understand the basic dynamics of the issue, we need to analyze the goals and means of the key players of the issue. 1) The key players of this issue are North Korea, the USA and China. 2) North Korea's goal is to drive away the US army stationed in South Korea and then annex South Korea by nuclearizing itself, especially with acquiring the ability to strike the US mainland with nuclear bombs. 3) The goal of the US is to denuclearize North Korea mainly by economic sanctions and possibly by preemptive strike. 4) China's goal is at once to denuclearize North Korean and to block the USA and South Korea from annexing North Korea by economic sanctions on North Korea and mediating both sides.

Some characteristics of the issue in the age of the Trump administration are as follows. 1) The possibility of North Korea's acquiring the ability to strike the US mainland with nuclear bombs is getting more and more real. 2) The US gave up the strategy of Strategic Patience by the Obama administration. 3) The Trump administration is efficiently urging China to impose more sanctions on North Korea probably by threatening China with the possibility of the preemptive strike on North Korea by the US. 4) The showdown by the US and North Korea is approaching, that is, compromise or war. 5) In case of war, it will be incredibly tragic mainly from the situation that Seoul, one of the biggest city in the world, is in the range of the powerful North Korean artillery. 6) In case of compromise, South Korea's security might be fragile.

Panel Session 46 (12:50-14:50 D207)

***Multicultural learning in the Center for Language Education***

Chair: Lecturer **STILP, Lance J.**, Ritsumeikan Asia Pacific University, Japan

発表言語：日本語・英語 / Presentations: Japanese & English

Panel abstract::

The main goal of this project is to create a set of guidelines with example lessons and assessments for exchange classes at APU. Exchange lessons are already an essential component to many language classes in the Center for Language Education, but a standard of best practices among teachers has not been verified. Therefore, our primary aim has been to identify key issues in current exchanges in order to create a set of recommendations that lead to successful language learning lessons. Based on our analysis of exchange classes, interviews of stakeholders (teachers, students, faculty), and research on best practices at conferences or other universities, language teachers will be able to consult a set of guidelines that provide an essential framework for exchange lessons. These future guidelines include: external factors that influence lessons, including gaps in student ability level, individual characteristics, and cultural background; collaboration between Japanese and English teachers to find key topics that unify lessons and engage students; establishing clear discussion “member roles,” in pairs and groups to facilitate interaction; comparative advantages / disadvantages of short-term (one-time classes) and long-term exchanges (consecutive classes); and student and teacher assessment rubrics that reinforce learning after the lesson. Implications of this project are expected to both standardize and improve multicultural learning at APU, with a potential view towards assurance of learning (AOL) in the future.

**1. INOUE Yoshiko**, Ritsumeikan Asia Pacific University, Japan

**Title:** 日英両クラスが同一トピックで実施する交流授業の可能性と効果の検証

これまでの交流授業では、日本語教員と英語教員がクラスのスケジュールに応じたトピックを各教員が選ぶことが多く、日本語セッションと英語セッションの内容の関連性はそれほど重視されてこなかった。しかしながら、それぞれのコースが学期中に扱う学習項目には共通のものが多くあり、関連のあるトピックで各セッションを行うことができれば、その交流授業は言語学習においても異文化理解においてもより効果的なものになるのではないかと考える。

本パネルディスカッションでは、日本語コースと英語コースの1学期のスケジュールを照合したうえで交流授業を計画し、関連性のあるトピックでかつクラスのスケジュールに沿った内容で交流授業を行った際に、どのような効果が見られるのかを検証しその結果を報告する。

**2. YAMAUCHI Miho**, Ritsumeikan Asia Pacific University, Japan

**Title:** 上級クラスにおける形式の異なる2つの交流授業の効果比較検証



上級クラスの学生は、1学期間の授業の中で、既習の語学力を用いて調査活動を行ったり、発表やレポートを書くことなどが課せられる。その過程に複数回（5～7回）の交流授業を組み込むことでどのような効果が表れるかを、学生へのアンケートや聞き取り調査等によって検証したい。

異なる形式の交流授業を行う2つのクラスにおいて、それぞれ交流授業でどのようなメリットやデメリットがあったかを比較する。異なる形式の交流授業とは、1つは毎回同じ同等レベルの英語クラスとそれぞれの調査活動を通して交流するという形式で、もう1つは複数回の交流授業の相手が毎回異なり、時には外部の学生や市民とも交流するという形式である。

### 3. **STILP**, Lance J., Ritsumeikan Asia Pacific University, Japan

Title: Enhancing academic research through multicultural collaborative learning

Abstract:

This segment will briefly summarize the previous two segments. It will also introduce a program that focuses on enhancing student research and academic writing through collaboration with other courses taught at the university level. Through a series of carefully guided classes, students go through the academic research process in a practical, rewarding, and collaborative manner. Students follow a 5-step process. First, students engage students and their language skills with real situations and with real people. Second, it is collaborative because students have to work together with not only their group members, but students from different cultures. Third, it also builds critical insight and the ability to think deeply about a topic, and learn to find out solutions to problems through first-hand interviewing. Fourth, it also builds life skills and project management over the semester. Finally, with the aim for Japanese universities to become more global, it fosters important relationships with others from different cultures that improve students' daily lives, and for many years to come.

### 4. **COLLINS**, B. John, Ritsumeikan Asia Pacific University, Japan

Title: Willingness to Communicate (WTC) and small mixed domestic/international communicative group tasks

Abstract:

In this segment I will introduce the Willingness to Communicate (WTC) construct and its relevance to the APU context, particularly with regards to small mixed domestic/international communicative group tasks. This will be followed by a report on the preliminary findings of a semester-long investigation into small group communicative tasks involving both domestic and international students. This research draws upon both qualitative (interview) and quantitative (survey, self-report) data and will draw conclusions and provide insights into the situational communication patterns of our domestic students.

5. **LARKING**, Malcolm, Ritsumeikan Asia Pacific University, Japan

Title: Expert/novice paired interactions and learning opportunities in the classroom

Abstract:

This presentation discusses the role of multi-level language interactions of diverse L2 learners in the university classroom. Research into mixed level classes has shown that expert/novice pair interactions can stimulate positive language learning outcomes (Storch, 2002). By using Conversation Analysis (CA), this research will delve into the interactions of a highly mixed English classroom to quantify and analyze both the benefits and challenges of such pairings. Based on the findings, practical advice on how to mitigate the challenges and maximize the learning opportunities when working with mixed level students from diverse backgrounds will be discussed.

Panel Session 47 (12:50-14:50 D208)

***Exploring new approaches to community policing in Southeast Asia***

Chair: Dr. **YASUTOMI** Atsushi, Research Institute for Peace and Security, Japan

Panel abstract:

Whilst Community Policing (CP) remains a vital instrument for their community safety building in post-conflict countries, much larger parts of community members do practice their own policing activities in cooperation with illegitimate, informal local security actors -- e.g. local gangs and vigilantes. Such informal practice of policing includes activities such as consultation on conflicted parties, information-sharing over dangerous zones for community's children, and joint patrol of their own community territories. These activities indeed overlap the ones practiced within legitimate CP – cooperation with the police force.

It leads us to the following three points: 1) the current legitimate practice of CP shows only a marginal effect in these areas; 2) illegitimate, informal, yet more practical and perhaps more effective local methods play much larger roles in building and maintaining the local community safety; and, 3) the conventional understanding of CP concept does not well correspond to the situation in these countries and thus needs serious re-examinations.

Based on these preliminary findings, this panel suggests a CP involving more extended local actors. It particularly suggests that a more effective practice of CP needs to incorporate some of such informal security actors as CP collaborators since they are more likely to win trusts from local residents. It also clarifies conditions under which such extended practice of CP can function. Three panel members will discuss the following three points: 1) An extended scope of the literature of CP needs to be examined; 2) Some informal security actors should not be excluded and rather actively incorporated in CP processes; however, 3) There is a limit to which such incorporation can be allowed for pragmatic practices of CP. Therefore, conditionality needs to be

identified as to which of such informal security actors are incorporated to what degree and to what extent for such extended CP programmes.

1. **YASUTOMI** Atsushi, Research Institute for Peace and Security, Japan

Title: New approach to community policing in Southeast Asia: Theoretical perspectives

Abstract:

The Panel 1 presents the existing definition of, and conventional discussions associated with Community Policing (CP) -- building community security amongst post-conflict community members in cooperation with the police as a part of post-conflict peacebuilding processes. Further, the Panel 1 indicates that the current practices of community security in Southeast Asia suggest that they do not fully fit the existing theoretical understandings of CP, thus requiring theoretical re-examinations.

The informal security actors are usually treated and characterised as spoilers and infiltrators in the literature of peacebuilding for their very nature of managing violence. While it cannot be denied that such illegal nature continues to shape larger threats to local population, it is also true, on the other hand, that they often play significant roles in establishing the local order and maintaining the community safety with cooperation with local population in some areas in Southeast Asia.

This challenges the conventional understandings of CP, which limits itself to cooperation between the local population with the legitimate, democratizing police forces. Literature needs to be examined in wider extents of social sciences as to what is meant to incorporate perpetrators and illegitimate social groups in building local community security.

2. **KIBA** Saya, Doshisha University, Japan

Title: State donors and non-state donors approach to "legitimate" community policing

Abstract:

CP programs in Southeast Asian countries have been technically and financially supported by Western governments - such as the British Council and the Japan International Cooperation Agency (JICA) - and by non-state institutions like the Geneva Centre for the Democratic Control of Armed Forces, Saferworld of the U.K., the Hanns Seidel Foundation, etc. This paper tries to answer the following questions:

- 1) How have such CP support programs approached formal police institutions in recipient countries and what were legal, political, social, and institutional, challenges to influence the progress of police reforms and security governance?
- 2) Is it possible for Western donors, particularly State agencies, to assist more comprehensive CP programs by including informal local security actors as counterparts?
- 3) Do the programs effect common reform results, or do they bring about outcomes unique to each country? Why do they occur?

Round Table Discussion (12:50-14:50 D213)

***The role of women in Asia Pacific Studies***

Chair: Dr. **KIDA** Dani Daigle, Ritsumeikan Asia Pacific University, Japan

In the world today, there are various priorities that must be balanced in order to have a happy and successful life- work, family, health, and entertainment, to name but a few. For academics, depending on the stage in their career, the need to produce new research and publish is a pressure that always hangs overhead. Yet, for female academics, this pressure can be compounded by competing issues such as childrearing, societal expectations of women, and a lack of female colleagues in the field/department to share experiences and with which to network. This roundtable will be comprised of academics from various cultural and geographical backgrounds who will talk about their experiences as females in academia- their achievements and their hurdles. Goals of this roundtable include:

A candid discussion of the sometimes personal aspects of women in academia. We hope that young academics at the beginning of their careers, or even contemplating a career in academia, will be able to converse openly regarding practicalities and concerns they may have about going into academia. In turn, the participants' experiences will hopefully lead to a sharing of ideas, and perhaps, the creation of solutions which participants and attendees, alike, can take back to be employed in their home institutions. Moreover, we will try to create a space which encourages and empowers a network of new and established female academics- participants and attendees.

Format:

After a brief introduction by the organizer about the themes of the roundtable, each participant will speak briefly on a specific theme decided upon in advance. The themes may include, but are not limited to: influential female academics and their research in the field of Asia Pacific Studies; female mentoring; work-family balance; cultural struggles/solutions; and the importance of female representation in curriculum and faculty. Once each participant has spoken, questions will be taken from the audience verbally, or may be submitted in written form to be read by the organizer. Moreover, the organizer will pose questions to participants and attendees, if need be, to facilitate dialog. The goal of this roundtable is for the attendees to be able to converse openly with the roundtable participants, enabling there to be a true sharing of ideas.

Discussants:

1. **IGUCHI** Yufu, Ritsumeikan Asia Pacific University, Japan
2. **KRATIUK**, Barbara, University of Warsaw, Poland
3. **MAHICHI**, Faezeh, Ritsumeikan Asia Pacific University, Japan
4. **MIZOBE** Michi Matsuura, Mizobe Gakuen, Japan
5. **SIRIWICHAI**, Chalernporn, Silpakorn University International College, Thailand

**CLOSING CEREMONY (15:05-15:45 H202)**

MC: Professor **SATO** Yoichiro

Dean, International Cooperation and Research Division

Best Paper Awards: Professor **TODOROKI** Hiroshi

Dean, College of Asia Pacific Studies, Trustee of the Ritsumeikan Trust

Closing Remarks: Professor **PROGLER**, Joseph

Director, Ritsumeikan Center for Asia Pacific Studies

# MASTER'S STUDENT SPECIAL SESSION

**Saturday, November 11<sup>th</sup>, 2017**

Master's Student Special Session 1 (11:00-13:00 D211)

*Health, security & ethics*

Chair: Emeritus Professor **COOPER**, Malcolm J. M., Ritsumeikan Asia Pacific University, Japan

1. **BHATTA JOSHI**, Jyotshna, International Christian University, Japan

Title: Reservation policy in civil service of Nepal: An impact analysis

Abstract:

Reservation Policy is an affirmative action that is adopted by any government to uplift the marginalized minorities and socio-economically deprived groups. It is an act of positive discrimination used to promote social equity, in which certain percentage of vacancies in government institutions are reserved for members of backward and underrepresented communities. The main concept behind this is to narrow the competition so as to bring those groups in the mainstream of public service to enhance their access in policy making and administrative functions, in the assumption that they can address their and their communities' problem more accurately and step ahead for their overall development.

