



Research Office Newsletter

Interview With Professor Rebecca Kim Chunghee

—Your Grant-in-Aid project is mainly about Creating Shared Value (CSV) in Asia. Could you please tell us why you chose this topic?

Michael Porter, an American scholar known for his famous theories on business strategy, along with Mark Kramer, introduced “creating shared value” (CSV) as a new business strategy that insists on the achievement of both social and economic value through competitive business models. Developing a value-generating business strategy may seem paradoxical, but it is timely and essential in this era of increasing demands from our society that businesses play new roles. I wanted to integrate Porter’s idea of CSV in the context of Asia, which is very different from the West. Actually, I was engaged in various research on CSV even before starting on my Grant-in-Aid project.



—What kind of fieldwork have you conducted for this project?

I conducted a comparative content analysis of 240 sustainability reports on Japan, Korea, and China in the first stage of my research. At the second stage, I conducted 77 in-depth Interviews in countries such as Japan, Korea, India, Vietnam, Malaysia and Singapore. The primary source of data for my study comes from interviews with business practitioners, CSV/ CSR professionals, relevant stakeholders, and academics. My interviewees include: Sumitomo Corporation and Kirin Holdings in Japan; UN Global Compact Network Korea and government officials in Korea; and Tata Group and Nestle in India.

—Did you engage in collaborative research with faculty members of other universities/ research institutions for your Grants-in-Aid project?

Yes. I have had the pleasure of working with brilliant scholars such as Professor Akira Saito (Director of Japan Society for Business Ethics Studies, [JABES]), and Professor Mohan Avvari (Ex-Dean of the University of Nottingham in Malaysia where I used to teach). I do believe that building research networks with other researchers is extremely important as it makes the research much more valuable and persuasive in the international academic market.



—What are some opportunities you have gained through the support of your Grant-in-Aid?

I’ve published a couple of papers in *SSCI-indexed journals. With the outcomes of my first stage of research, I proposed and published a CSV–SDGs Collaborative Model of East Asia. The results of my analysis of the second stage was introduced in Asian Business & Management where I proposed a preliminary framework for Asian CSV. In addition, I’ve shared the outcome of my Grant-in-Aid projects by being a keynote speaker and lecturer at different universities and conferences such as Meiji University in Japan, Delhi School of Economics in India, and the 2018 CSR Prospects Conference in Korea.

*SSCI: Social Sciences Citation Index

—Last but not least, do you have any advice for other faculty members and researchers with respect to doing research?

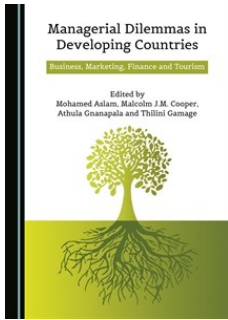
I am probably not in a position to give advice since there are many admirable scholars here at APU. I can however share my humble opinion. As educators, we can use our research to teach our students who are eager to learn about worldwide affairs (such as emerging business issues) beyond the textbook. This is applicable to APU. The idea that research and teaching are not separate but complementary entities is very much linked to my own research-led teaching philosophy. I strongly believe research is paramount to developing teaching and improving APU’s international branding and reputation.



Publications

We would like to congratulate the following faculty members on their publications!

Faculty members who would like to publicize their publications in the future should contact us at ropa@apu.ac.jp



Emeritus Professor Cooper Malcolm J. M

“Managerial Dilemmas in Developing Countries: Business, Marketing, Finance and Tourism”

By Cambridge Scholars Publishing Company

Associate Professor Chikako Takanashi

“Groundbreaking Insights on Digital Platforms: Achieving Innovation in the Manufacturing Industry”
by Kindai Kagaku Publisher



About our Facebook Page

As part of the Research Office's endeavor to promote our faculty members' research, the Research Office Publicity Team uploads weekly posts on the APU Research Office Facebook page. The content we upload includes:

- (1) Information on events organized or supported by APU faculty members and/or the APU Research Office, such as symposiums, seminars, conferences, etc.
- (2) Reports about recent publications and research activities by APU's faculty members
- (3) Information on APU's research activities in collaboration with partner universities, partner research centers, industrial firms, governmental institutions, etc.
- (4) Useful information for APU researchers to facilitate and support their applications for research grants and research activities



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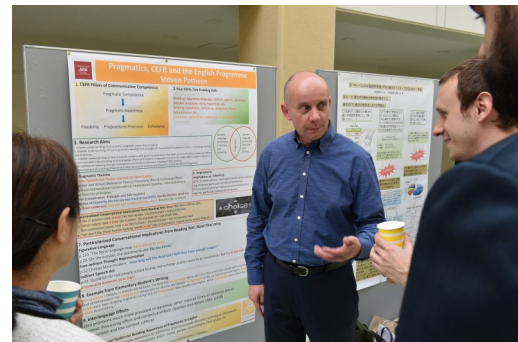
[\(https://www.facebook.com/apuresearch/\)](https://www.facebook.com/apuresearch/)

Examples of our Facebook posts

Conference of the Asia Pacific Business & Economics Research Society



The first-ever APU Journal of Language Research (APL) Symposium



Upcoming Events

Master's Student Research Support Program Presentation Session

5th June 2019 (Wednesday) 13:00~15:00

@ RCAPS A/B Meeting Room

Social Function to Celebrate External Research Grant Recipients and Faculty Members with Recent Publications

19th June 2019 (Wednesday) 14:30~15:30

@ RCAPS A/B Meeting Room

Research Poster Exhibition for the APU Open Campus Sessions

14th July (Sun), 4th August (Sun), 3rd November (Sun)

@ the APU Cafeteria

We hope to see you at these events!

For inquiries, please email ropa@apu.ac.jp