

# Curriculum Vitae

## Yi Zhu

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### Current Position

03/2020 - present International Teaching Fellow, Management School, Lancaster University

### Education

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

### Employment

10/2017 – 02/2020 Assistant Professor, Faculty of Business Sciences, University of Tsukuba, Japan  
04/2015 - 09/2017 Assistant Professor, Faculty of Humanities and Social Sciences, University of Tsukuba, Japan  
04/2014 - 03/2015 Assistant Professor, Faculty of Arts and Science, Kyushu University, Japan  
03/2012 - 06/2012, Senior Research Assistant, Department of Sociology, University of  
08/2011 - 09/2011 Hong Kong, Hong Kong  
[Undertook the research entitled “The Flexibility of Insecurity: Fretters and the Limits of Middle-Class Japan”]

## 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.

### Journal article

- 2020 (in process) Doing Ethnography in Business: Identity Manipulation and its Implications. *International Journal of Business Anthropology*.
- 2020 (in process) Globalizing Japanese Customer Service: Materialization and Reinterpretation of Culture, *Japanese Review of Cultural Anthropology*.
- 2019 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 21<sup>st</sup> 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.
- 2016 Reexamination of Japanese companies overseas: Anthropological critiques of ethnocentric management, *Journal of Management Philosophy*. 13: 60-73.
- 2015 Corporate ideology and store managers: Implication from a Japanese retailer. *The Journal of International Public Policy*. 36: 1-24.
- 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ル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.

#### Book chapter

- 2020 (in process) Identity politics, cosmopolitanism and business: doing fieldwork in a multinational company. In N. S. Appleton and Caroline B. [eds], *It’s Complicated’: The Changing Dynamics of Anthropological Research in Asia*. Lanham: Rowman & Littlefield
- 2019 *Genchi jugyouin kara miru kaigai nikkeikigyouno manejimento* (現地従業員から見る海外日系企業のマネジメント) [Japanese management in abroad: From local employees’ perspectives] In H. Nakamaki [eds], *Tekisuto Keieijinruigaku* (テキスト経営人類学) [Text Business Anthropology], Osaka: Toho Shuppan.
- 2012 [with L.F. Chau, W. Wei and M. Zhang] *Shui shi AV nvyou: zidu shangpin yuancailiao de shengcheng* (誰是 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 AVnvyou: nvxingde wuhua yu mohua* (日本 AV 女優：女性的物化與默化) [The Japanese Adult Video Actress: the objectification and silence of women], Hong Kong: Up Publications.
- 2011 *Chūgoku ni okeru gaishikei kourikigyō no keieisenryaku –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.

#### Business case

- 2020 [with Caroline S.L. Tan] *Ippudo: Bringing Japan To Paris In a Bowl*, Ivey Publishing, <https://www.iveycases.com/ProductView.aspx?id=108273>, Product Number: 9B20A008.

## **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.

## **Textbook**

- 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 (Kōdokuhen)* (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 辭典：窺探日 AV 文化) [AV dictionary: Introduction to AV culture] Hong Kong: Up Publications.

## Acquired Funding

- 04/2019-03/2020 Inamori Foundation Research Fund  
Title: 「おもてなし文化」の日中比較：異文化ビジネスにおける従業員のサービス精神と実践 [Comparison of "omotenashi" culture in Japan and China: Employees' service mindset and practices in cross-cultural business] (¥1,000,000)
- 04/2016-03/2019 Grants-in-Aid for Young Scientists (B)  
Title: 国民文化と異文化経営の関連性：日本における中国企業を事例に [National Culture and Cross-Cultural Management: Implications from Chinese companies in Japan] (¥3,250,000)
- 04/2016-04/2017 Transcultural Management Society Research Fund  
Title: 「日本式」サービス精神の継承と伝播における課題：小売業で勤務する外国人労働者の「声」を中心に [Challenges during the inheritance and the diffusion of Japanese-style service spirit: From the narratives of the foreign employees in a retail industry] (¥100,000)
- 01/2016-03/2016 Open Lecture Fund  
Title: 国際経営 [International Management]) Graduate School of Humanities and Social Sciences, University of Tsukuba (¥100,000)
- 09/2014-03/2015 Kyushu University Interdisciplinary Programs in Education and Projects in Research Development (P&P) Research Fund  
Title: 店舗文化と人材の定着：ユニクロ中国と香港を事例に [Store culture and stability of talent: Case study of Uniqlo in China and Hong Kong] (¥880,000)
- 09/2014-09/2015 The Konosuke Matsushita Memorial Foundation Research Fund  
Title: 企業文化の海外伝播、現地における文化の再生産プロセス：中国における日系小売業の経営理念を事例として [Implementation of corporate culture and its reproduction process: case of a Japanese retailer's management philosophy in China] (¥420,000)