Government of Nepal has been using this policy since almost ten years and hence, this study will focus on what positive or negative effects this reservation policy has made in Nepal since its implementation, either in the part of beneficiaries or in part of service itself. The previous studies in Nepal regarding reservation policy have only concentrated on the quantitative part like number of beneficiaries i.e., number of successful candidates from target group (Dhakal, 2013) or they focused on condition of exclusion in Nepal (Lynn, 2005). But not much of the study is done regarding its impact on qualitative aspects like the impact of policy on the beneficiary group, assessment of the fact that whether the real target groups are benefited from the policy and regarding any deviations in policy implementation and correction of such deviations.

Thus, this research responds to some gaps that exist in previous related research, going through the depth study of those different aspects of policy effect in civil service. The result of research is believed to contribute significantly for policy revision, paving a path forward for more effective, inclusive and representative civil service in Nepal.

2. **WANG** Longxuan, International Christian University, Japan

Title: Comparative studies on long-term care systems in China and Japan: From a social inclusion perspective

Abstract:

Population ageing is unprecedented in human history; it is a global phenomenon affecting every human being; it has major economic, political and social consequences and implications; and the trend of population ageing is projected to last for a long time. Japan, among the developed world, is not the first one to initiate long-term care insurance system, while the LTC system of Japan is now one of the most widely-covered and universally-beneficial systems. As the literature shows, many countries and international organizations have adopted social inclusion policies for elderly populations, aiming to improve quality of life. These policies cover various issues including civil engagement, an ageing workforce, age-friendly communities, and civic involvement. LTC, to some extent, is among the social inclusive policies adopted by governments. China, as one of the largest developing countries in the world, has been trying to establish a LTC system, by initiating pilot programs in a couple of cities. As a pioneer in economic and social development, Japan has been providing an example for developing countries as well as developed world. It also show its way of developing social policies in different stages of economic development, by adopting or amending its policies on ageing, especially on pension system and LTC system. The rationale behind these amendments and the indicators on which these amendments were made is especially what the developing countries are supposed to learn in its way of developing its economy as well as policies of social inclusion.

3. **NGUYEN** Duy, Ritsumeikan Asia Pacific University, Japan

Title: Global consideration for cancer ethics

Abstract:

Cancer is a global epidemic. It is estimated that cancer accounts for up to 15% of annual deaths in 2016. Annual financial burden that cancer causes to human society is unbelievably heavy. In 2010, cancer cost \$290 billion all over the world. There are three orthodox cancer treatments including surgery, chemotherapy and radiation. All of them are not only extremely expensive but also often known for their toxic side effects and ability to suppress cancer's symptoms temporarily. Apart from mainstream medicine, scientists have found so many potential cancer cure from nature such as vitamin C, vitamin B17, curcumin, to name but a few. Since derived from nature, alternative treatments are comparably cheap in comparison to surgery, chemotherapy and radiation. However, none of these alternative treatments have been fully developed or legalized to replace the three traditional cancer treatments. Therefore, there is a big question regarding the ethics of pharmaceutical companies, which provides these orthodox cancer treatments. In my here paper, I aim to decode the ethics behind pharmaceutical companies in cancer industry based on

consequentialist theories in terms of cancer research; traditional treatments' effectiveness; side effects of surgery, chemotherapy as well as radiation; corporate social responsibility activities; and suppressed alternative cancer treatments. This study uses data collected from medicine research, doctor interviews and insiders' books with qualitative approach. Based on that data, I come to the conclusion that pharmaceutical companies have been trying to suppress many other potential cancer treatments to maintain their monopoly in cancer industry. Obviously, they violate ethics in the medicine field, exchanging human lives for profit. It is hoped that this paper will give cancer patients and their family another viewpoint about cancer treatments and extend to pursue the fight against cancer.

Master's Student Special Session 2 (14:20-16:20 D211)

***Pop culture, mass culture & gender***

Chair: Assistant Professor **PANGILINAN, Lei**, University of the Philippines, Philippines

1. **RABUEPIN, Alisha**, Ritsumeikan Asia Pacific University, Japan

Title: The delicacy of a fantasy: The analysis of Japanese women and the butler cafe phenomenon

Abstract:

Butler Cafe is one of the theme restaurants, which opened and become popular in the early of 2000s in Ikebukuro Road, Japan in order to be the counterpart of the maid cafe. However, butler cafe aims to entertain and service female clientele. The theme restaurants are part of the subculture, moreover, their existence became a unique and interesting phenomenon in Japanese popular culture and their influence transcends the significant within Japanese society and culture. Since the popular culture and subculture become the escape route from the reality, both female and male who feel captivated within their cultural norms, are likely to seek for fantasies from a various phenomenon of popular culture. Therefore, this study will explore the portrayal of the female through the selective popular culture phenomenon which targets to figure out female cultural activities as well as societal perception of gender, by studying Japanese women's behavior and expectation of their visit to Butler Cafés, which should reflect the culture and value of females in Japanese society. Data collected from intensive field research which includes interviews with the customers and participant observation at Butler Café in the major cities in Tokyo will be applied to contribute to the analysis part. Hence, this study is expected to reflect the change of female gender roles in society through the culture that they participated in.

2. **GE Shuang**, International Christian University, Japan

Title: Creation or reproduction? The role of mass culture in the practice of local community branding



Abstract:

In the stage of information technology and mass communication, community culture as a new productivity plays a vital role in the process of comprehensive urbanization. Culture as soft power “suggests a process for the deliberate and systematic acquisition of an intellectual sensibility” (Mulcahy, 2006). The evolution of that sensibility of the public turned out to be the base of mass culture. Mass culture or popular culture has become the source of a new standard of public acceptance that is rooted in the society. The tendency of satisfying popular demands with value placement confirmed the boom of mass culture development. Thus, the surviving approach of social communities had experienced the transformation from selling products to brand equity development with the progress of living standard and consumption concept. Mass culture, although is full of diversity but represents the similarity among public cognition and understanding, formed a relatively unified aesthetic attitude. If the public demand is largely identical but with minor differences, the reproduction of brand value is with rationality, at the same time, needs its peculiarity. The study will analyze how mass culture is reflected in the practice of community branding and whether the function of mass culture can be another pattern of creation. The beneficial operation for local brand communities will also be discussed in this study.

3. **BUNTHORNWAN**, Pimlada, Ritsumeikan Asia Pacific University, Japan

Title: Illuminate reality with fantasy: Anime tourism and local response in Japan through the anime *Kimi no na wa* (2016) and *Ano hana* (2011)

Abstract:

In Japanese tourism industry, there is a distinctive term for tourism, which is induced by the popular culture called “contents tourism”. This particular title describes the tourist behaviors influenced by the creative elements of popular culture through the media. Contents tourism becomes the phenomenon for both anime fans and the local communities as currently, there are various cities using anime as a tool to promote their cities and it attracts the anime fans to visit the places.

This research will focus on two animes, the 2016 worldwide popular anime *Kimi no nawa* and the 2011 tear jerking anime *Ano hana*, which used different cities as backdrop locations in the animation scenes. This study would emphasize on how local residents and local government in the actual locations portrayed in both anime respond to anime tourists. The methodology for this study is to carry out field research and interview at Hida City to observe landmarks used in the anime *Kimi no nawa* backdrops and also visit some locations in Chichibu City that shown in *Ano hana* background. By implementing this field research, data on the actual attitude and response of local population and entrepreneurs to the influence of the anime tourism is also expected to achieve. Though, the information and study about contents tourism is still very limited, this study hope to shed some light on other researchers or anyone who interest in this field.

4. VU Le Bao Trinh, Nagoya University, Japan

Title: "It might be where you belong, mum, but it's not where I do": The representation of motherhood in Ekuni Kaori's *God's boat*

Abstract:

In Japanese society, the notion of motherhood is often embraced vigorously, both in popular media and in government policy. Motherhood as a discourse is characterized as both the awareness of becoming a mother and the act of defining gender roles. In writings by male authors, the mother figure is idealized in memories or even in the absence of a mother, whereas writings by female author often resist or subvert this ideal. Being aware of this difference between the male and female gaze of the mother, this research explores the representation of motherhood in *God's boat*, a novel by the modern Japanese female writer Ekuni Kaori. By examining the mother-daughter relationship between the two main characters, Yoko and Soko, based on Marianne Hirsch's model of a feminist family romance, this research argues that the novel follows the traditional tendency of portraying mothers in negative lenses by female writers, and that the daughter rebels against the mother by not wanting to become like her. Acknowledging the portrayal of the mother and the mother-daughter relationship in works of female authors is crucial in understanding the gender perspectives of literary texts, as well as is important to any feminism studies.

Master's Student Special Session 3 (16:35-18:35 D211)

***Environment & education***

Chair: Emeritus Professor **COOPER**, Malcolm J. M., Ritsumeikan Asia Pacific University, Japan

1. **ALGAA**, Altangerel, Ritsumeikan Asia Pacific University, Japan; **BOLD**, Bilguunsar, Ritsumeikan Asia Pacific University, Japan

Title: A study of Mongolian waterfalls as natural resource and potential tourism destination

Abstract:

Waterfalls are considered one of the most important tourism products and natural resources in any country. Currently there are no scientific researches and articles about Mongolian waterfalls and only 14 waterfalls are plotted on the current map.

This study focused on discovering new waterfalls, which can then be used for creating new tourism products and giving suggestions to register them on the map.

Research methods are qualitative and secondary data collection. Additionally GIS method will be applied to the waterfall natural resources.

According to this study there are actually a total of 50 waterfalls to be found in Mongolia. 37 out of 50 waterfalls are not registered on the official Mongolian map. In the current ongoing research, 14 out of 37 new waterfalls were done on the field study and measured the waterfalls at the sights.

*Keywords:* waterfall, Mongolia, GIS methods, waterfall tourism

2. **YU** Shuangying, University of Tokyo, Japan; **FUKUNAGA** Mayumi, University of Tokyo, Japan

Title: An exploratory study of nature education in China and its influence on children: A case study of Zaidi Nature Education Centre in Yunnan

Abstract:

Due to factors such as urbanization and changing lifestyles, many children in China are suffering from ongoing alienation from nature, which results in various problems on human-nature, interhuman and human-self relations. For improving the situation, nature education, which emphasized on direct nature contact and promotes a harmonious relationship between human and nature, has gained popularity in recent years in China. The concept of nature education in China is still vague but it has some distinct features such as aiming at cultivating sentimental bond with nature and focusing on building and promoting human-nature, interhuman, and human-self relations. While previous studies mostly conducted in western countries have revealed various benefits of interaction with nature and nature education, the influence of nature education in China is still very limited.

This study has two main objectives: 1. Explore and build more comprehensively the concept and ideas of nature education in China by interviewing key informants; 2. Find out what are the influences of nature education on children in terms of human-nature, interhuman and human-self relations by doing a case study of a leading nature education organization in China. Participatory observation and semi-structured in-depth interviews are conducted to find out the answers. Interview targets include participants to nature education activities, founders and staffs of the organization, and other key persons in nature education industry in China. In objective 2, the guiding questions in the interviews are based on a three-relation framework. Some key questions include whether affinity towards nature, social relations and capability to focus are improved or not. Results of the study are able to provide improvement direction for the surveyed organization and support for elaborating nature education in China for later researches. It can also provide policy makers some evidence of positive influences of nature education on amending human-nature, interhuman and human-self relations.

3. **PHAM** Thu Huong, Ritsumeikan Asia Pacific University, Japan; **YAMASHITA** Hiromi, Ritsumeikan Asia Pacific University, Japan

Title: Identify the issue of naming for tidal flats

Abstract:

Tidal flats are unique landscapes, which play an important role for the health of the coastal ecosystem. Although they provide not only a diversity of ecological functions but also economic values for human beings, tidal flats are still neglected or even perceived negatively by public. With not-so-colorful and muddy appearance, tidal flats are seen unattractive when it is compared

with other types of coastal wetlands such as coral reefs and mangroves. However, not only the appearance but the terms used to describe tidal flats also seem to be influencing the perception of people towards tidal flats. Different terms used to mean tidal flats seem to evoke different images and feelings towards them. Moreover, the diverse names and definitions might also prevent the public from understanding and protecting this particular ecosystem. This presentation looks at initial findings from pilot questionnaires, which explored the terms people in different countries use to describe tidal flats and their influence on people's perceptions.

