

CURRICULUM VITAE

Yi Zhu (朱 藝)

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Education

- 2014 PhD, Japanese Studies, The University of Hong Kong
- 2009 MA, Area Studies, The University of Tokyo
- 2007 BA, Foreign Studies, Aichi Prefectural University

Employment

- 10/2017 - now Assistant Professor, Faculty of Business Sciences, University of Tsukuba
- 04/2015 - 09/2017 Assistant Professor, Faculty of Humanities and Social Sciences, University of Tsukuba
- 04/2014 - 03/2015 Assistant Professor, Faculty of Arts and Science, Kyushu University
- 03/2012 - 06/2012 Senior Research Assistant, Department of Sociology, the University of Hong Kong
08/2011 - 09/2011 [Undertook the research entitled “The Flexibility of Insecurity: Freeters and the Limits of Middle Class Japan”]
- 10/2008 - 11/2008 Translator (Chinese to Japanese), NHK, Japan
[Undertook the translation job for the documentary]
- 09/2008 - 12/2008 Translator (Chinese to Japanese), NHK, Japan
[Undertook the translation job for the documentary]

List of publications

Book

- 2013 *Zhongguo de jingying fengtu yu jialefu de zhongguo bentuhua* (中国的经营风土与家乐福的中国本土化) [China's Management Climate and Carrefour's Localization in China] Beijing: Thread-Binding Books Publishing House.

Book chapter

- 2012 [with L.F. Chau, W. Wei and M. Zhang] *Shui shi AV nnyou: zidu shangpin yuancailiao de shengcheng* (谁是AV女優：自瀆商品原材料的生成) [Who are the Adult Video Actresses: The Creation of Raw Material for Masturbation Products]. In. H. W. Wong and H. Y. Yau [eds], *Riben AV nnyou: nvxingde wuhua yu mohua* (日本AV女優：女性的物化與黙化) [The Japanese Adult Video Actress: the objectification and silence of women], Hong Kong: Up Publications.
- 2011 *Chūgoku ni okeru gaishikei kourikigyō no keiseinryaku –karuhūru to itōyōkadō no hikaku wo chūshin ni*(中国における外資系小売企業の経営戦略 —カルフルとイトーヨーカ堂の比較を中心に)[Management strategies by a foreign retailer in China –Focusing on the comparison of Carrefour and Ito-Yokado]. In X.Y. Song and L.C. Lin [eds], *Nihon gengo bunka kenkyū, Shirīzu 4* (日本語文化研究 シリーズ4) [Japanese languages and cultures, series 4], 4: 515-524, Dalian: Dalian University of technology press.

Journal articles

- 2018 Cultural Conflicts in the Process of Embedding Mission Statements, *Transcultural Management Review*. 15, 55-70.
- 2018 Creation of Corporate Identity: The Role of Rites and Symbol in Management, *International Journal of Business Anthropology*. 7 (2): 39-65.
- 2018 Managing Diversity in a Contemporary Organization: Pursuing “Authenticity” in the process of overseas expansion, *Journal of International and Advanced Japanese Studies*. 10, 187-202.
- 2018 The Impact of a Corporate System on Impression Management: Implications from an Ethnographic Research Study, *East Asian sociology of the 21st century*. 9, 101-118.
- 2016 Introducing *Omotenashi* to the World: Challenges of Japanese Customer Service in a Cross-cultural Setting, *Transcultural Management Review*. 13: 47-63.