## Teaching Experience

### Undergraduate program

- 09/2019 – 09/2019 Course lecturer, Integrated Science Program, Hokkaido University, Japan (summer intensive course, from Sep 16 to 20, 2019)  
[Course: International Business 2: Culture and Management]
- 04/2019 – 07/2019 Course lecturer, College of Business, Rikkyo University, Japan  
[Course: Japanese and East Asian Business Environments]
- 04/2016 – 03/2017, 04/2017 – 03/2018 Course lecturer, College of International Studies, University of Tsukuba, Japan  
[Course: Seminar on Business Anthropology]

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

### **Postgraduate program**

- 04/2019 – 07/2019 Course lecturer, Graduate School of Business, Rikkyo University,  
Japan  
[Course: Business Environment: Political Economy of Asia]
- 08/2018 – 09/2018, Course lecturer, MBA Program in International Business,  
08/2019 – 09/2019 University of Tsukuba, Japan  
[Course: Human Resource Management III: Global Business and  
International Human Resource Management]
- 12/2017 – 01/2018, Course lecturer, MBA Program in International Business,  
12/2018 – 01/2019, University of Tsukuba, Japan  
12/2019 – 01/2020 [Course: Business Anthropology]
- 07/2017 – 08/2017, Course lecturer, MBA Program in International Business,  
07/2018 – 08/2018, University of Tsukuba, Japan  
07/2019 – 08/2019 [Course: Human Resource Management I: Human Resource  
Management]
- 04/2015 – 03/2016, Course lecturer, Graduate School of Humanities and Social  
04/2017 – 03/2018 Sciences, University of Tsukuba, Japan  
[Course: East Asian Society and Culture]

### **Invited Lectures**

- 06/2017 *Kenkyusha kara mita kikan ripojitori* (研究者から見た機関リポ  
ジトリ) [Research and Repository: Views from a young

- researcher], 29 June 2017, New staff training, Consortium for Open Access Repository, National Institute of Informatics, Japan
- 11/2016,  
12/2017 *Nihon bijinesu bunka no henyō I, II* (日本ビジネス文化の変容 I, II) [Japanese Business Culture I, II], 20 November 2016 and on 4 December 2017, College of International Studies, [Course: Japanese Society], University of Tsukuba, Japan
- 03/2016 *Bunka to keiei: Keieijinruigaku no shiten kara* (文化と経営:経営人類学的視点から) [Management from an anthropological perspective], 12 March 2016, Open Lecture Series “Anthropology Cafe”, University of Tsukuba, Japan
- 11/2015,  
12/2016,  
11/2017 *Keiei jinruigaku* (経営人類学) [Introduction to Business Anthropology], 11 to 28 November 2015, 7 December 2016 and 15 November 2017, Doctoral Program in International Policy [Course: International Political Economy], University of Tsukuba, Japan
- 07/2016 *Introduction to Business Anthropology*, 16 July 2016, MBA Program in International Business, University of Tsukuba, Japan
- 06/2016 *Bunka to Keiei* (文化と経営) [Culture and Management], 17 June 2016, Namiki Secondary School, Ibaraki, Japan
- 04/2016-10/2016,  
04/2017-10/2017 *International Business*, SGHSP (Super Global High School Program funded by Japanese government), University of Tsukuba, Japan
- 10/2015 *Bunka to Keiei* (文化と経営) [Culture and Management], 20 October 2015, Miyagi prefectural Ishinomaki High School, Japan
- 07/2014 - 08/2014 *Understanding and Managing Cultural Differences in a Global Era*, 12 July 2014, from 17 to 19 August 2014, Joint seminar between Kyushu University and Fukuoka Board of Education, Japan
- 02/2012 *Youyiku de pinpai gushi* (优衣库的品牌故事) [Brand story of Uniqlo], 26 February 2012, EMBA program, School of Management, Zhejiang University, China
- 11/2012 *A Japanese fashion company in Hong Kong*, 5 November 2012 School of Modern Languages and Cultures, [Course: Anthropology of Japan], The University of Hong Kong, Hong Kong
- 10/2012 *Brand building & Globalization by UNIQLO*, 16 October 2012, School of Modern Languages and Cultures, [Course: Creative Industries in East Asia], The University of Hong Kong, Hong Kong

