

Curriculum Vitae

Yi Zhu (Zoe)

Western Bank, Sheffield, S10 2TN, UK
University of Sheffield

Current Position

02/2024 - present Senior lecturer, School of East Asian Studies, University of Sheffield

Education

2014 PhD, Japanese Studies, University of Hong Kong

2009 MA, Area Studies, University of Tokyo

2007 BA, Foreign Studies, Aichi Prefectural University

Employment

04/2022 – 02/2024 Lecturer, Management School, Lancaster University

03/2020 - 03/2022 International Teaching Fellow, Management School, Lancaster University

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 Hong Kong, Hong Kong

08/2011 - 09/2011 [Undertook the research entitled “The Flexibility of Insecurity: Freeters and the Limits of Middle-Class Japan”]

List of working papers

In press Policy implementation through political sensegiving and sensemaking: Ideology and power in an internationalizing Japanese company, paper submitted to *Japanese Studies*

R&R Emotions and identity work strategies: Implications for identity construction and ethnographic methods, co-authored paper submitted to the *Journal of Organizational Ethnography*

Preparing The roles of barriers and customer engagement in mobile payment use, co-authored paper preparing to submit to the *Journal of the Academy of Marketing Science*

Preparing Product innovation, politics and new imaginaries in the Japanese pornographic market, co-authored paper preparing to submit to the *Journal of Cultural Economy*

List of publications

Book

- 2023 *Corporate Culture and Globalization: Ideology and Identity in a Global Fashion Retailer*, Oxon and NY: Routledge
- 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

- 2024 The politics of smiling: The interplay of emotion, power, and discourse in sensegiving and sensemaking, paper submitted to *Journal of Organizational Ethnography*. Vol. ahead-of-print No. ahead-of-print.
- 2023 The interplay between sensegiving and sensemaking: The politics of ideology at a Japanese retailer in Hong Kong, *Qualitative Research in Organizations and Management*. 18 (4): 291-309.
- 2020 Doing Ethnography in Business: Identity Manipulation and its Implications, *International Journal of Business Anthropology*. 10 (1): 1-10.
- 2019 Globalizing Japanese Customer Service: Materialization and Reinterpretation of Culture, *Japanese Review of Cultural Anthropology*. 20 (2): 27-63.
- 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 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.
- 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

- 2021 Identity politics, cosmopolitanism and business: doing fieldwork in a multinational company. In N. S. Appleton and Caroline B. [eds], *Methods, Moments, and Ethnographic Spaces in Asia*. Lanham: Rowman & Littlefield, 219-248.
- 2021 Jizoku kanou na kigyō bunka to ha: kaigai nikkei kigyō wo jireini (持続可能な企業文化とは: 海外日系企業を事例に) [What is sustainable corporate culture: An example of an overseas Japanese company]. In H. Sekine [eds], *Jizokukanouna kaihatsu niokeru “bunka” no ibasho* (持続可能な開発における<文化>の居場所) [The place for “culture” in the sustainable development], Yokohama: Shumpusha Publishing.
- 2019 *Genchi jugyōin kara miru kaigai nikkeikigyōno 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 nvyōu: 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 AVnvyōu: 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.

Business case

- 2020 [with Caroline S.L. Tan] *@cosme: The search for the next store location*, The Case Center, <https://www.thecasecentre.org/educators/submission/portfolioProduct?id=171923>
- 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

- 07/2023-06/2026 [co-PI] Mitsubishi Mirai Education Foundation 三菱みらい育成財団
21世紀型教養教育プログラム [21st Century Liberal arts education program]
Title: クロスボーダー課題解決力を発揮できる次世代グローバルリーダーの育成 — 国際トリプルハイブリッド授業による SDGs 探究学習 — [Cultivating Future Global Leaders Proficient in Cross-Border Problem-Solving: Employing SDGs Inquiry-Based Learning within Triple Hybrid Classes]
(¥2,800,000)
- 07/2022-2023 [Project member] Global Challenges Research Fund, Lancaster University, UK
Title: Further Enhancing the Lancaster Award with an International Perspective Jul 2022 (£38,000)
- 07/2021-06/2022 [PI] Pump Prime Lancaster University Management School, UK
Title: Design innovation, power and politics in the sex tech market (£3,200)

- 11/2020-08/2025 [co-PI] Daiwa Foundation Grants, UK
Title: Design-Thinking in Action: Challenges and management for innovation success (£7,000)
- 04/2019-03/2020 [PI] Inamori Foundation Research Fund, Japan
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 [PI] Grants-in-Aid for Young Scientists (B), Japan
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 [PI] Transcultural Management Society Research Fund, Japan
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 [PI] Open Lecture Fund, Japan
Title: 国際経営 [International Management] Graduate School of Humanities and Social Sciences, University of Tsukuba (¥100,000)
- 09/2014-08/2015 [PI] The Konosuke Matsushita Memorial Foundation Research Fund, Japan
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)
- 09/2014-03/2015 [PI] Kyushu University Interdisciplinary Programs in Education and Projects in Research Development (P&P) Research Fund, Japan
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)