- 2016 Re-imagining corporate branding: National culture as a marketing competence. *The Journal of International Public Policy*. 37: 53-66.
- 2016 Are fashion retailers creative? Evidence from Uniqlo, Asia's leading fashion brand. *The Journal of International Public Policy*. 38: 1-22.
- 2015 Corporate ideology and store managers: Implication from a Japanese retailer. *The Journal of International Public Policy*. 36: 1-24.
- 2015 Reexamination of Japanese companies overseas: Anthropological critiques of ethnocentric management, *Journal of Management Philosophy*. 13: 60-73.
- 2015 "Implementation" of management philosophy overseas: Case Study of a Japanese retailer in Hong Kong. *Journal of Management Philosophy*. 12 (1):114-122.
- 2014 *Zaigang riben qiye de wenhua yizhi: jiyu bendi qianxian yuangong de shidian* (在港日本企业的文化移植: 基于本地前线员工的视点)
[Cultural implementation process of a Japanese company in Hong Kong: from perspectives of local front line workers]. *Anthropological Research*. 6: 101-144.
- 2013 *Zhidu guanli de juxianxing: yi qiye peixun zhidu wei li* (制度管理的局限性:以企业培训制度为例) [Limitations of the Institutional Control: Case Study of a Company Training Program]. *Chinese Journal of Applied Anthropology*. 2(2): 97-123.
- 2013 [with W.Y. Wang] *Chūgoku ni okeru Karuhūru no jinteki shigenkanri no genchika ni tsuite –kankeisha heno intabyū wo tūjite* (中国におけるカルフォーの人的資源管理の現地化について —関係者へのインタビューを通じて) [Carrefour's Localization of Human Resource Management in China -Through interviews of employees]. *Kinjo Gakuin Ronshu (Social Science)*, 9(2):79-93.
- 2013 [with W.Y. Wang] "The New Rich in the Party-State China —A case study on their consumption patterns" *Gifu City Women's College Kiyō*, 62:39-53.
- 2012 Manage "Globally" in an Overseas Market: Case Study of a Japanese Company in Hong Kong. *Chinese Journal of Applied Anthropology*, 1(2): 127-149.
- 2012 Management Strategies of Carrefour and Ito-Yokado in China: A Comparative Study. *International Journal of Business Anthropology*, 3(1):134-157.

Dissertation

- 2013 *Control and Manipulation: The Company Building Process of a Japanese Fashion Enterprise in Hong Kong*, The University of Hong Kong.

Book review

- 2013 Review of *Globalisation and Japanese Organisational Culture: An ethnography of a Japanese corporation in France*. *Chinese Journal of Applied Anthropology*, 1(2):155-158.

Report

- 2016 Country Report: China. *International Comparative Survey on Global Mindset, Competencies and PPDAC for High School Students among 10 Countries*. Tsukuba: Education Bureau of the Laboratory Schools, University of Tsukuba.

Textbooks

- 2013 [with W.Y. Wang, A.H. Lin and D.L. Li] *1,2,3 no Chūgokugo* (1、2、3の中国語)[1,2,3 Chinese] Tokyo: Ikubundō, February 2013.
- 2012 [with W.Y. Wang and H.J. Zhang] *Tanoshiku Manabō Yasashii Chūgokugo (Kōdokuhēn)* (楽しく学ぼうやさしい中国語 講読編) [Learn Chinese with joy (Reading)] Tokyo: Ikubundō.
- 2010 [with H.J. Zhang and W.Y. Wang] *Tanoshiku Manabō Yasashii Chūgokugo (Kisohen)* (楽しく学ぼうやさしい中国語 基礎編) [Learn Chinese with joy (Basic)] Tokyo: Ikubundō.

Dictionary

- 2013 *AV zidian: kuitan ri AV wenhua* (AV 辞典：窺探日 AV 文化) [AV dictionary: Introduction to AV culture] Hong Kong: Up Publications.

Acquired Funding

- 04/2016-04/2017 Research fund by Transcultural Management Society
[Title: Challenges during the inheritance and the diffusion of Japanese-style service spirit: From the narratives of the foreign employees in a retail industry]
- 04/2016-03/2019 Grants-in-Aid for Young Scientists (B)
[Title: National Culture and Cross-Cultural Management: Implications from Chinese companies in Japan]
- 01/2016-03/2016 Funds for the open lecture series supported by Graduate School of Humanities and Social Sciences of the University of Tsukuba
[Title: International Management]
- 09/2014-03/2015 Research supported by Kyushu University Interdisciplinary Programs in Education and Projects in Research Development (P&P)
[Title: Store culture and stability of talent: Case study of Uniqlo in China and Hong Kong]
- 09/2014-09/2015 Research supported by The Konosuke Matsushita Memorial Foundation
[Title: Implementation of corporate culture and its reproduction process: case of a Japanese retailer's management philosophy in China]