#### 4. **LAMICHHANE**, Binay, Ritsumeikan Asia Pacific University, Japan

Title: Availability, prices and affordability of essential medicines for children in Nepal: A cross sectional study of public and private health facilities

Abstract:

It is a cross sectional quantitative facility based survey study with the aim of assessing availability and prices of the Essential Medicines for children on the day of visit to a health center and measuring affordability of medicines in terms of number of daily wages required for an unskilled worker as fixed by Government to complete a standard complete dose of the medicines in public and private healthcare facilities of Nepal.

Among 26 EMC covered by the study, 15 medicines were found to be procured either at central level or at district level. The median MPR for medicines procured was found to be 0.97, which suggests that procurement process is almost on par with international reference price. The mean availability of the Essential medicines for Children at Public and private Sector was found to be 33.50% and 19.1% respectively (p-value = 0.260). Albendazole 400mg Chewable tablet and Oral Rehydration Salt (ORS) Sachet to make 1 liter were the medicines, which were available in most of the outlets of the sectors. Medicines were generally free in Government health facilities like Primary Health centers and in district hospitals where medicines are distributed through Social Service Units. The median MPR of EMCs were found to be 1.19 for High Priced Generic Medicines (HPM) and 1.06 for Low Priced Generic Medicines (LPM) in public hospital pharmacies and 1.26 for both HPM and LPM in private health centers. The medicines were generally found to be affordable to costing less than 1 day wages. However, affordability of treating commonly prevalent conditions with high morbidity and mortality like anemia, meningitis and pneumonia were found to be unaffordable.

The availability of essential medicines for children in Nepal was found to be quite low across public and private health centers. Although all of the medicines were listed at the National List of Essential Medicines, 2011 and are critical, life-saving medicines for children, their low unavailability across all sectors in specified dose and dosage form is a critical issue.

*Keywords:* availability, prices, affordability, essential, medicines, children, Nepal, procurement, public, private, healthcare facilities

5. **ORTIZ**, Anna Dominique, Ritsumeikan Asia Pacific University, Japan

Title: An assessment of the performance of a small-scale renewable energy system: A case study in Green Island, Roxas, Palawan, Philippines

Abstract:

Access to affordable and sustainable electricity service is still a concern in developing countries specifically among rural areas and off-grid communities that are too remote that they are technically and financially impossible to be connected to the main electric transmission grid. Renewable energy systems (RES) are considered as clean, environmentally sound, and modular alternatives to fossil fuel-powered generators that can provide electricity to off-grid communities. RES also has the support of the international communities as espoused in the United Nations Sustainable Energy for All Initiative initiated in 2011 and the new Sustainable Development Goals to improve energy access and to contribute mitigating climate change. However, RES, as an emerging development intervention is also beset with implementation challenges especially when the donor organization has already pulled out its support. These challenges can threaten the desired outcome and sustainability of the intervention in the long run. This research documents lessons learned from a donor-initiated and public-private partnership RES project by evaluating an existing community-based RES in Green Island, Roxas, Palawan. The Green Island RES is a pioneer in demonstrating combined solar, wind, and biomass RE technologies with an initially planned business model. This research employs the case study approach and explores the immediate outcomes ex-post implementation. Factors that can threaten the sustainability of the Green Island RES are also examined. The evaluation of the Green Island RES can serve as a guide for donor agencies, government, non-government organizations, and RE developers to better plan and monitor development interventions in off-grid communities for rural electrification. Moreover, it can aid in assessing the appropriateness of such intervention in similar localities as one of the drivers of transformational change and inclusive growth.

**Sunday, November 12<sup>th</sup>, 2017**

Master's Student Special Session 4 (9:30-11:30 D211)

***Marketing & hospitality***

Chair: Professor **ZHANG** Wei-Bin, Ritsumeikan Asia Pacific University, Japan

1. **LAMICHHANE**, Suresh Prasad, Ritsumeikan Asia Pacific University, Japan

Title: The occurrence and implications of remittances: Case study on Aruchour Village, Nepal

Abstract:

Nepal has one of the highest unemployment rates in the world. For the most of the years the unemployment rate of the country is above 40%, which is very high. Most of the youths are unemployed and look for alternative to go abroad in search of job. Lack of investment in the economy and extreme trade position has further added the unemployment problems. As a result of high unemployment in the country many youths leave country for foreign employment. By 2016 it is estimated that 2.87 million workers are working in the foreign country. As a result Nepal receives large amount of remittance. Remittances have become the backbone of the Nepal financing large amount of imports.

Syangja district is located in western part of Nepal and has one of the highest migration propensity (Average number of people per household working abroad). According to the Nepal central bank, Syangja district has migration propensity of 1.4 people per household (NCB, 2016). Aruchour village is located in north western part of Syangja district and has total households of 673 with population of 4356 and currently 942 people are working aboard and remittance is the main source of income of the people (VDC, 2016). Furthermore, the Average cost of obtaining the foreign job for Nepali workers is 80,000 NRS (\$800) while average monthly income in Nepal is 10,000NRS (\$100) (ministry of industry and employment, 2016). Therefore it is essential to determine how those costs are managed. The only financial institutes available in the village are micro finances (4) and case study will be done in 2 micro finances to determine whether they play a major role in financing the migration and also as institutions to accept deposits from remittances. The research aims to formulate practical plans and policies for effective utilization of remittances.

2. **NGUYEN** Hoang Minh Anh, Ritsumeikan Asia Pacific University, Japan

Title: Should emerging global brands say it loud? Challenges of emerging market firm after cross-border acquisition

Abstract:

Since over the past five years, the number of mergers has risen dramatically, contributed from the new wave of global brands from emerging markets. Instead of leveraging its brands to tap into new markets, many companies from emerging markets choose acquisition strategy for their international market expansion and business growth since turning their products into globally recognized brands has become the ultimate goal for many emerging market firms (EMFs). According to Yassin, et al (2007), product's country-of-origin (CoO) is a major factor to brand equity that highly influence on customers' perception of a brand and brand image when evaluating products. Hence, this might become a challenge for market entry of brands from emerging market, of which consumers usually have stereotypes about poorer country image of emerging market compared with developed market.

Although CoO and equity has been a subject with numerous studies, there are limited studies, which investigated this effect towards global brands from emerging markets in service area from consumer perspective. Hence, the purpose of this study is to examine challenges of EMFs to go

global regarding to the acquirer's CoO's impact on brand equity. Also, this paper also investigates how consumers respond (positively or negatively) to acquisition strategies of emerging global brands. An experimental study will be conducted to Vietnamese consumers to examine their different perceived brand value towards an acquisition from EMFs (Philippine) and developed-market firms (USA). An expected outcome is contributed to literature on consumer responses to acquiring EMFs, involving the relationship between country-of-origin effect and brand equity evaluation of emerging global brands. Eventually, the research is expected to suggest EMFs to carefully evaluate how their branding strategy affects brand evaluations and provide guidelines for effective branding strategies (loud/conspicuous vs. quiet/discreet) according to particular context.

### 3. **LOUANGMOUNNINTHONE**, Phouhay, Ritsumeikan Asia Pacific University, Japan

Title: Financial literacy among adult study case: Adult of Vientiane capital, Lao PDR

Abstract:

Financial markets have become more complex and individuals faces with a various of new investment products. Investment opportunities have expanded across nationwide, permitting individuals to invest in broad range of assets and currencies. However, as the financial crisis has made clear, it is very hard to navigate this new financial system, and the consequences of mistakes can be devastating.

Financial education, financial consumer protection and financial inclusion are recognized at the highest policy level as three essential ingredients for the financial empowerment of individuals and the overall stability of the financial system, as highlighted through three sets of high-level principles approved by G20 leaders: Innovative Financial Inclusion (2010); Financial Consumer Protection (2011); and National Strategies for Financial Education (2012).

As indicated in the High-level Principles on National Strategies, developed by the OECD International Network on Financial Education (OECD/INFE), assessing the financial literacy Competencies of the population is a key component of a successful national strategy.

This research is attempted to examine the trends in some key financial knowledge, behaviors, attitudes and inclusion, and also insight into the financial literacy of the population at regular interval to build up a picture of financial literacy of the people in Lao PDR, especially the adult people in Vientiane the capital city of the country.

This survey will be conducted in Vientiane, Lao P.D.R during August to September 2017 by distributing a set of questionnaires to 399 individual people in four out of nine districts in Vientiane including Chanthabury, Sisattanak, Nasaythong and Pak Nguem district

The result of this study is highly expectation, the finding of this survey would be fulfilled to my master thesis. Regarding to the respective respondent especially people of the main four districts will actively contributed to answer all questions, give support and provide all needed data during my survey.

4. **YANG** Xue, Ritsumeikan Asia Pacific University, Japan

Title: Current situation and problems on Chinese cruise tourism in Kyushu

Abstract:

In order to get first-hand information of influences brought by Chinese cruise tourism to Kyushu, I have been to all prefectures in Kyushu where have Chinese cruise tourists coming and visited governments there such as city halls. After having the interviews of governments I have realized that all prefectures are facing same problems on Chinese cruise tourism as follows: most of the Chinese cruise tourists will choose the free trip plan and either go to free destinations or tax free shops owned by Chinese owners. Therefore, Kyushu prefectures could not get enough economic benefit from them but have to pay for the cost of problems caused such as garbage, traffic jam, bad manners and noise. According to government officers in Kyushu, one of the solutions is intentionally focusing on the tours organized originally by the cruise company themselves rather than those by Chinese local travel agencies. Besides that, to collaborate with those Chinese local travel agencies that could contribute on bringing more economic benefit to Kyushu would be another solution. However, lose-lose situation of Chinese cruise tourism in Kyushu should be changed and they need a better circulation.

Master's Student Special Session 5 (12:50-14:50 D211)

***Business & management***

Chair: Professor **ZHANG** Wei-Bin, Ritsumeikan Asia Pacific University, Japan

1. **NGUYEN** Thi Phuong Thao, Ritsumeikan Asia Pacific University, Japan

Title: Can consensus decision-making process of Japanese Multinational Corporations (MNCs) be transferrable to subsidiaries in Vietnam and reasons behind? The case of Mitsui Oil Exploration Co., Ltd (MOECO) in Hanoi, Vietnam

Abstract:

The transformation of human resources today is a direct call of the rapid changes within businesses due to factors such as globalization. Japan has unique characteristics that create specific challenges for HRM and there is currently a lack of research focusing on Japanese HR issues applying to Vietnam. Lifetime employment, seniority-based-promotion system and company trade unions are considered the typical characteristics or features of the Japanese HRM. The purpose of this research paper is three fold. First, it examines the features of Japanese MNCs mentioned above from an inter-national perspective. Second, the paper empirically examines whether Japanese MNCs can transfer their HRM system to oversea subsidiary by comparing these current HRM system of Head office in Japan and its actual practices in oversea subsidies in



Vietnam and discuss to what extent the transfer happens. Lastly, the final purpose is to drill the reason why the transfer process goes in that direction and obtain a more complete understanding of the issues facing Japanese employees of Vietnamese affiliates.

Many articles and books have been written (in Japanese) about how the Japanese companies have been reengineering their HRM system in the new business environment since the early 1990s. However, little is written in English about this trend of HRM system transformation, and transferability especially in Vietnam. Japan is now among top investors in Vietnam. The number of members of the Japan Business Association in Vietnam increased rapidly and is forecast to continue in the coming time. The result of this research is expected to be a reliable document for Japanese MNCs to take reference in term of HRM information and withdraw their own lesson learnt for their corporate strategy when doing business in Vietnam. That is the reason why I made decision to write up my research on this topic.

2. **YANG** Shuo, Institutes of Architectural and Urban Studies, China; **YU** Taofang, Institutes of Architectural and Urban Studies, China

Title: Changes in the polycentric structure of employment in Beijing in 2008-2013

Abstract:

The polycentric structure of the distribution of employment in Beijing has been researched so far. However, with the deficiency of accurate spatial statistics, current studies mostly use towns as units (around 10 km<sup>2</sup>) which are too large for further studies. Meanwhile, more attention needs to be paid to the relationship between the employment density and the transportation network. Therefore, this article contains two parts. In the first part, Thiessen polygons are used in this research to help locate the employment data to the grids of 1km X 1km and 500m X 500m. The cutoff method and the Local Moran's I method are used to recognize the new centers, followed by a comparison discussed between Year 2008 and Year 2013. The second part tries to explore the relationship between the employment, transportation and policies. The amount of people who can get into the block in certain time is used to assess the potential employment of a block. Thus, the differences of employment between in potential and in reality can indicate the restraints or promotions made by policies. In conclusion, the distribution of employment and the scale of new centers in Beijing can be mostly explained by transportation and policies. There also some places possessing the chances to increase the employment, which can be focused in further studies if better facilities of transportation provided.