Teaching Experience

Uundergraduate program

- 01/2023-03/2023 Module co-leader, Lancaster University
[Course: OWT 250: Research Methods in Management]
- 10/2022-12/2022 Module tutor, Lancaster University
[Course: OWT 322 Human Resource Management: Theory and Practice]
- 10/2022-12/2022 Module leader, Lancaster University
[Course: OWT 251: Professional Development II: Analytics and Decision-making]
- 02/2022 Module lecturer, Lancaster University
[Course: OWT 250 Research Methods in Management, Week 15 Ethnographic Methods and Week 16 The Interview Method]

- 03/2022-05/2022,
03/2021-05/2021 Module leader and lecturer, Lancaster University College at Beijing Jiaotong University
[Course: CNMNGT321 Management in the 21st Century]
- 09/2021-11/2021,
09/2020-11/2020 Module leader and lecturer, Lancaster University College at Beijing Jiaotong University
[Course: CNMKTG 301 Strategic Marketing]
- 09/2021-11/2021,
09/2020-11/2020 Module leader and lecturer, Lancaster University College at Beijing Jiaotong University
[Course: CNMNGT110 Introduction to Management and Leadership]
- 03/2021-05/2021,
03/2020-05/2020 Module tutor, Lancaster University College at Beijing Jiaotong University
[Course: CNMKTG101 Introduction to Marketing]
- 10/2020-05/2021 Module tutor, Lancaster University
[Course: MKTG101 Introduction to Marketing]
- 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]
- 04/2017 – 03/2018,
04/2016 – 03/2017 Course lecturer, College of International Studies, University of Tsukuba, Japan
[Course: Seminar on Business Anthropology]
- 04/2017 – 07/2017,
04/2016 – 07/2016,
04/2015 – 07/2015, Course lecturer, College of International Studies, University of Tsukuba, Japan
[Course: English Debate]
- 10/2017 – 01/2018,
10/2016 – 01/2017,
10/2015 – 01/2016 Course lecturer, College of International Studies, University of Tsukuba, Japan
[Course: English Discussion Seminar]
[Course: Social Development]
- 10/2014 – 03/2015,
04/2014 – 08/2014 Course lecturer, Faculty of Arts and Science, Kyushu University, 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

- 03/2024-04/2024 Module co-leader and lecturer, University of Sheffield
[Course: EAS61004 Perspectives on East Asian Business and Economy]

10/2022-03/2023	Module co-leader and lecturer, Lancaster University [Course: OWT 508 Doing Organisational Research]
05/2022	Module tutor, Lancaster University [Course: OWT 512 Professional Skills Role plays]
04/2019 – 07/2019	Course lecturer, Graduate School of Business, Rikkyo University, Japan [Course: Business Environment: Political Economy of Asia]
06/2019	Course lecturer, MBA Program in International Business, University of Tsukuba, Japan, [Course: Introduction to Research Method: Qualitative Research]
08/2019 – 09/2019, 08/2018 – 09/2018	Course lecturer, MBA Program in International Business, University of Tsukuba, Japan [Course: Human Resource Management III: Global Business and International Human Resource Management]
12/2019 – 01/2020, 12/2018 – 01/2019, 12/2017 – 01/2018	Course lecturer, MBA Program in International Business, University of Tsukuba, Japan [Course: Business Anthropology]
07/2019 – 08/2019, 07/2018 – 08/2018, 07/2017 – 08/2017	Course lecturer, MBA Program in International Business, University of Tsukuba, Japan [Course: Human Resource Management I: Human Resource Management]
04/2017 – 03/2018, 04/2015 – 03/2016	Course lecturer, Graduate School of Humanities and Social Sciences, University of Tsukuba, Japan [Course: East Asian Society and Culture]

