

About This Issue

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In particular, this issue includes five papers about supply chain management, a topic which the faculty of our MBA program is now studying using a budget granted by the Japanese Society for the Promotion of Science, which is sponsored by the Japanese Government. Since business globalization makes supply chains longer and more sophisticated, supply chain optimization needs to be the primary concern of business today. These papers represent a collaborative effort between the faculties of Josai University and several overseas institutions: Shanghai Jiao Tong University, Tsinghua University, the University of Hong Kong, and Georgia Southern University. We are very much obliged to the authors of the papers in this journal and their respective schools.

Performing innovative research and also educating our MBA students by involving them in research projects are the priorities of our program. In this way, our school motto, “the fruition of the human spirit through education,” is made a reality by our faculty members. This educational approach enables the graduates of our MBA program to be skillful management technologists possessing not only pragmatic vision but also human compassion.

Most significantly, we must remember the late Professor Yoshiaki Watanabe, who was the vice president of Josai University and contributed the greatest effort in starting our MBA program. He drew up the basic concepts of the program whose focus is business innovation. In addition, his dedicated teaching greatly encouraged our students to look toward the future as they pursue their careers. We would like to dedicate this issue to his memory. Moreover, the first paper of this issue is his last paper, titled “Marketing Philosophy Trends in the Twenty-first Century.” It was originally published in Japanese in October 2005, one month before his passing. It has now been translated into English with the hope that it can be read by people not only in Japan but also overseas. We pray for the repose of his soul.

Therefore, this issue serves as both a memorial and a vision of the future. We hope that it embraces the spirit of international cooperation between the universities involved.