Teaching Experience

- 08/2018 – now Course lecture, MBA Program in International Business, University of Tsukuba
[Course: Human Resource Management III: Global Business and International Human Resource Management]
- 04/2018 – 03/2019 Course coordinator, MBA Program in International Business, University of Tsukuba
[Course: Speaker Series I, II, III, IV]
- 12/2017 – now Course lecture, MBA Program in International Business, University of Tsukuba
[Course: Business Anthropology]
- 07/2017 – now Course lecture, MBA Program in International Business, University of Tsukuba

- [Course: Human Resource Management I: Human Resource Management]
- 04/2016-03/2017 Course lecture, College of International Studies, University of
04/2017-03/2018 Tsukuba
[Course: Seminar on Business Anthropology]
- 10/2015 – 01/2016 Course lecture, College of International Studies, University of
10/2016 – 01/2017 Tsukuba
10/2017 – 01/2018 [Course: Social Development]
- 10/2015 – now Course lecture, College of International Studies, University of
Tsukuba
[Course: English Discussion Seminar]
- 04/2015 – 03/2016 Course lecture, Graduate School of Humanities and Social
04/2017 – 03/2018 Sciences, University of Tsukuba
[Course: East Asian Society and Culture]
- 04/2015 – 07/2015 Course lecture, College of International Studies, University of
04/2016-07/2016 Tsukuba
04/2017-07/2017 [Course: English Debate]
- 04/2014 – 08/2014 Course lecture, Faculty of Arts and Science, Kyushu University
10/2014 – 03/2015 (G30 program)
[Course: Introduction to Japanese Culture and Society]
- 10/2014 – 02/2015 Course lecture, Faculty of Arts and Science, Kyushu University
(G30 program)
[Course: Japanese Business in Transition]
- 03/2013 – 05/2013 Teaching Assistant, Department of Japanese Studies, The
University of Hong Kong
[Course: Japanese business]
- 09/2012 – 12/2012 Teaching Assistant, Department of Japanese Studies, The
University of Hong Kong
[Course: Anthropology of Japan]
- 10/2007 – 03/2009 Teaching Assistant, The University of Tokyo
[Course: English I & II]

Lecture Experience

- 6/29/2017 *Research and Repository: Views from a young researcher, Japan*

- Consortium for Open Access Repository, [Training for new repository staff], National Institute of Informatics
- 11/20/2016 and 12/4/2017 *Japanese Business Culture*, College of International Studies, [Course: Japanese Society], University of Tsukuba
- 3/12/2016 *Management from an anthropological perspective*, Open Lecture Series “Anthropology Cafe”, University of Tsukuba
- 11/11 and 11/28 /2015, 12/7 2016 and 11/15/2017 *Introduction to Business Anthropology*, Doctoral Program in International Policy, [Course: International Political Economy], University of Tsukuba
- 16/07/2016 *Introduction to Business Anthropology*, MBA Program in International Business, University of Tsukuba
- 17/06/2016 *Cross-cultural Management* at Namiki Secondary School, Ibaraki, Japan.
- 04/2016-10/2016 and 04/2017-10/2017 Five seminar sessions for the students at Senior High School at Otsuka, University of Tsukuba, part of SGHSP (Super Global High School Program funded by Japanese government), Japan
- 10/20/2015 *Culture and Management* at Miyagi-ken Ishinomaki High School, Miyagi, Japan.
- 12/07/2014, 17/08–19/08/2014 *Understanding and Managing Cultural Differences in a Global Era*, Joint-seminar between Kyushu University and Fukuoka Board of Education, Kyushu, Japan
- 02/12/2012 *Adaptation of “Japanese” management in Hong Kong* (香港における「日本式」管理法の適応性について), Meeting with Japan New Business Conferences (JNB), Organized by The Hong Kong Japanese Chamber of Commerce and Industry.
- 26/02/ 2012 *Brand story of Uniqlo* (优衣库的品牌故事), EMBA program, School of Management, Zhejiang University, Hangzhou, China
- 05/11/2012 *A Japanese fashion company in Hong Kong*, School of Modern Languages and Cultures, [Course: Anthropology of Japan] the University of Hong Kong
- 16/10/2012 *Brand building & Globalization by UNIQLO*, School of Modern Languages and Cultures, [Course: Creative Industries in East Asia], the University of Hong Kong