# UNDERGRADUATE SPECIAL SESSION

**Saturday, November 11<sup>th</sup>, 2017**

Undergraduate Special Session 1 (11:00-13:00 D212)

*社会・思想・文化 (I)*

Chair: 清家 久美 教授 立命館アジア太平洋大学 (日本)

発表言語：日本語 / Language: Japanese

1. 対本 祝子 立命館アジア太平洋大学 (日本)

Title: ユタの成巫に関する一考察

【研究の背景・目的・方法】本研究では、現代社会において、巫病・カミダーリィとなったユタ候補者がどのような過程を経て「ユタ」として社会に受け入れられていくかという一連の成巫のシステムを、ユタ候補者の周囲の人々が果たす機能を中心に探っていく。その上で、社会とシャーマンの関係性を明らかにすることを目的とする。まず、シャーマンになる段階として成巫過程と呼ばれるものがある。この過程は精神錯乱を含み、近代国家においてはその「異常」な様から、しばしば精神病と診断される傾向がある。しかし、塩月(2012)によると、沖縄社会において、ユタは「異常」とみなされず、むしろ受け入れられているという。本研究で取り上げるユタも、その多くが成巫過程においてカミダーリィと呼ばれる苛烈な錯乱状態に陥るが、危機を迎えつつも周囲の人々の支えと個人の努力によって社会的に認められる「ユタ」になっていく。【考察・結論】苛烈なカミダーリィはユタ候補の「俗」な人格を解体する機能を持つもので、既成ユタの指導のもとユタの宇宙観を学ぶことで人格を再構築し、治癒状態へ達することで霊的職能者として社会に受容されるというシステムであり、カミダーリィはユタに「なる」ための重要な機能であることが分かった。また、ユタの入巫過程とは、ユタに成った経緯やユタである現状を、与えられた運命として受容すべく過去の体験を再解釈し、新たな自己観を再形成していく過程であるといえる。そして、周囲の人々、とくにユタ候補者の家族が「ユタ」になる可能性を見出だす役割を担っていることが多いことも指摘できる。また、自分の成巫を任せる親ユタや他の霊的職能との関わりのシステム、今日に至っては霊能学校やカミダーリィ・ネットワークの出現など、ユタ候補者を支える周囲の諸相は多岐に渡る。すなわち、ユタ候補者は社会の支えによって自己観の再形成を行い、公的な「ユタ」になっていくと結論付かる。

## 2. 河辺 拓惟 立命館アジア太平洋大学 (日本)

**Title:** VR 技術の存在論的可能性の模索

【研究の背景・目的・方法】本研究の目的は、AI やロボット技術という人間の代替可能性を擁している存在が台頭し、人間の存在価値や意義を突きつけられるであろう次世代の社会において、人間が自分の存在を問う「現存在」という在り方を再認識する可能性を明らかにすることである。本研究ではそれを VR 技術から模索する。我々は日常において、自らの存在することを問うことはないが、徐々に機械によって人間の「存在」が奪われ、「人間とは何か」「存在とは何か」という問いを突きつけられる社会になりつつある。人間はその問いに答えることができず、「人間対機械」という単純な構図を作り出し、機械に押しつぶされそうな人間の脆弱な「存在」規定を保守するために、人間自ら技術に歯止めをかけている。(例えばクローン技術の生命倫理)【考察・結論】人間は世界を対象とみなす事によって主体に成り得る。例えば映画のモニターは像を表象し、それを知覚する主体を捏造する役割を担っている。それに対して VR 技術は、モニターが取り払われ映像の中に入り込む体験が、対象化できない過剰な〈対象〉を生み出し、体験者の〈主体-対象〉図式が解体される。それでもなお人間は主体に踏みとどまろうとする。窃視症者は自分を曝け出さずに窃視する行為において主体は隠蔽されるが、誰かにその現場を目撃された(される可能性のある)時、〈覗かれた者〉という対象を〈覗いている主体〉と成り、窃視症者は〈主体-対象〉図式を獲得できる。すなわち VR 体験の際、「目撃された」経験を取り除く事により、近代以降からの主体から脱却し、「現存在」に移行する可能性がある」と結論づける。

## 3. 中川 陽平 立命館アジア太平洋大学 (日本)

**Title:** 音楽における「合理化の非合理性」についての研究 —弦楽器製作過程を対象として—

【研究の背景・目的・方法】

本研究の目的は、弦楽器製作過程を対象として、音楽が合理化された 19 世紀から現代にかけて「手作り」と「科学」の両局面について述べ、そこから「合理化の非合理性」を明らかにする事である。弦楽器の製作過程に関する先行研究として、大木(2007)の中では 16 世紀から伝統的な製作方法で「手作り」を続けている弦楽器製作の中心地であったクレモナと、科学的な製造方法を採用しているヤマハについての比較検討がなされている。この事例を背景とし、本研究ではマックス・ウェーバーの『音楽社会学』において述べられている、「音楽の合理化」に着目する。ここでウェーバーは「非合理的」であるが、「より自然な」音律である「ピュタゴラス音律」が、「平均律」にとってかわられた過程を述べ、ちょうど社会がより合理化された 19 世紀の時代と呼応しているという事実によって音楽と社会の関係性を明らかにした。その中でウェーバーは、産業化と商業主義のあおりを受けて普及した「ピアノ」について論じ、楽器が合理化の過程においてその一端を担ったということ、そして楽器自体が合理化された過程を明らかにした。【考察・結論】楽器の合理化はクルト・ザックスが述べているように、古い様式から合理的楽器への移行の過程であったし、生産の過程においても同様であった。しかし、合理化を経た現代において、クレモナの弦楽器製作は「手作り」という「非合理」タームを価値とし

て認識している。さらに、大木（2007）は結論において、ヤマハの製造過程は科学的手法や分業がうまく機能していないことを指摘している。これらの事例から、本研究では合理化は必ずしも合理的な結果を生まないという「合理化の非合理性」を明らかにする。

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#### 4. 武藤 杏香 立命館アジア太平洋大学（日本）

**Title:** F・シュライアマハーとH・シュテフェンスを中心とするドイツの大学論についての一考察

【研究の背景・目的・方法】本発表では、明治期の日本に大学が設立される際に影響を与えたとされるドイツの大学論について、フリードリヒ・シュライアマハー(1768-1834)とヘンリック・シュテフェンス(1773-1845)の大学論を中心に扱ひ、ドイツにおける大学論を明らかにすることを目的とする。これにより、現代の日本の大学のあり方を考える一助となりうると考える。杉浦(2009)や金子(2011)によると、シュライアマハーの大学論は、近代大学として世界の高等教育組織のあり方に決定的な影響を与えたとされるドイツのベルリン大学創設に際し、大学の主要となる理念として受け入れられた。また、梅根(1970)は、シュテフェンスの大学論について、シュライアマハーの大学論に次ぐ、ベルリン大学創設のための第二のまとまった大学論であるとしている。本発表では、シュライアマハー(2016)『ドイツ的大学論』とシュテフェンス(1970)「大学の理念についての講義」を中心に、両者の大学論の共通点を明らかにしたうえでドイツにおける大学論を明らかにする。【考察・結論】シュライアマハーとシュテフェンスの大学論は、彼らの述べる「大学」との対比としての「反大学」的な専門学校主義・実用主義に対抗、反発している。それに加え、非実用的な学問の場として、国家の利益とは別に発展した歴史的・自然的諸学を包括する哲学を中心に、知識として哲学を教授するのではなく、思弁的な精神育成のために哲学することを教える場として、大学の本質を主張している点に共通性が見られると考察する。したがって、上記の両者の大学論の共通点からドイツにおける大学論は国家のための実用的な知識を養う場ではなく、「哲学」することを教授する知性の場であることを強調していると結論づける。

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#### 5. 中島 有基 立命館アジア太平洋大学 (日本)

**Title:** 日本の大学における「教養教育」再編成への一試論

【研究の背景・目的・方法】本研究の目的は、日本の大学における「教養教育」を再編成する視点として、本田由紀(2009)の「柔軟な専門性」に着目し、ゼミを対象とした質的調査により、その意義を明らかにすることである。戦後の日本において、「教養教育」を担った「一般教育」は、理念の理解の不一致や、実施において課題が多くあった。そして、1991年の大学設置基準の「大綱化」答申により、「一般教育」課程は事実上消滅し、現在は新たな「教養教育」の模索の段階に来ている(天野, 1999, 2006; 喜多村, 1999)。こうした動向に対し、本研究では、本田由紀の主張する「柔軟な専門性」を、「教養教育」を再編する原理として着目する。なぜなら、本田が主張するように、若者が直面する仕事の世界における困難や、「職務」に基づく仕事への流れ等を鑑みるならば、教育も職業と一定の関連性(レリバンス)をもつ内容を教えてよいはずで、学習者が専門性を身につける中で、その分野の歴史も課題も倫理的な問題点も理解しつつ、「社会に何かをなしうる」ための核となる専門性(「柔軟な専門性」)が必要になるからである。しかし、これには一定の時間もかかる上、教授や学生同士との対話を通して自身の研究を位置付けながらより学習を深めていく機会が求められると考える。このような機会としてゼミを対象として考察する。そこで、APUにおけるゼミを対象に、学生がどのように「柔軟な専門性」を獲得しているのか、質的調査を行なった。【考察・結論】調査の結果、学生はゼミでの学習を通して、研究を進めるうちに知的関心をより深め、普段の講義内容とも知識を関連させながら、認識を広げていることがわかった。また、担当教員との連携やゼミ生同士の相互学習が、学習への動機となっていることがわかった。したがって、ゼミ形式の学習は「柔軟な専門性」の形成に効果的であり、「教養教育」を再編成する際に重要な視点であると結論づけた。

#### 6. 桂木 良介 立命館アジア太平洋大学 (日本)

**Title:** 性をめぐる研究についての比較的検討―M.フーコーとJ.バタイユの研究を通して―

【研究の背景・目的・方法】本研究の目的は、フーコーに影響を与えたとされるバタイユの性をめぐる研究とフーコーのそれについての比較的検討を通して、両者の影響関係に焦点を当てつつ、それぞれの議論を明らかにすることである。

M.フーコーは『知への意志』(1986)において、王政における死を掌握する権力観に代わって、生命の管理を目的とする<生-権力>という権力観を提示する。<生-権力>は身体の規律化と人口の管理を企てるが、その際に女のヒステリーや子どもの自慰、性倒錯という領域は規律化されるべき「性」として<生-権力>の対象とされている。一方、J.バタイユは『エロ

ティシズム』(2005)において、生殖とは無関係な心理的探究である<エロティシズム>を分析している。その中でバタイユは、生殖は暴力の領域であるとし、その一形態であるエロティシズムの本質に「禁止の侵犯」を見出だす。「禁止の侵犯」としての宗教的行為である供儀から、エロティシズムと死との関係について論じている。そこで性を、生と死との異なる観点と、禁止をめぐる理性と反理性の観点との二つの点において両者を比較的検討する。

【考察・結論】『知への意志』と『エロティシズム』における性をめぐる研究において、前者は、<生一権力>の管理・運営の対象として「性」が議論されており、性の言説化による性倒錯の確立や「真理」を産出するシステムの誕生が明らかにされている。一方、後者は、「暴力」の禁止の侵犯を本質とするエロティシズムをめぐる、禁止と侵犯の関係について明らかにしている。フーコーは、バタイユの議論における「性と禁止との関係性」という視点を批判的に踏襲していると分析し、これを結論とする。

## Undergraduate Special Session 2 (11:00-13:00 D213)

### ***International management (I)***

Chair: Professor **CLASTER**, William B., Ritsumeikan Asia Pacific University, Japan

1. **HANDA** Eiji, Ritsumeikan Asia Pacific University, Japan; **NGO** Phan Quynh Nhi, Ritsumeikan Asia Pacific University, Japan

Title: Factors that influence consumer behavior towards private label products: A study of MaxValu, a Japanese retail store chain

Abstract:

The purpose of this study is to examine what effects that influence consumers to buy private label products produced by a supermarket retailer, and the shopping behavior of loyal customers shifting their decision to buy private label products. The study examines whether or not private label products can help in the overall enhancement of product category performance. The paper examines the performance of a supermarket retailer (MaxValu) in Beppu, Oita. Data obtained from the supermarket's point of sale information were used. The paper then developed a research model from the survey sent out to local customers living in Beppu and used structural equation modeling to analyze the data. The findings show that brand loyalty, price, quality, image, and word of mouth effect have the most impact on customers' decision and buying behavior of private label products.

2. **SIDDIKY**, A B, Ritsumeikan Asia Pacific University, Japan

Title: An analysis on how does an international student find information about their desired university and its impact on decision making to their future career?

Abstract:

Statistics has shown that students who want to study abroad find information about their future university mainly from four different sources, first, from education fair, second, university agent or local office, third, friends and family and number four the vast internet. Among the four, till now the most reliable source of information they consider is their friends and family. However, it is very complex for a High School graduate to compile all the information he/she needs in order to choose his/her destination. As a result, 33% of Annual Dropout occurs for the international student globally only on their first year.