## **Awards & Honors**

- 2019 Best paper, Transcultural Management Society (Japan)
- 2012 Resona Bank Awards for Japanese Studies (Hong Kong)
- 2010 Resona Bank Awards for Japanese Studies (Hong Kong)
- 2009 Best graduation thesis, Aichi Prefectural University (Japan)

## **Supplementary Education and Training**

- 04/2019 Ivey case teaching seminar, 15 April 2019, Ivey Asia, Hong Kong
- 09/2018 Ivey case writing seminar, 20 to 21 September 2018, Ivey Asia, Hong Kong
- 09/2018 Harvard case teaching seminar, 15 September 2018, Business School, Nagoya University of Commerce and Business, Japan
- 01/2012- Japanese studies Graduate Summer School (JSGSS) 2012, 30 January to 2  
02/2012 February 2012, College of Asia and the Pacific, The Australian National  
University, Australia
- 02/2010- Culture exchange program, February to March 2010, English language  
03/2010 Institute, The University of British Columbia, Canada
- 02/2005- Language learning program (French), February to March 2005, France EF  
03/2005 Paris, France

## **Conference Activity/Participation**

- 07/2019 Presented at the AAS-in-Asia, 1 to 4 July 2019, Royal Orchid Sheraton  
Hotel in Bangkok, Thailand.  
[Paper: Digitization of Human Resource Management in Japan:  
Opportunities and Challenges]
- 06/2019 Convened the panel and presented at the 8<sup>th</sup> International Conference on  
Business Anthropology, 7 to 8 June 2019, Yunnan University of Finance and  
Economics, China.  
[Panel: Identity Construction and Management: Implication from Asia]  
[Paper: Doing Ethnography in Business: Identity Manipulation and its  
Implications]
- 02/2019 Convened the panel and presented at the Tsukuba International Management  
Conference, 9 to 10 Feb 2019, University of Tsukuba, Japan.  
[Panel: Ethnography and Its Implication in Business]  
[Paper: Contact zone of/in business]
- 09/2018 Presented at the second Workshop of Way of Work (働き方研究会) , 9  
September 2018, University of Tsukuba, Japan.  
[Paper: Ichi kyounin kara miru nihon no roudoumondai: guro-baruka to daiba-  
shithi 一教員からみる日本の労働問題：グローバル化とダイバーシテ  
ィ A perspective towards labor issue in Japan as a faculty member:  
Globalization and Diversity]
- 06/2018 Convened the panel and presented at the 52<sup>nd</sup> Annual Conference of The

- Japanese Society of Cultural Anthropology, 2 to 3 June 2018, Hirosaki University, Japan.  
 [Paper: Jinruigaku reki shiya kara miru Nikkei kigyō 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 Presented at the Fourth Global Creative Industries Conference, 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 Presented at the Sixth International Conference on Applications of Anthropology in Business, 25 to 27 May 2018, Ningxia University, China.  
 [Paper: Identity Building: Rites and Symbol in Corporate Management]
- 04/2018 Presented at the AJJ Spring Meeting, 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, 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, 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, 3 to 4 June 2016, Osaka University, Japan.  
 [Paper: Jiminzoku chuushin shugi no saikou: kaigaini okeru Nikkei chuugokukei kigyōno 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, 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, 16 to 20 November 2016, Minneapolis Convention Center, United States.  
 [Paper: Corporate system and its implementation: Lessons from a Japanese company]
- 06/2016 Presented at the annual conference of Society for East Asian Anthropology, 19 to 22 June 2016, The Chinese University of Hong Kong, 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, 4 to 5 June 2016, Nagasaki University, Japan.