Awards & Honors

- 2011 – 2012 Resona Bank Awards for Japanese Studies
- 2009 – 2010 Resona Bank Awards for Japanese Studies
- 2009 The best graduation thesis of the year, Aichi Prefectural University

Supplementary Education

- 01/2012 Japanese studies Graduate Summer School (JSGSS) 2012: from 30 January to 2 February 2012, College of Asia and the Pacific, the Australian National University
- 02/2010 Culture exchange program: from February to March 2010, English language Institute, The University of British Columbia
- 02/2005 Language learning program: from February to March 2005, France EF Paris

Conference Activity/Participation

- 06/2018 Will present at the 52nd Annual Conference of The Japanese Society of Cultural Anthropology
[Paper: JInruigaku reki shiya kara miru Nikkei kigyou no guro-baruka: jitsumukai heno teigen 人類学的視野から見る日系企業のグローバル化：実務界への提言 Anthropological examination on the globalization of Japanese companies: Messages for the industry]
- 05/2018 Will present at the Fourth Global Creative Industries Conference, from 26 to 27 May 2018, Wider Gaming and cultural center, Zhejiang, China.
[Paper: Identity politics, Cosmopolitanism and Business: Journey of a Japanese Company in Hong Kong]
- 05/2018 Will present at the Sixth International Conference on Applications of Anthropology in Business from 25 to 27 May 2018, Ningxia University, China.
[Paper: Identity Building: Rites and Symbol in Corporate Management]
- 04/2018 Will present at the AJJ Spring Meeting, from 28 to 29 April 2018, Meiji University, Japan.
[Paper: Eat, Share and Serve: Founder Philosophy and Community]

Building in Business]

- 12/2017 Presented at the AJJ Fall Meeting, from 9 to 10 December 2017, Doshisha University, Japan.
[Paper: Language, Ideology, and Cross-cultural management: Cases of Japanese managers in Hong Kong and the United States]
- 09/2017 Presented at the Third Global Creative Industries Conference, from 2 to 3 September 2017, The University of Hong Kong, Hong Kong.
[Paper: Reexamination of Cultural Superiority: Negotiating the Meaning of “Japaneseness” in a Cross-cultural Workplace]
- 06/2017 Presented at the 29th Japan-China Sociological Society, from 3 to 4 June 2016, Osaka University, Japan.
[Paper: Jiminzoku chuushin shugi no saikou: kaigaini okeru Nikkei chuugokukei kigyouno hikakuwo chuushin ni 自民族中心主義の再考：海外における日系・中国系企業の比較を中心に) Reexamination of ethnocentrism: Case study of overseas Japanese and Chinese companies]
- 11/2016 Organized and Presented at the AJJ Fall Meeting, from 26 to 27 November 2016, University of Tsukuba, Japan.
[Panel: Business Anthropology and its Implications]
[Paper: What are the implications of business anthropology to management scientists?]
- 11/2016 Presented at the 115th Annual Meeting of American Anthropological Association, from 16 to 20 November 2016, Minneapolis Convention Center, U.S.
[Paper: Corporate system and its implementation: Lessons from a Japanese company]
- 06/2016 Presented at the annual conference of Society for East Asian Anthropology, from 19 to 22 June 2016, the Chinese University of Hong Kong.
[Paper: Brand building and reinterpretation of its meaning: Case of a Japanese fashion giant in Hong Kong]
- 06/2016 Presented at the 28th Japan-China Sociological Society, from 4 to 5 June 2016, Nagasaki University.
[Paper: Ibunka keiei no saikou: kigyouno esunogurafi- kenkyuu karano shisa 異文化経営の再考：企業エスノグラフィー研究からの示唆 (Rethinking Cross-cultural Management: Implications from Corporate Ethnography)]
- 06/2016 Presented at Japan Academy of Management Philosophy, on 18 June 2016, Keio University.