No faculty member is willing to spend time online to help students make informed decisions. Even if they are, there is no place to do that. No platform for an Admissions coordinator at any university to explain to future university students about what they are looking for in the students that they will admit.

(<http://www.independent.co.uk/student/news/almost-a-third-of-first-year-students-have-either-already-dropped-out-of-university-or-are-thinking-a6807406.html>)

Therefore, according to a survey conducted in late 2016 in Ritsumeikan Asia Pacific University to 55 undergraduate students, 76.4% students answered they wanted to make good use of the internet by connecting with various university student online in order to choose their future university. They wanted to get information from various sources apart from their friends and family or from any authorized official from any specific university.

Also 63.4% answer through a 'Student Networking Platform', current university student wants to connect with other university student from different discipline, region, background and become more updated. Therefore, based on my research, I am developing my startup called UniTwo with fellow APU students which is a 'Student Networking Platform' to connect students worldwide, based on common interest, majors, schools and regions called Unitwo. UniTwo is expected to launch in the July of 2017 with a prospective user base in 50-60 countries and massively spread in the Asia Pacific region from its beginning. Therefore, sharing my startup experiment based on user experience can be an interesting content for the upcoming RCAPS seminar on November 2017.

3. **LE** Thao Minh, Ritsumeikan Asia Pacific University, Japan; **VIJAYAN**, Sabarinath, Ritsumeikan Asia Pacific University, Japan; **TAKEMORI** Kyohei, Ritsumeikan Asia Pacific University, Japan; **MUHAMAD**, Iqbal Lintang, Ritsumeikan Asia Pacific University, Japan; **MARTUZA**, Jareef Bin, Ritsumeikan Asia Pacific University, Japan

Title: Cross-cultural assessment of Internet keyword searches for universities

Abstract:

This paper aims to examine whether culture affects the search inputs of students when they are searching for universities and whether there are university attributes that are common among students irrespective of their cultures. Since universities are facing stiff competition on a global

scale, optimizing online promotion through organic keywords has become a strategy to effectively communicate with prospective students. Previous studies have shown the strong correlation between culture and customer choice. On the other hand, the study of Briley and Aaker in 2017 has shown that the effect of culture on purchasing-decision is conditional. In this study, we will investigate whether search inputs differ among prospective university students who have different cultural backgrounds and identify common university attributes that they search for through a survey questionnaire. Our study has practical implications for universities' online promotion.

4. **LE Uyen Nghi**, Ritsumeikan Asia Pacific University, Japan; **SHAHRIER SYED**, Muhammad Arber, Ritsumeikan Asia Pacific University, Japan

Title: The impact of e-commerce business model on the development of local SMEs in developing countries

Abstract:

The aim of this research is to study the current E-commerce situation of SMEs in two representing developing countries: Bangladesh and Vietnam. This study is motivated by the fact that, even the number of people using smart phones and having access to the Internet shopping services is growing rapidly, a large number of small enterprises is still lacking E-readiness and technology capability to promote their sales via their phones or web-based channels. Moreover, businesses are also facing challenges that lead to the question of lucrativeness and profitability of E-commerce business model. Hence, developing e-commerce business is becoming a prerequisite for competing well in markets, for dealing with other business partners and customers. Customer (business or consumer) expectations are changing. These effects may be less apparent in developing countries today, but are stark business reality in the markets in which businesses in developing countries strive to participate. Therefore, the results of this study provides a guideline for academics and practitioners and highlights the significant role of each factor in developing and sustaining effective B2B/B2C electronic commerce (B2B/B2C e-commerce) practice for SMEs in such countries.

5. **IONITA**, Nicoleta, Ritsumeikan Asia Pacific University, Japan; **LE Hoang Ha**, Ritsumeikan Asia Pacific University, Japan; **JUN Hyun-Woo**, Ritsumeikan Asia Pacific University, Japan

Title: Case study of the entertainment business management system and the risks involved: The "prank industry"

Abstract:

This study examines the entertainment business management system and the risks involved specifically in the "Prank Industry" segment. The research aims at creating a clear picture of the feasibility of such business, the constraints related to it, the risks and issues involved. The research addresses legal issues related to prank industry and procedures in regard to those issues, the impact on companies' reputations due to their affiliation with prank videos and the consumer



behavior that enables this business to flourish. The methodology used is sequential explanatory research approach with implications of both quantitative and qualitative data. The results of the research prove that the affiliation of companies to the prank videos have little to no impact on their reputations in regard to their customers. Furthermore, the consumer behavior favors the business due to the fact that despite negative reactions from some viewers the key factor is a “reaction,” be it negative or positive, which promotes further prosperity of the “prank industry.”

### Undergraduate Special Session 3 (14:20-16:20 D212)

#### **国際関係・開発・環境**

Chair: 山神 進 教授 立命館アジア太平洋大学 (日本)

発表言語：日本語 / Language: Japanese

#### 1. 李 秀漢 韓国陸軍士官学校 (大韓民国)

Title: 冷戦後、強まっていく北朝鮮の脅威とそれに備えるための日米韓三角同盟の必要性

冷戦後、国家安全保障の概念は単に国と国の問題だけではなく、多国間の問題として考えなければならなくなった。これは国家間の相互依存が深まり、経済や文化などあらゆるところで国家が多国間協力に依存する傾向が強くなったためである。このような傾向は「スーパーパワー (super power)」特有の傍観的姿勢をとってきた米国にも顕著で、アジア太平洋地域において覇権を維持しつつ、戦略的利益を極大化しようとする姿勢が目立つ。

朝鮮半島は北朝鮮という特殊な脅威(明らかな敵国)が存在しており、これに対抗する多国間協力が求められている。米国は韓国、日本それぞれとの同盟関係を維持しているが、この論文では日米同盟、米韓同盟をさらに発展させた日・米・韓3か国の安全保障協力について論じる。特に、核、ミサイルの脅威が高まっていく一方である現状で、各国のためになる日・米・韓三角安保協力の必要性について取り上げる。

#### 2. 鄭 李齊 立命館アジア太平洋大学 (日本)

Title: 日本社会と韓国社会の特殊性と未来：社会構造の比較に基づいて

本稿では、日本社会と韓国社会を比較しながら、両社会の諸問題に対する対症療法ではなく、社会全体としての体質改善の可能性を模索した。そのために従来の研究とは異なった視点から社会問題を分析した。まず、実際の社会は消費生活、労働、教育、経済発展、政治などの有機的につながりによって構成されている。よって、本稿では韓国/日本社会が抱える問題全般を、両社会の構造的な仕組みが生んだものと捉えた。第二に、韓国/日本社会が持つそれぞれの特异性を明瞭化するために、欧米の社会理論を迂闊に援用せず、社会の仕組みとその形成過程を比較し、そこから両社会の社会的特徴を取り出した。第三に、社会の仕組みが個人の生きづらさとどのように結びついているのかを明らかにし、社会の仕組みと社会問題の関係について

て検討した。結論では、以上のことを踏まえた上で、特殊性への総合的な理解に基づいた社会の現状把握及び未来構想について考察した。

### 3. 渡辺 彩加 立命館アジア太平洋大学 (日本)

Title: シリア難民問題に対する欧州の反応

2011年にシリア内戦が発生し、難民が多く発生した。2015年には欧州は大規模な人の移動を経験することになった。シリア難民問題とまで言われた、この社会問題は多くの国を巻き込み、さらに問題を深刻化していつている。欧州はこれまで、ドイツの受け入れ宣言や、地中海において、ボートの救済を行ってきた。しかし、現状はよくなることはなく、むしろテロの発生や、国民からの不満などを引き起こす原因となってしまった。なぜシリア難民問題はここまで大きな問題に発展してしまったのだろうか。難民数、難民の辿るルートなども理由に含まれる。またシリア難民問題に対し、欧州はどのように対応してきたのだろうか。地中海での救助活動、また難民割り当て制などを実施してきたが、それらの効果はどのようなものだったのだろうか。それらを実際に行われたものとそれらによる結果を比較していく。

### 4. 一松 亮 立命館アジア太平洋大学 (日本) ; ADRIANTO, Natasha Talisca 立命館アジア太平洋大学 (日本) KIBE, Amanda G.M 立命館アジア太平洋大学 (日本) ; 時任 葵, 立命館アジア太平洋大学 (日本) ; YUSRIYYATUL, Khoiriyah Nur Putri 立命館アジア太平洋大学 (日本) ; 渡邊 麻未 立命館アジア太平洋大学 (日本)

Title: インドネシアにおける地域格差対策支援としてのふるさと納税制度活用の可能性

本研究では、インドネシアの市域格差の解決手段として地方の価値を高める方策とその支援手段について検討する。インドネシアでは、よりよい生活と仕事を求めてジャカルタに移住する人々が多い。しかしその多くは、スキルや教育不足の理由で仕事に就くことができず、結果として都市問題の要因となっている。地方が独自の強みを生かした価値を高め、新たな市場を形成することで雇用を生み、地方の生活水準向上に繋がりうる可能性があると考えた。地方の価値を高め、地方における産業促進の手法として、本研究では特に日本の「ふるさと納税制度」に着目した。ふるさと納税制度は、地方が持つ特産品や活動等に対し、納税者が支援対象を選択し納税できる仕組みであり、地方の強みの特定化と、納税者による支援先決定権の行使を可能とする制度である。この制度を日本の政府開発援助 (ODA) に導入することにより、インドネシアの地方が持つ強みや活動に対して支援したいと考える日本の納税者が支援先を特定したうえで ODA の原質となる納税を行うことが可能となりうる。

### 5. 藤森 由莉沙 立命館アジア太平洋大学 (日本) ; 齋藤 緑 立命館アジア太平洋大学 (日本) ; 日原 雄基 立命館アジア太平洋大学 (日本) ; ZHOU Chuyun 立命館アジア太平洋大学 (日本) ; LIM Juwon 立命館アジア太平洋大学 (日本) ; TUGSBAATAR, Buyandelgerekh, 立命館アジア太平洋大学 (日本)

Title: 中国の化石燃料を 100%非化石燃料へと代替えし、中国経済を維持することは可能か

中国の急速な経済成長により引き起こされた大気汚染問題に関して、化石燃料を非化石燃料へ代替えし、中国経済を維持する方法を提案する。近年環境問題が深刻化し、各国が CO2 削減への取り組みを進める中、最大の石炭消費国である中国による再生可能エネルギーへの取り組みが注目されている。現在の中国のエネルギー状況・経済構造・中国政府による環境政策等进行分析し、実現可能な方法を提示する。また、現在の再生可能エネルギーの技術を駆使し、中国の広大な面積を有効活用することで、理論的に非化石燃料へと代替えすることが可能であることを証明する。取り扱う再生可能エネルギーは、バイオマス・太陽光・風力を主とし、それぞれの発電方法が経済、そして環境や人々の健康に与える影響について言及する。さらに、「持続可能な社会の実現」への提案として、非化石燃料で代替えすることによって生まれる新しい産業についての経済効果について議論する。

#### 6. 村田 侑紀 立命館アジア太平洋大学 (日本)

**Title:** 国際法の発展に伴う安全保障分野における日本の国際協力の進展と課題

日本の国連平和維持活動(PKO)への参加は国際社会の変化と共に発展してきた。本研究では、その変化が国際法の変化とどのように関わってきたのか、また、過去の PKO での反省が活かされているのかについて考える。

日本国憲法と国連憲章はその同一の成立時期から共通点が見られる。そして両者とも、解釈が変容し成立当初とは異なる方向を辿った。そして、日本は国連や国際社会の中で国際貢献が求められるに従い、PKO への自衛隊派遣を行ってきた。最新の法制定と言えるものが 2016 年 3 月 29 日に施行された安全保障関連法である。しかし、未だ PKO 派遣に関わる問題は残っている。国連カンボジア暫定統治機構(UNTAC)で問題となった、「停戦合意」守り切れていない場合、どの時点で誰が撤収を判断するのかという点もその一つである。

このように、新たな法制定を行っても、未だ改善点は存在しており、日本の PKO への参加の在り方は今後も模索されていくのであろう。

#### 7. 大谷 あみ 立命館アジア太平洋大学 (日本)

**Title:** 言語の優位性から考察した、緊急時における多文化・多言語環境の新たな課題とは  
-熊本、大分地震発生時の AP ハウスを事例に-

今日ではグローバル化が進んでおり、多文化・多言語環境が各地で求められている。そして立命館アジア太平洋大学はこの多文化・多言語環境の先駆者であり、中でも、AP ハウスは最先端の国際寮である。しかし、このような環境下で震災を始めとする緊急事態に正確な情報を拡散させるのは容易ではない。この問題に対し、昨年発生した熊本、大分地震を事例として、複数言語取得者における緊急時の言語の優位性を考察していく。その上で、多言語環境下において新たに取り組むべき課題を、地震発生当時 Resident Assistant(RA) を務めていた筆者が、地震直後から授業開講までの AP ハウスで起きた状況と大学の対応を記録化した資料に基づいて考察していく。さらに、AP ハウスのみならず今後も増加するであろう、学生寮を始めとする多言語環境での災害対策の提案をする。

Undergraduate Special Session 4 (14:20-16:20 D213)

***International management (II)***

Chair: Associate Professor **ALCANTARA**, Lailani, Ritsumeikan Asia Pacific University, Japan

1. **HASLIABADI**, Jeanny Sunjaya, Ritsumeikan Asia Pacific University, Japan

Title: The quality perception of local and foreign positioned brand perceived by young adults in Southeast Asia

Abstract:

Branding is often perceived by many as limited to logo or any related company graphic elements; however, in recent years, branding had developed further into a process that extend to across all functions and functional departments of the organization, and it provides direction to marketing function, not the other way round (Baladi, 2011). In recent years, the concept of branding has starting to gain a degree of importance in Southeast Asian market. However, in the development, there are only few companies which has managed to effectively positioned themselves better in Southeast Asian market.