- [Paper: Ibunka keiei no saikou: kigyou 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, 18 June 2016, Keio University, Japan.  
[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, 23 to 24 April 2016, Tohoku University, Japan.  
[Paper: Anthropological study on Japanese management: Issues and perspectives]
- 03/2016 Presented at the Second Global Creative Industries Conference, 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 Third annual conference of Transcultural Management Society, 19 March 2016, Rissho University, Japan.  
[Paper: Ibunka shijyou ni okeru jyuugyouin 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, 29 to 30 August 2015, Hosei University, Japan.  
[Paper: Kaigai nikkei kigyou 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, 4 July 2015, Tottori University of Environmental Studies, Japan.  
[Paper: Nihonkigyou 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, 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), 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)]
- 08/2014 Presented at Kyushu area workshop, Japan Academy of Business Administration, 2 August 2014, Kyushu Sangyo University, Japan. [Paper: kaiagai nikkeikigyō ni okeru jinzai ikusei sistemu 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), 15 to 18 May 2014, Makuhari Messe, Japan. [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 of The Asian Studies Association of Hong Kong (ASAHK), 14 to 15 March 2014, The University of Hong Kong, 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), 5 to 10 August 2013, The University of Manchester, United Kingdom. [Paper: The founder legacy and globalization of a Japanese apparel firm]
- 03/2013 Convened and presented at the Young Scholar Workshop on creativity of business and cultural practices, 27 to 28 March 2013, The University of Hong Kong, Hong Kong. [Paper: Pursuing “globalization” as the main marketing strategy]
- 05/2012 Presented at the First International Conference of Business Anthropology, 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, 5 to 6 November 2011, The University of Hong Kong, Hong Kong. [Paper: Management principles by Uniqlo in HK: ideal and reality]
- 07/2011 Presented at the Second International Forum on Business and Anthropology (IFBA), 29 to 31 July 2011, The University of Hong Kong, Hong Kong. [Paper: Management by a Japanese retailer in Asian market]
- 01/2011 Presented at the Third International Conference for Postgraduate Students, 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 First International Forum on Business and Anthropology (IFBA), 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 Fifth Annual Meeting of the Asian Studies Association of Hong Kong, 8 to 9 January 2010, The University of Hong Kong, Hong Kong.  
[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 Second International Conference for Postgraduate Students 5 to 7 January 2010, 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: *Chugoku ni okeru gaishikei kourikigyō no kigyō bunka nit suite – karuhuru no jinteki shigenkanri no genchika wo chushin 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]

## Industry-related activity

- 01/2020 Facilitated a cross-cultural training for future managers and engineers, 18 January 2010, Fast Retailing, Japan.
- 02/2020 Advised an upcoming community building project, 5 February 2020, Odakyu Electric Railway, Japan.
- 04/2019 Gave a speech at TEDxOtemachi Live, *Naze AI jidai ni jinruigakuteki shikouhouwo motta jinzai ga hitsuyōu nanoka?* (なぜ AI 時代に人類学的思考法を持った人材が必要なのか?) [Why do we need talent with anthropological mindsets in the digital era], on 27 April 2019, National Museum of Emerging Science and Innovation Miraikan, Japan  
[Talk URL: <https://www.ted.com/talks/ai>]
- 01/2020, 07/2019, 12/2018 Organized and chaired a one-day workshop for business professionals, *Zerokara hajimeru bijinesu esunogurafi: fi-rudowa-ku to intabyu-* (ゼロから始めるビジネスエスノグラフィ: フィールドワークとインタビュー) [Business ethnography for beginners: Field work and interview], 19 January 2020, 14 July 2019 and 2 December 2018, University of Tsukuba, Japan.
- 09/2018 Organized and chaired the event *Zadankai Bijinese x esunogurafi-* (座談会: ビジネス×エスノグラフィ) [Round-table discussion on Business and Ethnography], 30 September 2018, University of Tsukuba, Japan.
- 12/2012 Gave a talk, *Honkon niokeru "nihonshiki" kanrihou no tekiousei nitsuite* (香港における「日本式」管理法の適応性について) [Adaptation of “Japanese” management in Hong Kong] at a business meeting with Japan New Business Conferences (JNB) on 2 December 2012, The Hong Kong Japanese Chamber of Commerce and Industry in Japanese Chamber of

Commerce, Hong Kong.

### **Service to Profession**

- 09/2018 - present      Adviser for Asia Research Institute (Japan)
- 04/2016 - 02/2020      Blind reviewer for the Journal of International and Advanced Japanese Studies
- 04/2016 - 02/2020      Blind reviewer for the Japan-China Sociological Society
- 09/2013 - 03/2015      Assistant editor for the Chinese Journal of Applied Anthropology
- 09/2011 - present      Blind reviewer for the International Journal of Business Anthropology and Journal of International and Advanced Japanese Studies

### **Research Interests**

Application of ethnography in business  
Organizational culture  
Cross-cultural management  
Materialization/institutionalization of culture  
Impression management