- [Paper: Kigyo esunogurafi- kenkyuu kara mita nihon kigyou: jinrui gakusha to keieigakusha no taiwa ni mukete 企業エスノグラフィー研究から見た日本企業：人類学者と経営学者の対話に向けて (Japanese companies from the perspective of corporate ethnography: Towards the dialogues between the anthropologists and management scientists)]
- 04/2016 Presented at the AJJ Spring Conference, from 23 to 24 April 2016, Tohoku University.
[Paper: Anthropological study on Japanese management: Issues and perspectives]
- 03/2016 Presented at the Second Global Creative Industries Conference, from 31 March to 1 April 2016, Kobe University, Japan
[Paper: Employee motivation at clothing retail store: Implications from anthropological study on management]
- 03/2016 Presented at the 3rd annual conference of Transcultural Management Society, on 19 March 2016, Rissho University, Japan
[Paper: Ibunka shijyou ni okeru jyugyounin no doukiduke: keieijinruigaku teki kousatu 異文化市場における従業員の動機付け：経営人類学的考察 (Employee motivation in a cross-cultural setting: Implications from anthropological study on management)]
- 08/2015 Presented at the 45th annual conference of Japan Society of Human Resource Management, from 29 to 30 August 2015, Hosei University, Japan.
[Paper: Kaigai nikkei kigyounin ni okeru “nihon gata” jinzai ikusei no kadai 海外日系企業における「日本型」人材育成の課題：現地若手店舗従業員の「声」を中心に (Problems of “Japanese” training system in overseas Japanese companies: Focus on the “voice” of local young employees)]
- 07/2015 Presented at the second conference of Society for Research on Work Competency, on 4 July 2015, Tottori University of Environmental Studies, Japan.
[Paper: Nihonkigyounin no “guro-baruka” saikou: yunikuro wo jireini 日本企業の「グローバル化」再考：ユニクロを事例に (Rethinking “globalization” of Japanese company: Case study of Uniqlo)]
- 06/2015 Presented at 2015 AAS-in-ASIA Conference, from 22 to 24 June, 2015, Academia Sinica, Taiwan.
[Paper: Reinventing Japanese Business: The Case of Uniqlo]
- 02/2015 Presented and Panel discussant at Workshop: Reconsider career support from the viewpoints of overseas employees in Japanese companies in

- Japan and overseas (日本企業・日系企業で働く外国人社員の意識から留学生の就職支援を考える) on 22 of February 2015, Kyushu University, Japan.
[Paper: Genchi jyuugyouin kara mita nihon kigyou: honkon yunikurowo reini 現地従業員から見た日本企業：香港ユニクロを例に (Japanese companies from the perspectives of local employees: The case of Uniqlo Hong Kong)]
- 09/2014 Presented at the 31th annual conference of Japan Academy of Management Philosophy, from 7 to 9 September 2014, Tokyo Fuji University, Japan.
[Paper: Keiei rinen no kaigai “ishoku”: honkon no Nikkei kourigyō wo jireini 経営理念の海外「移植」：香港の日系小売業を事例に (Implementation of management philosophy overseas: Case of a Japanese retailer in Hong Kong)]
- 08/2014 Presented at Kyushu area workshop, Japan Academy of Business Administration, on 2 August 2014, Kyushu Sangyo University, Japan.
[Paper: kaiagai nikkeikigyō ni okeru jinzai ikusei sisutemu no kadai; genba no “koe” wo chuushin ni 海外日系企業における人材育成システムの課題：現場の「声」を例に (Training program in Japanese companies overseas: From the perspectives of front line workers)]
- 05/2014 Panel convener of and presenter at IUAES Inter-Congress 2014 held jointly with the 50th Anniversary Conference of Japanese Society of Cultural Anthropology (JASCA), from 15 to 18 May 2014, Chiba City.
[Paper: Implementation of homogeneity culture: adaptation by local employees in Hong Kong and China]
- 03/2014 Committee member of and presenter at the 9th annual conference The Asian Studies Association of Hong Kong (ASAHK), from 14 to 15 March 2014, the University of Hong Kong.
[Paper: Implementation of organizational culture –An analysis of the Japanese retailer in Hong Kong]
- 08/2013 [with Hamada Connoly] Presented at the 17th World Congress of the International Union of anthropological and ethnological sciences (IUAES), from 5 to 10 August 2013, the University of Manchester, UK
[Paper: The founder legacy and globalization of a Japanese apparel firm]
- 03/2013 Convener of and presenter at the Young scholar workshop on creativity of business and cultural practices, from 27 to 28 March 2013, the University of Hong Kong, HK
[Paper: Pursuing “globalization” as the main marketing strategy]
- 05/2012 Presented at the 1st International Conference of Business Anthropology, from 17 to 20 May 2012, Sun Yat-sen University, Guangzhou, China
[Paper: The changing face of a Japanese fashion company in Hong Kong]