Invited Talks

11/2022	Roundtable on the classroom strategies for engaging international students, 16 Nov 2022, Lancaster University China Centre, UK.
10/2021	Bijinesu x Esunogurafi (ビジネス×エスノグラフィ) [Business Ethnography], 28 Oct 2021, ACT Design Thinking Public Lecture, Kindai University, Japan.
05/2021	With Yu Fu, <i>Toward a non-essentialist paradigm of culture: A study of Chinese and Japanese management culture</i> , 25 May 2021, Lancaster University China Centre, online
06/2017	<i>Kenkyusha kara mita kikan ripojitori</i> (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
12/2017, 11/2016	<i>Nihon bijinesu bunka no henyou I, II</i> (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	<i>Bunka to keiei: Keiejinruigaku no shiten kara</i> (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
11/2017, 12/2016, 11/2015	<i>Keiei jinruigaku</i> (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	<i>Introduction to Business Anthropology</i> , 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
- 04/2017-10/2017, *International Business*, SGHSP (Super Global High School Program funded by Japanese government), University of Tsukuba, Japan
- 04/2016-10/2016
- 10/2015 *Bunka to Keiei* (文化と経営) [Culture and Management], 20 October 2015, Miyagi prefectural Ishinomaki High School, Japan
- 08/2014 - 07/2014 *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
- 01/2012-02/2012 Japanese studies Graduate Summer School (JSGSS) 2012, 30 January to 2 February 2012, College of Asia and the Pacific, The Australian National University, Australia
- 02/2010-03/2010 Culture exchange program, February to March 2010, English language Institute, The University of British Columbia, Canada
- 02/2005-03/2005 Language learning program (French), February to March 2005, France EF Paris, France

Conference Activity/Participation

- 05/2024 Will present at the 18th organization studies summer workshop, 23-25 May 2024, Saint John Hotel, Mykonos, Greece.
[Paper: Policy implementation as cultural imperialism: Examining the role of ideology in a global organization]
- 04/2024 With Hirohisa Nagai and Annie Kato, will have a poster presentation at the Symposium on Sustainability Teaching in Higher Education – Approaches, Methods and Perspectives, 11 April 2024, Manchester Metropolitan University, UK.
[Paper: Exploring Critical Thinking in Sustainability Education: A case study of a Japanese university in Tokyo]
- 03/2024 With Hirohisa Nagai and Annie Kato, will present at the Asian Conference on Education & International Development, 25-29 March 2024, Toshi Center Hotel, Japan.
[Paper: Developing Next-Generation Global Leaders with Cross-Border Problem-Solving Skills: International Triple Hybrid Classes and Assessment of Educational Impact]
- 09/2023 With Yasunobu Kino and Caroline S.L. Tan, Presented at the 27th International Conference on Knowledge-Based and Intelligent Information & Engineering Systems, 6-8 September 2023, Royal Olympic Hotel, Greece.
[Paper: A Study of User Minds for Mobile Payment using Text Mining]
- 08/2023 With Beth Suttill, Yukimi Shimoda and Noriko Yagi, Convened the panel and presented at the 16th Annual Ethnography Symposium, 24 to 26 August 2023, Vrije Universiteit Amsterdam, Netherlands.
[Panel: Thinking like whom: Co-creating knowledge with ethnographers on awkward moments]
- 06/2023 With Mo Cheded, Presented at the 7th Interdisciplinary Market Studies Workshop, 1-2 June 2023, University of Edinburgh, UK.
[Paper: Product innovation, politics and new imaginaries in the Japanese Pornographic market]
- 08/2022 With Beth Suttill and Yukimi Shimoda, Convened the panel and presented at the 15th Annual Ethnography Symposium, 24 to 26 August 2022, University of Suffolk, UK.
[Panel: Negotiating the 'in-between' within ethnographic fieldwork]
- 07/2022 Presented at the 38th European Group for Organizational Studies Colloquium, 7 to 9 July 2022, Vienna University of Economics and Business, Austria.
[Paper: Culture change in a globalizing company: Organization as a political arena for ideology dissemination]
- 09/2021 With Rebecca Liu and Jekaterina Rindt, Convened the Professional Development Workshop, 3 September 2021, online.
[Workshop: Is Design-Driven Innovation the Next Competitive Advantage? An online participative-style workshop]
- 07/2021 With Yu Fu, Presented at the Equality, Diversity and Inclusion 2021, 13 to 14 July, online.
[Paper: Beyond the essentialist paradigm of culture: comparing the role of national culture on management policies and practices in China and Japan]
- 07/2021 With Beth Suttill, Presented at the Standing Conference on Organisational Symbolism 2021, 5 to 6 July, online.