This study will examine the quality perception of local and foreign-positioned brand, perceived by young adults in Southeast Asia, to further illustrate on the correlation between brand positioning and shifts in cultural point of view. Research will be done on young adults of Generation Y as the generation will holds the most significant spending power in the next ten to twenty years.

2. **FERNANDO**, Sherveen, Ritsumeikan Asia Pacific University, Japan; **NGUYEN** Van Duc Manh, Ritsumeikan Asia Pacific University, Japan; **SALSABILA**, Arini, Ritsumeikan Asia Pacific University, Japan; **MOHAN**, Rahul, Ritsumeikan Asia Pacific University, Japan

Title: Where is it actually from? The country of origin effects on brand attitudes in the aftermath of scandals

Abstract:

There is ample research confirming the role of Country of Origin effect (COO) in shaping consumer perceptions. While it was assumed that the perceived COO is consistent with the actual COO, recent work pertaining to the COO literature has discovered an inconsistency between the perceptions of COO and the actual COO of a company. However, consumers are not always aware of the inconsistency between the actual and the perceived COO, and when they become aware of this inconsistency; it may contribute to changes in brand attitudes. This is likely to occur when companies face scandals, owing to the heightened media attention following the scandal. Accordingly, this paper examines how brand attitudes are affected by companies' scandalous conduct, intentional or unintentional, when the company's actual COO is revealed to the

consumers. We claim that companies with inconsistent COO will show stronger negative effects on brand attitude compared with a company with consistent COO. In order to test our claim, we measure the brand attitudes as trust and purchase likelihood, and designed a 2 (consistent COO vs. inconsistent COO) by 2 (intentional scandal vs. unintentional scandal) experimental study. This study provides managerial implications for branding strategies.

3. **PHAM** Thanh Ha, Ritsumeikan Asia Pacific University, Japan; **KIM** Rebecca Chunghee, Ritsumeikan Asia Pacific University, Japan

Title: Creating shared value business model in Japan companies: A case study of the AMITA group and Team (The eco alliance museum)

Abstract:

With evidences of how businesses are influencing and affected by the changes happening in the society they exist within, corporations can no longer confine their roles to only creating economic values but are expected to also create social values and fulfill their social responsibility. This insight into the core of business have gave way to a new way of thinking in the form of creating shared value (CSV), which has taken the academic business management world by storm since its introduction in 2012 by Porter and Kramer. Yet, the idea of shared value which implies that business activities can both benefit its shareholders and the society, has since been debatable for its similarity to Corporate Social Responsibility (CSR), and the lack of insight on how shared value is created.

This paper set out to fill that gap by addressing the core difference between the 2 concepts CSR and CSV, and subsequently, how shared value is created through a case study of 2 companies whose business models embody the very essence of shared values: the Amita Groups in Kyoto and TEAM – The Eco Alliance Museum in Oita, Japan. The case study was conducted through semi-structured interviews with employees from both companies and analysing Amita's circular resource economy and Team's upcycling projects. The results suggest that in order for shared values to be created, a transfer of utilities from the corporation to the society has to occur. At the same time, the business is also highly suggested to work side by side and have direct contact with the local community. These findings hope to shed light on how companies can and have already shaped their core business so as to create shared value for the business and the society, aiding our effort towards a more sustainable society.

4. **DANG** Huy, Ritsumeikan Asia Pacific University, Japan

Title: Utilizing sustainable corporate social responsibility (CSR) as a strategic approach to strengthen the market position: Looking through Google Inc.

Abstract:

As the term Corporate Social Responsibility (CSR) has evolved over years and has recently been

adopted as corporate strategy, a way to create sustainability towards success, companies with high CSR reputations tend to have high market position. This research is an efficient approach to help executives comprehend key objectives of CSR programs which are determining the significant impact of CSR on customer loyalty and talent management; determining the backbone of CSR as a corporate strategy in shaping the market position of a company and identifying whether CSR can be flexibly adopted in a global context. Research methodology is a combination of qualitative research and in-depth literature review. Results suggest that companies with proper CSR practices would be able to mitigate environmental risks such as competitors and adapting CSR in a global context would not be easy as CSR incorporated into corporate values which might differ from region to region, thus, a comprehensive CSR program should be implemented to attain the sustainability in business.

### Undergraduate Special Session 5 (16:35-18:35 D212)

#### **社会・思想・文化 (II)**

Chair: 清家 久美 教授 立命館アジア太平洋大学 (日本)

発表言語：日本語 / Language: Japanese

1. 藤森 叡子 立命館アジア太平洋大学 (日本)

Title: 近代における宗教と科学の葛藤について—天理教の病気観に見る伝統性と西洋医学—

【研究の背景・目的・方法】本研究では、結核を患った天理教信者である思想家・常岡一郎の思想変遷と病気観の分析を通して、意識に見いだされる伝統と近代の葛藤を考察し、近代日本における科学と宗教の関係の一側面を明らかにすることを目的とする。天理教は「病気直し」を中心に活動し、「不治の病」とされていた結核への有効な治療薬が開発された時期に、急激な発展を遂げた。本研究では、その天理教の「病気直し」に注目し、そこにおける科学と宗教の対話の中から、西洋医療が伝統的な医療体系、及びその背景にある世界観にもたらした混乱とその帰着を考察していく。方法としてははじめに、①結核の療養所を舞台に書かれたサナトリウム文学に見られる、伝統社会に置ける結核への「意味づけ」と治療法、その後有効な治療薬が開発されていく過程を確認し、②天理教における「病気直し」の合理性を医療人類学の視点を用いつつ明らかにする。その上で、③結核を患った天理教信者である思想家・常岡一郎の著作における思想変遷と病気観の分析を行った。【考察・結論】治療薬の開発によって常岡の中における天理教の世界観が打撃を受け、それによって病気のとらえ方も親神と人間との関係に加え、心と身体の関係、その一体性に重きをおく理解に変容した。そのように病気観を変容させることによって、西洋医学による衝撃を吸収したといえることができる。このことから、伝統的な世界観に穴をあける科学に対して、その穴の修復を図り、世界観を更新、維持する宗教の動きがあることが明らかとなった。

## 2. 中村 まどか 立命館アジア太平洋大学（日本）

**Title:** 柳宗悦の「美」思想の変遷に関する研究—二元論から不二論への移行に着目して—

【研究の背景・目的・方法】本研究は、柳宗悦（1889 - 1961）の「美」思想において、柳の「民衆的工藝/民藝」を価値づける際の立場が二元論から不二論へと移行していることを指摘し、その変遷の要因を柳の「直観」という概念に着目しながら明らかにすることを目的とする。方法としては、思想を前期と後期に区分し、前期と後期の思想的特徴を抽出するにあたり、それぞれ『工藝の道』と「仏教美学四部作」と呼ばれる著書群を考察することとしている。【考察・結論】変遷の要因を明らかにするために、本研究で着目するのは「直観」概念である。柳は直観と呼ばれる、無分別の境地において、真の「美」を感得することができるで一貫して述べる。前期思想では、この直観を根拠に、民藝には普遍的な「美」が宿っていると主張される。さらに柳は、民藝に見出されるいくつかの特徴を抽象することで、「美」の法則を明らかにしようとした。しかしながら、このように「美」を法則的に理解しようとする態度は、結果として「民藝」概念を「美」の尺度とする、二元論的視点を提供しており、直観とは相容れないものになっている。ところが後期思想では一変して、柳は「美」に固定的な性質があると考えるべきではないとの論を仏教思想に依拠しながら展開するようになる。そこでは「美」は「自由そのもの」であり、概念に依拠して捉える「不自由な」ものの見方では、その実体を掴むことのできないもの（「不二美」）だとされる。したがって発表者は、柳宗悦の「美」思想における、前期から後期への視点の移行を、「直観」概念をより説得的に説明するためのものだったと結論づけた。

## 3. 久保山 可奈子 立命館アジア太平洋大学（日本）

**Title:** 〈原子カムラ〉における住民自治の可能性に関する一考察  
—愛媛県伊方原発反対運動を対象として—

【研究の背景・目的・方法】本研究の目的は、伊方原発反対運動を対象とし、原発立地点つまり〈原子カムラ〉における「住民自治」の可能性を、彼らの目指す「自治」から検討することである。原子力は、戦後国策として推進されてきたが、ポスト 55 年体制以降、政治に「参加」を求める市民の増加に伴い、閉鎖的かつ「非民主的」に行われる「原発レジーム」では「住民自治」が困難化することから、原発レジームは失敗と判断されている（中澤, 2005）。そこで本研究では愛媛県伊方原発反対運動を対象として、資源動員論、および政治的機会構造論などの成果を統合しうるメルッチ（1997）らの新しい社会運動論の視点から考察していく（濱西, 2016）。メルッチらの新しい社会運動論は、集合的アイデンティティ、目標、手段から社会運動に社会システム・社会変動の可能性を見出すものである。【考察・結論】伊方原発は 1963 年に誘致され、伊方町に 3 基建設されており、長年盛んに住民運動が行なわれている。伊方町の自治を目指す運動として、2015 年に住民投票運動が行われたが、それは〈原子カムラ〉の前近代的な性格に起因して失敗した。このことから、前近代的な〈原子カムラ〉における住民投票制度の利用という近代的な手段による自治の可能性を批判した。そこで部落差別解放運動時から反原発運動、現在に至るまで伊方の住民運動の中核を担う有機生協の女性たちを対象に、

彼女たちの目指す「自治」を考察し、その結果として国および企業の合理的な世界への抵抗と、伊方町での生活の防衛の両方を担う彼女たちの活動から、閉鎖的な原発レジームにおける「自治」の可能性を見出した。

#### 4. 宮川 浩人 立命館アジア太平洋大学 (日本)

**Title:** 小鹿田集落における地域コミュニティの形成について—人-人、人-自然の関係性に着目して—

【研究の背景・目的・方法】本研究は、現代日本における地域コミュニティ研究の一環として、大分県日田市皿山小鹿田地区を対象とし、人-人、人-自然がどのように関係することでコミュニティを形成しているのかを明らかにする。日本において、1960年代から多くの地域コミュニティが解体され(高橋, 2010)、その再興の試みが1995年の阪神淡路大震災以来、現在まで多く行われている(杉万, 2000)。一方、小鹿田集落は1705年の開窯からの伝統を守り、「小鹿田焼」生産を主軸とした地域コミュニティを維持し続けている(松浦, 1983)。本研究では、日本の伝統的な地域コミュニティは、人-人の関係だけではなく、人-自然の関係から成り立つものであるという内山(2010)の研究を踏まえ、小鹿田集落に住む人々へ質的調査から、職人・女性・家族のアクターと仕事・生活・自然との関係性を分析する。【考察・結論】まず人-人においては、職人(男性)と女性は生活の大部分を占める仕事において協働することで、家族(窯元)同士は親戚としてだけではなく、「個人の銘を入れたい」という伝統下で、「小鹿田焼」の名において統合されている。次に人-自然においては、小鹿田地区には土・水・木という「小鹿田焼」を可能とする自然条件が揃い、住民はこれらの資源を「登窯の使用」、「手作り」という伝統下で少量生産を続け、枯渇させることなく使用している。このようにコミュニティ内の関係を支えている伝統についての語りからは、彼ら自身が伝統を合理的な理由に基づいて再価値化していることが見受けられた。したがって、再価値化された「伝統」に支えられた、上記の人-人、人-自然の関係性が「小鹿田」コミュニティを形成していると結論づける。

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松浦良雄(1983)『ふるさと大分の秘窯 小鹿田焼』鹿園社。

#### 5. 徳久 潤彦 立命館アジア太平洋大学 (日本)

**Title:** ルソー思想における「立法者」概念に関する一考察—公民宗教の観点から—

【研究の背景・目的・方法】本研究では、ルソー思想にみられる「立法者」概念を公民宗教の観点から明らかにする。ルソーの立法者概念は佐藤(2008)や渡部(1983)によると、ルソー研究においてほとんど議論されてこなかったとされる。ルソーは『社会契約論』で、一般意志