- 11/2011 Presented at the International symposium of constitute, transfer and inheritance of management philosophy by Asian companies, from 5 to 6 November 2011, the University of Hong Kong, HK
[Paper: Management principles by Uniqlo in HK: ideal and reality]
- 07/2011 Presented at the 2nd International Forum on Business and Anthropology (IFBA), from 29 to 31 July 2011, the University of Hong Kong, HK
[Paper: Management by a Japanese retailer in Asian market]
- 01/2011 Presented at the 3rd International Conference for Postgraduate Students, from 7 to 9 January 2011, Guangzhou University of Foreign Studies, Guangzhou, China.
[Paper: Comparative Study on the Management Strategies of Foreign Retailers in China]
- 10/2010 Presented at the 56th La Société Franco-Japonaise de Gestion, 23 October 2010, Nagoya City University, Japan.
[Paper: *Chūgoku ni okeru gaishikei kourikigyō no keiei senryaku – karuhūru to itōyōkadō no hikaku wo chūshin ni* (中国における外資系小売企業の経営戦略—カルフルとイトーヨーカ堂の比較を中心に) Management strategies by a foreign retailer in China –Focusing on the comparison of Carrefour and Ito-Yokado]
- 07/2010 Presented at the 1st International Forum on Business and Anthropology (IFBA), from 23 to 25 July 2010, National Museum of Ethnology, Japan
[Paper: A Study on the localization of human resource management (HRM) by Ito-Yokado in China]
- 01/2010 Presented at the 5th Annual Meeting of the Asian Studies Association of Hong Kong, from 8 to 9 January 2010 at the University of Hong Kong, HK
[Paper: A Study on the Corporate Culture of Foreign Enterprises in China-Focusing on the localization of human resource management (HRM) by Carrefour]
- 01/2010 Presented at the 2nd International Conference for Postgraduate Students from 5 to 7 January 2010 at the University of Hong Kong, Hong Kong, HK
[Paper: Management strategy by foreign retailers in China]
- 05/2009 Presented at the JAPAN Association for Asian Studies (JAAS) East Japan Meeting, 23 May 2009, Takushoku University, Japan
[Paper: *Chūgoku ni okeru gaishikei kourikigyō no kigyō bunka nit suite – karuhūru no jinteki shigenkanri no genchika wo chūshin ni* (中国における外資系小売企業の企業文化について —カルフルの人的資源管理の現地化を中心に—) Corporate culture of a foreign retailer in China – focus on the localization of human resource management by Carrefour]

Service to Profession

- 04/2016 - present Blind reviewer for the Japan-China Sociological Society
[Reviewed total two Japanese articles]
- 09/2013 - present Assistant editor for the Chinese Journal of Applied Anthropology
- 09/2011 - present Blind reviewer for the International Journal of Business
Anthropology and the Chinese Journal of Applied Anthropology
[Reviewed total two English articles and one Japanese article]

Research Interests

Business anthropology
Organizational culture
Cross-cultural management
Customer Service Culture