- [Paper: Researcher identities and practice: Exploring hyphen-spaces in ethnographic studies]
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 8th 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 kyouin 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 52nd Annual Conference of The Japanese Society of Cultural Anthropology, 2 to 3 June 2018, Hirosaki University, Japan.
- [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 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 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, 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: kigyoo 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: Kigyoo esunogurafi- kenkyuu kara mita nihon kigyoo: 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, Ritssho University, Japan.
[Paper: Ibunka shijyou ni okeru jyugyouin no doukiduke: keiejinnruigaku 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 kigyoo 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: Nihonkigyō no “guro-baruka” saikō: 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 jyuugyōin kara mita nihon kigyō: honkon yunikuro wo 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 kigyo 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

- 02/2024 Online lectures on Japanese business culture for university students, including Banaras Hindu University, 2 hours, 100 participants, in collaboration with Fast Retailing, online.
- 12/2023 In-person lecture on Japanese business culture for university students at Diplomatic Academy of Vietnam, 40 participants, in collaboration with Fast Retailing.
- 02/2023, 04/2023 Online lectures on Japanese business culture for university students, including 10 Feb, 2023 (Banaras Hindu University, 4 hours, 100 participants), 18 Feb, 2023 (Foreign Trade University and Vietnam Japan University, 2 hours, 30 participants) and 21 April 2023 (Indraprastha Institute of Information Technology, 3 hours, 15 participants), in collaboration with Fast Retailing, online, in total 145 participants.
- 11/2022 Provided Japanese recordings for Learning DX from Downstream, modules entitled koudoukansatsu, 行動観察 [*Methods on Human Behaviour Observation*], 90 minutes of

- each module, Japanese government reskilling program for Northeastern SMEs in Japan, modules offered at Miyagi University.
- 7/2022 Provided an online training course on cross-cultural understanding, *Overseas online tour @ United Kingdom* 「海外オンラインツアー@イギリス」, 28 Jul 2022, International business training series, Tokyo Small and Medium Enterprise Management Consultant Association, Japan, 237 online participants.
- 03/2022 Provided English and Japanese recordings for cross-cultural training for global employees, trainings entitled 「文化の概要」 *Overview of a culture*, 「日本のビジネス文化」 *Japanese business culture*, 「日本人と働く：コミュニケーションとチームワーク」 *Working with Japanese: Communication and Teamwork*, 15 minutes of each training, Fast Retailing.
- 07/2020-07/2021 Trainer and consultant for a cross-cultural training for future managers and engineers on Japanese business culture, 14 July 2021, 16 June 2021, 21 January 2021, 18 November 2020, 17 July 2020, Fast Retailing, online, in total 125 participants (each section with around 25 participants).
- 09/2020 Gave a talk about cultural anthropology at video series of parkERs, Sekaiha gure-kara gurin he 「世界はグレーからグリーンへ」 [Worldwide Gray to Green], bunka jinruigaku no esunogurafa- to jinrui no ba to souzou nit suite kangaeru 文化人類学のエスノグラファーと、人類の「場」と「創造」について考える [Discuss the space and creation of human beings with cultural anthropologist], 23 Sep 2020.
- [YouTube
<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKewji-NCD1afIAhXE-qQKHT9eBYYQtwJ6BAgDEAI&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DwXaG2r-e2Jk&usg=AOvVaw1fvKyIXhWoo0tN2arqOL7w>], 726 views (3 Sep 2023)
- 07/2020 Gave a talk at a podcast session of Hataraki kata no tatsujin 21: bunk ani u emo shita mon ai! Shokuba no gaikojin to umakuyaru niha? 「働き方の達人」 21: 文化に上も下もない！職場の外国人と「うまくやる」には？ [Master of work 21: No hierarchy in culture! How to work well with international employees in the workplace?], 29 July 2020, at WorkStyleTech. [Podcast <https://motifyhr.jp/blog/podcast/21/>]
- 02/2020 Advised an upcoming community building project, 5 February 2020, Odakyu Electric Railway, Japan.
- 01/2020 Facilitated a cross-cultural training for future managers and engineers, 18 January 2010, Fast Retailing, Tokyo head office, Japan, 30 participants.
- 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 (23 participants), 14 July 2019 (22 participants) and 2 December 2018 (16 participants), University of Tsukuba, Japan, in total 61 participants.
- 04/2019 Gave a speech at TEDxOtemachi Live, *Naze AI jidai ni jinruigakuteki shikouhouwo motta jinzai ga hitsuyou 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 Miraiakan, Japan.
- [TED website: <https://www.ted.com/talks/ai>]
 [YouTube https://www.youtube.com/watch?v=tOGBJ5Fp_0I], 8.3K views (3 Sep 2023)

- 09/2018 Organized and chaired the event *Zadankai Bijinese x esunogurafi-* (座談会：ビジネス×エスノグラフィー)[Round-table discussion on Business and Ethnography], 30 September 2018, University of Tsukuba, Japan, 15 participants.
- 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, 50 participants.

Service to Profession

- 01/2022 - present Fellow at the China Centre at the Lancaster University
- 08/2021 - present Member of the Pentland Centre at the Lancaster University
- 04/2021 - present Blind reviewer for Faculty of 1000 Research
- 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