を取り出す仕組みとしての立法者を提示する。一般意志とは公共の利益を求める共同体の意志で、この意志に従って政治行為を行うには法が必要となる。法の「正義」は神からもたらされるが、人間は神から「正義」を享受する術を知らないために、一般意志に導かれる法に従わなければならない。ルソーはこの法を作成する存在、一般意志を取り出す仕組みとして立法者という超越者の必要性を示すが、その一方でその定義は曖昧であり、今日までこの立法者概念はブラックボックスとなってしまっている（佐藤 2008）。この立法者概念については、立法者をウェーバーのカリスマ保持者と重ねて説明する研究や（渡部 1983）、立法者を例外的個人として位置付ける研究（桑瀬 1995）などがある。【考察・結論】本研究では、上述のような立法者を特定の個人としてとらえるのではなく、市民の中に内在するシステムとしてとらえる立場をとる。そこで、報告者は土橋（2011）の『ルソーの政治思想』と佐藤（2008）の「共和国の倫理学」などを批判検討し、公民宗教の観点から「立法者」を社会性の感情から生まれる市民の善性によって構想されるシステムとして捉えた上で、それは市民の心に内面化される「権威」であるとし、立法者が単なる神秘的なものではなく、理論的なモデルとして考えられると結論づける。これにより「立法者」をより明らかにしたことは、稀少な一般意志に関するさらなる議論を進める契機となりうる。

#### 6. 下田 勝一郎 立命館アジア太平洋大学（日本）

Title: 現代における V・I・レーニンの社会主義思想の再読－「史的唯物論」に着目して－

【研究の背景・目的・方法】本発表は、現代における V・I・レーニンの社会主義思想の史的唯物論を基に思想的再読を試みる。ソ連崩壊後、日本におけるレーニン思想の再価値化として、廣松(1990)、他は①ソ連崩壊②ソ連主流派消滅に伴う「マルクス＝レーニン主義」再価値化③世界規模での新自由主義的資本主義の高度化、以上3つの状況において研究する意義が見出されると指摘している。発表者は廣松らの②に依拠し、特に史的唯物論に焦点化した上で議論を進める。現状における先行研究ではレーニンの思想的特徴を彼の言説から厳密に批判・考察した上で再価値化されたものが少ない。レーニンの史的唯物論への批判・再読として、森岡(2005)はレーニン思想の「収奪者の収奪」が新たな抑圧や隷従を生むことから思想的欠陥と指摘し、白井(2007)は、レーニン思想を「革命党」による現状把握と暴力による国家権力収奪で「革命」を現象させる「《力》の思想」とした。しかしこれらはレーニンがマルクスの議論から得た、レーニンの「党」による労働者階級の「組織化」から労働者階級の自己理解とその「階級構成」を破壊し、共産主義社会の「産出」という弁証法的唯物史観の説明がしきれていない。方法としては、レーニンがマルクス・ヘーゲルから抽出した弁証法的唯物史観を明らかにするため、『国家と革命』(1917)他の三作を基に、ネグリ（2011）『戦略の工場』と白井（2015）『「物質」の蜂起をめざして』における階級闘争の実践的思想としての唯物論を用いて、レーニンの革命理論を考察する。【考察・結論】結論としてレーニンの思想的特徴は、マルクスの言う歴史的発展により自由な人々の結合体である社会が革命主体の労働者によって実現

することへの批判を前提としている。そして労働者階級は社会主義意識を持たないとしてレーニンの「党」による労働者階級の「組織化」から、労働者階級の自己理解とその「階級構成」が形成され、剰余を搾取する資本制的法則からの解放である共産主義社会の「産出」という弁証法的構造が、レーニンの社会主義思想であると、結論付ける。

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### Undergraduate Special Session 6 (16:35-18:35 D213)

#### ***International management (III)***

Chair: Associate Professor **NAKAJIMA** Katsushi, Ritsumeikan Asia Pacific University, Japan

1. **SHAHRIER SYED**, Muhammad Arber, Ritsumeikan Asia Pacific University, Japan; **LE**, Uyen Nghi, Ritsumeikan Asia Pacific University, Japan; **HASHIMOTO** Tatsuhiro, Ritsumeikan Asia Pacific University, Japan

Title: Japanese LCC industry: Strategies to achieve a sustainable growth system

Abstract:

This paper analyzes the causes behind the recent profit slump of new airlines, low cost carriers (LCCs), in Japan. In recent years, the LCC business has expanded rapidly in the United States and Europe as a reasonable way of transportation. It makes a sharp contrast with legacy carriers which focus on raising consumer satisfaction by offering millage program, good and attentive ground and inflight services and the global network. Since the beginning of 2007 Japanese airlines industry has been increasing rapidly and a growing number of airlines have entered nascent Japanese Market. Budget carriers like Jet-star, Peach, Vanilla and so on has been adding low cost service to Japanese aviation industry. However, in recent year airlines industry in Japan has been experiencing a declining growth rate domestically. For example, on the Tokyo to Hiroshima route, airlines used to carry more than half of the passenger load. However, this has recently reversed in favor of the Shinkansen (Bullet Train). Not only substitutes but also mismanagement is causing

downfall of the Japanese LCC industry. For example Skymark, Japan's third-largest airline, filed for bankruptcy protection in late January in the face of potentially massive penalties over a cancelled \$2.2 billion jet order with Airbus. This paper focuses on how strategic plans can help Japanese LCCs to stop the recent slump and achieve a sustainable growth rate.

2. **NGO Phan Quynh Nhi**, Ritsumeikan Asia Pacific University, Japan; **NGO Phan Quynh Nhu**, Ritsumeikan Asia Pacific University, Japan

Title: The impact of food loss and waste reduction on Japan's food self-sufficiency

Abstract:

Food is wasted throughout the Food Supply Chain, from initial agricultural production down to final household consumption. In medium- and high-income countries like Japan, food is to a high extent wasted, meaning that it is thrown away, even if it is still suitable for human consumption. Significant food loss and waste do, however, also occur earlier in the food supply chain due to premature harvesting, high 'appearance quality standards' from supermarkets for fresh products or 'Disposing is cheaper than using or reusing' attitude.

This research is conducted to assess the existing conditions vegetable supply chain in Japan, identify the correlations between food loss and waste prevention and economic development by using quantitative research of food loss and waste protocol, and thereafter evaluate different existing loss controlling mechanisms. The study sees reduction of food loss and waste as a tool to improving Japanese economy and empowering agriculture in Japan by contributing to overall food cost reduction and helping to secure a stable food supply. By achieving further efficiency in handling its resources, Japan will be able to reduce its dependency on imported resources and raise the country's self-sufficiency rate for food.

The research will utilize both quantitative and qualitative data collection tools as well as secondary research from publications of official institutions and journals on supply chain management and food security.

3. **ROY**, Sabyasachi, Ritsumeikan Asia Pacific University, Japan; **SOMVAR**, Suborno, Ritsumeikan Asia Pacific University, Japan; **MURUTUZA**, Jareef Bin, Ritsumeikan Asia Pacific University, Japan

Title: At the threshold of a tech bubble: Would it burst or would it last?

Abstract:

Economic bubbles in the past and present have been foreseen and unforeseen by many economists, scholars etc. Mark (1993) suggested that economic bubble is form of trade in an asset, which tends to overprice by exceeding the intrinsic value of that particular asset in the first place. Over the years, several incidents have indicated how the bubbles might make an appearance without major speculations. One of the major economic bubbles, which raised eyebrows around the globe

was the dotcom crash in the early 2000s. The massive introduction of internet to a huge number of companies and entities was soon followed by a collapse of several companies. On the contrary, there are companies which have survived dot com crash and gone on to do business in greater and bigger scale. However technology oriented economic bubbles are still a big question and mystery to the market. In the context of dotcom crash's background, this paper shows we live in a similar background where money is flying in every corner of Silicon Valley whenever the buzzwords such as AR, AI, VR, shared economy etc. come up. In such circumstances, the paper acknowledges the importance of the technological developments made; however, the paper also provides a skeptical analysis of the value these technological advancements are worth. Unicorn bubbles are among the new entries to the market we should be concerned about due to their overvaluation by venture capitalists and IPOs. Companies like Uber, Snap Inc. are among the names, which have been over valued in the recent times; whereas the user base, infrastructure of the company is facing challenging and unfriendly propositions. In an era, where valuation of several business companies are exaggerated just at the hint of a mere technological advancement, the feasibility of sustainability and long term business plans remains a big question that the individuals seem to overlook. We happen to be living in a world with individuals who support the ultra-investment of technological aspects and individuals who criticize the exaggerated market valuation at the same time. In such circumstances, this paper primarily analyzes the viewpoints of both aspects and intends to foresee through the current barriers to determine the outcome of this technological bubble boom we live in. Last but not the least, This paper aims to explain the possibilities of the current technology bubble we live in and also points out the excruciating factors which might influence a market crash such as the likes of previously experienced dotcom crash which took the financial world by a blow of fear and surprise.

#### 4. GU Haotian, Ritsumeikan Asia Pacific University, Japan

Title: Fintech in China: A case study on two ecosystems Tencent and Alibaba

Abstract:

Financial technologies (Fintech) have been strong and keep influencing people's daily life in China with their application in fields including payment, crowd funding, and wealth management. The trend of increasing online behaviors by customers has been seen stronger with the spread of smart phones. Traditional banks is facing the threat of existing and emerging Fintech firms in terms of payment and wealth management as the market share showed continuous decrease.

Venture companies are the major drive of the Fintech boom existing in China. They are exploring various industries such as online food ordering, online map, and mobike (public sharing bicycles). Fintech firms in China showed highly customized services and gained exponential growth due to the large consumption based on large body of customers. With six unicorns in 2016, Fintech industry in China is growing extremely fast.

Tencent, with its core business in online chatting service QQ and Wechat, and Alibaba, with its

core business in online shopping and financing, are the two giant ecosystems in the Fintech market in China. Their services are covering everyone corner of people's life in China. The acquisition behavior has been frequent by the two, showing their vision in shaping a bigger and more powerful ecosystem in the competition. This paper analyses the development of two companies and shows a possible forecast of the market change in five years in China.

5. **YUSUF**, Yusa Binte, Ritsumeikan Asia Pacific University, Japan

Title: Relevance of World Bank lending policy for education: Beyond universal primary education

Abstract:

The oil shocks of 1970s and the consequent debt crises led World Bank to demand good number of economic policy reforms in the borrowing countries under the broad banner of 'structural adjustment'; and make it a pre-condition for access to new loans and renegotiation of existing private loans. The purpose was to keep foreign exchange loan repayments on schedule. One of the key requirements of structural adjustment was that the governments drastically cut their public spending and privatize state enterprises. This policy shift from 'project-based lending' to 'policy-based lending' and the increasing emphasis on reducing public sector spending threatened to discontinue funding for education. A middle ground was ultimately found in program-based lending: spending on universal primary education of reasonable duration and quality, and gradually reducing public spending as students moved up the education ladder. The prudence of this approach and its impact on the developing countries demand closer analysis, especially given the apprehension that self-financing for higher education might only allow those financially solvent to move up the education ladder leaving the poor permanently behind the threshold of secondary or higher education.

Those against the policy argues that the policy exploits the inability of the poor to afford higher education and perpetuates their inability by diminishing subsidized tertiary education provision and literally excludes them from higher education. Conversely, those in favour of the policy actually takes the absence of poor students in higher education as granted and feels that funding higher education constitutes a de facto income redistribution from the general public to the wealthy. Furthermore, ensuring full transparency and quality education requires a more intrusive approach of World Bank to the domestic education policies, which some critics view as undermining national ownership and government stewardship of the education system. This study demonstrates that quality education is largely a product of national education policy and its sincere implementation. Absence of appropriate local policy and lack of appropriate socio-political environment limit World Bank's ability to ensure quality education. Besides, the contents of higher education reflect a nation's values and its socio-economic as well as political goals. External policy transfer into this exclusively domestic domain or its funding by World Bank will be neither effective nor desirable.

# Sunday, November 12<sup>th</sup>, 2017

Undergraduate Special Session 7 (9:30-11:30 D212)

## *Culture & society*

Chair: Associate Professor **YUKAWA** Hirohisa, Miyazaki Gakuen Junior College, Japan

1. **BINTAR**, Mupiza, Universitas Islam Indonesia, Indonesia; **ASTRIA**, Regina Dwi, Islamic University of Indonesia, Indonesia; **KARINA**, Utami Dewi, Universitas Islam Indonesia, Indonesia

Title: Influence of cultural violence over direct and structural violence on Shia Muslim in Indonesia: Case study Sampang

Abstract:

Shia is one of the sects in Islam, which is embraced by minority Muslim in Indonesia. In which, the Shia minority often get prosecution and discrimination from the majority, Sunni. The prosecution is based on difference view between both sect and to certain extent contradict each other. Thus has make Shia Muslim get a relentless discrimination in Indonesia. One of the most influential cases is Sampang Conflict, which is located in Madura Island, East Java Province. The conflict began in 2004, and has not been solved clearly until 2017. The Sampang case was triggered the rejection of Sunni Followers over the newly converted Shia Muslims community. The Sunni side also encouraged the local government to banned the Shia Muslims activities. Therefore there is a restriction issued by local government over the civil rights belong to Shia Muslim. Obviously, Indonesia as a country that has ratified ICCPR convention, in which one of the substantial rights namely granting Freedom of Religion, has failed to protect human rights as freedom of religion was violated. In order to analyze this case, this paper is aimed to find the trigger factor from the perspective of human rights in ICCPR, then use Johan Galtung Triangle Violence concept to explaining more about the case. Which is a direct violence and Structural Violence affected by Cultural Violence. This paper will explain about Cultural Violence and its influence on the emergence of Structural and Direct Violence that exist during Sampang conflict.

2. **TRAN** Le Anh Thu, Ritsumeikan Asia Pacific University, Japan; **HUYNH** Minh Van, Ritsumeikan Asia Pacific University, Japan; **NGUYEN** Le Viet Hoa, Ritsumeikan Asia Pacific University, Japan

Title: The Korean Wave: A framework for Vietnamese soft power?

Abstract:

The term “soft power” involves the use of resources of policies and cultural values to gain voluntary comply instead of economic influences or actual military forces (Nye, 2004). One of

the successful users of this increasingly predominant power is Korea, with the famous Korean Wave. “The Korean Wave”, also known as “*Hallyu*” is the term indicates the expanding popularity and influence of Korean pop culture to the world. Begun in the 1990s with the effective help both financially and diplomatically, Korean drama, pop music, fashion and beauty industries as parts of *Hallyu* have become potential sources of cultural exports. The Korean Wave has contributed to the national revenues as well as changed the image of Korea, which in turn become an effective tool for the Korean government to execute its soft power. Meanwhile, Vietnam, being a developing country in terms of both economics and culture promotion, is still in the process of finding a suitable mean to use its soft power effectively. Nonetheless, with much potential and the inspiring example of Korean Wave, it is possible that Vietnam, too, can become the next Asian country to be recognized as a cultural powerhouse. Descriptive method is used in the conducting of this paper to research the advantages and disadvantages of using the *Hallyu* framework as a means of soft power for the Vietnamese government. By investigating the successful case of The Korean Wave, this paper aims to find a similar framework that is applicable to Vietnam, ultimately enhances the soft power of Vietnamese culture.

#### *Reference*

Nye, J. S. (2004). *Soft power: The means to success in world politics*. NY, New York: PublicAffairs.

### 3. **KALYANASUNDARAM**, Maheshwari, Ritsumeikan Asia Pacific University, Japan

Title: The complex connections

Abstract:

The issues of poverty, inequality and food security seem to stand alone when we analyze them individually. But in order to be able to manage them, one must have an idea of the interconnectedness of these problems with one another as well as with globalization. We approach these problems by understanding the way they impact one another and figuring out a suitable sustainable strategy.

With about 40% of the population in India being below 20 years old (according to the 2011 census), a demand for easier access to technology, new means of transport, variety in food is created. This demand pushes the force of globalization to expand further. As globalization stretches further, the underprivileged part of the same country is exploited more and thus, it all comes back to the people. In the process of exploitation, the population is pushed down to poverty. They become more vulnerable to low wages, which in turn threatens their food security. On an overall, a wide gap is created by the haves and the have not, increasing the inequality between the people.

As illustrated, while globalization nurtures such problems, it is also slowly turning into a need for the people. Without globalization, it would be difficult for us, from different nationalities, to be able to meet and discuss. Thus, we are not aiming to hold globalization as the sole culprit for

everything, but we cannot deny its impact on these problems. We would like to present a deeper understanding of this complex relationship and understand how they co-exist. This will enable us to understand the factors that can be regulated in order to rescue people from the economic pit that they have been pushed into.

Undergraduate Special Session 8 (12:50-14:50 D212)

***IR & environment***

Chair: Dr. **FUNAKI**, Kaituu I Pangai, University College London, UK

1. **NONG** Ngoc Thao Linh, Ritsumeikan Asia Pacific University, Japan

Title: The role of international human rights law in promoting peace in South and East Asia

Abstract:

More than 70 years after World War II, the struggle to attain peace still persists here and there in different parts of the world. Scholars and practitioners in International Law have so far focused on the contribution of International Humanitarian Law and International Criminal Law to peace process, especially in situations of armed conflict, while little is known about the role of International Human Rights Law (hereinafter IHRL) in promoting peace.

Situations of gross human rights violations, population die-outs, genocides and ethnicides occurring in Burma, Cambodia, Timor Leste (East Timor) and elsewhere are testimony to the idea that peace is not a mere absence of war, and thus besides international laws concerning armed conflicts, IHRL plays a vital role in creating and maintaining “positive peace”. The paper addresses the contribution of IHRL to peace by making two arguments: First, IHRL strengthens the role of rule of law in domestic context. Second, IHRL promotes an extensive form of democracy, which eventually contributes to the progress of peace maintenance. By reviewing the role of IHRL in different contexts in South and East Asia, ranging from post-military dictatorships, post-colonial disruptions to states that are in political transitions from authoritarian regimes; the paper seeks to provide the grounding for any practitioners of IHRL to go beyond the narrow boundaries of the analysis of legal materials. Asking who we are, where we came from, where we aim to go is a necessary inquiry into the purpose and meaning of law and its application.

2. **PHAM** Thi Thuy Duong, Ritsumeikan Asia Pacific University, Japan

Title: Why hedging is appropriate for South Asian small states to deal with China within the context of South China Sea dispute?

Abstract:

When it comes to the South China Sea, it can easily be seen that the conflicts has become the real



struggle of small states against a great power, whose military and economic power has long surpassed the others. 'Small states', or 'middle-sized states' is the term that can be both defined quantitatively and qualitatively. However, according to Rothstein as quoted in the Robert Keohane review it can be briefly understood that a small state is a state that recognizes its own incapability of obtaining security and its own need to rely on the aid of the other states. (Marleku, 2013) In the case of South China Sea territorial dispute, when comparing taking into account the military, economic as well as political power in international affair, the South Asians seem to be the inferior position, hence, can be labeled as 'small states.' In order to protect their sovereignty and prevent being 'bullied' by the big power, these small states obviously need to prepare themselves a proper set of 'toolkits', in other words, strategies or foreign policies. The common strategies that have been widely used and explored by IR scholars that allow small states to deal with the big power are: bandwagoning, engagement, balancing and hedging. And there has always been a vexed question regarding this notorious conflict: Which strategy should Southeast Asian states use to cope with China? Is there any strategy whose efficiency outweigh the others? It can be observed that hedging has become quite a dominant approach for the small states involved in the South China Sea dispute, especially in the case of Vietnam and Philippines. This research will try to argue that while balancing and bandwagoning has long been thought to be the main strategy of small states against great power, however, in the case of South China Sea, hedging with the emphasis and focus on low-intensity balancing should become the principal strategy of the South East Asian against China.

### 3. **ZHONG** Chen, Ritsumeikan Asia Pacific University, Japan

Title: The interplay between the state, the local government and the multinational corporations: MNCs in People's Republic of China

Abstract:

In 1982, China first decided to open its door to Multinational Corporations (MNCs) in automobile industry, which attracted world-rank MNCs. The expectation that MNCs could bring in financial resources and advanced technology is always at the center of the strategic interests of the state while MNCs are prone to seek gains for their own economic good and maintain their technological advance. In general, the state and the MNCs are constantly in a process of bargaining.

However, China joined World Trade Organization in 2001, which pushed Chinese market to become more deregulated and decentralized, which may have brought changes in the state-MNC relationship. Some scholars have pointed out that the local government may adopt different strategies when they deal with the MNCs. The goal of boosting local economic development may have encouraged the local government to welcome MNCs for the package of benefits they brought with such as employment for local people and technological transfer to local corporations, which are perceived as rational grounds for cooperative relationship.

There might be clashes between the two levels of government's relationship with MNCs. For

instance, when state government has loosened the regulations on MNCs in non-strategic industries, such as consumer goods, mega MNCs like P&G converted from joint venture to wholly-owned subsidiaries. This posed threat to local companies in the same industry, such as Nice group, which locates in Zhejiang Province and is deemed by the local government as the most prestige local enterprises. Therefore, there is a level of discrepancy between the relationship of state-MNCs and provincial government-MNCs.

This research tried to answer the questions: Are there any divergence between the central government and local government's relationship with MNCs in People's Republic of China ? If so, how have the central government and local government diverged in terms of their relationship with MNCs?

#### 4. **TIAN Xue**, Ritsumeikan Asia Pacific University, Japan

Title: Green building: The evaluation standard and current status in China

Abstract:

With the process of urbanization, China has been entering into a period of great prosperity for construction. And nowadays, architecture development had cost a great amount of resources and energy, paying too much attention on the quantity growth but ignoring the environmental protection. Green Building is one of measures been put forward to mitigate significant impacts of the building stock on the environment, society and economy. This paper not only reviews the policies and standards, and investigated the current status of green buildings in China, but also provides an introduction of development process of policies on green building showing how Chinese government supported the development of green building. The Chinese National Standard Evaluation Standard for Green Building (GB50378-2014) was compared with LEED and BREEAM from the aspects of evaluation subject, evaluation method and evaluation index system. Through analyzing the literature published in the past two decades both in China and worldwide, it is found that a majority of the green building studies and practices in China are in cities of wealthy provinces such as Beijing, Shanghai, Guangdong and Jiangsu. These four provinces counted for about 50% of the total number of certified green buildings. Therefore, green building is still not popular in developing region in China. Furthermore, interviews with stakeholders revealed that in developing regions although the buildings have already been approved to be constructed as green buildings, they did not intend to get the certification. Future research opportunities were identified such as the barriers of development of green buildings in China and the key factors that affect people to choose green building.

#### 5. **YAO Tianzhi**, Ritsumeikan Asia Pacific University, Japan

Title: Quantifying greenhouse gas inventories of Chinese cities at different administrative levels: Challenges, improvements and research directions

Abstract:

As the largest contributor to global warming, China shares over 28% of global carbon dioxide emissions. Under such severe circumstance, reducing the emission of greenhouse gases (GHG) has become one of urgent tasks for Chinese governments. Cities are the major source of GHG emissions and also the effective arena for reduction actions, however, studies focusing on cities and other local administrative districts are rare. The problem lay behind this is that Chinese local governments don't compile their GHG inventories for various reasons. The objective of this study is, initially, to quantify inventories of GHG emissions for different administrative units in China through case studies. After reviewing the city-level GHG emission inventory frameworks, the Global Protocol for Community-Scale Greenhouse Gas Inventories (GPC) was adopted for this research. Three administrative units, i.e. Zhejiang province, Hangzhou city and one of its districts were selected for the case study and GHG emissions of these localities were calculated respectively. However, due to major data unavailability and high uncertainty, this research then adopted alternative methods for quantifying specific items based on a comprehensive literature review. The accuracy was evaluated according to availability of data, quality of data source and uncertainty of GHG calculation approaches. Finally, the accuracy of GHG inventories were evaluated overall. By this means, major contributing sectors and detailed emission sources can be discovered and verified. Furthermore, with the evaluation of GPC framework, the authors found several flaws and indicated the methods to improve them. This study also discusses research directions for improving GHG inventories in the future.

6. **NAGAO**, Lauren Qiao Su, Ritsumeikan Asia Pacific University, Japan

Title: Sustainable energy development via hydrogen fuel cell vehicles: A case study on public attitudes and acceptance in Hawaii

Abstract:

The Hawaiian Islands, the most isolated archipelago in the world, has great potential for alternative energy development due to its particular geographical location. According to the United States Energy Administration, Hawaii has established a strict Renewable Portfolio Standard (RPS) of sourcing 100% of its electricity from renewable resources by 2045. In order to accomplish this ambitious goal and to target the state's biggest issue to a clean energy future, which is transportation, a phase-out of fossil fuels is essential. Hydrogen energy is a rising new development for Hawaii that links the energy, transportation, and electricity sector in a comprehensive system. In particular, hydrogen fuel cell vehicles have the potential to revolutionize the transportation sector and change Hawaii's impact on the environment. Hydrogen energy planning, research, and technology have taken effect through the Hawaii Clean Energy Initiative but the state lacks a more active dialogue for consumer incentives and a general knowledge of hydrogen energy among the wider Hawaii community. This research will examine the current awareness and attitudes of Hawaii's local people regarding hydrogen energy,

particularly in the form of fuel cell vehicles, and will propose actions that can be taken to increase its acceptance and adoption. Public opinion plays a crucial role in determining whether or not hydrogen energy can help facilitate Hawaii's transition to cleaner energy production and consumption. Looking into Hawaii's energy future has further implications in understanding and confronting energy and natural resource challenges within the Asia Pacific region as well as the global sphere, particularly in the midst of global climate change.