

《Summary》

Construction of International Cooperative Industrial Structure
and Japan's Inward Investment Promotion Policies

By Shinnosuke YASUDA

Because of the strong yen and rapid economic growth throughout Asia, the level of manufacturing in Asian countries is rapidly catching up with that of Japan. Until recently, in order to avoid high land prices, Japanese companies had been moving from large cities to more rural areas throughout Japan. However, as the conditions for manufacturing have become more favorable in Asian countries, many Japanese companies are opting to move production overseas.

Japan is experiencing an increase in outward foreign investment and a subsequent hollowing-out of its own industries, and inward investment by foreign companies is not increasing to offset this. This paper will discuss Japan's inward investment promotion policies.

(Shinnosuke YASUDA, Department of Economics JOSAI University)

《Summary》

A Method of Making Bibliography by Computer

By Yasuo OHKI

This paper deals with how to make a catalogue of publications by using the personal computer. There are many kinds of software available to make it. It is considered that the best way for making the catalogue is to use the software of the data-base. I checked on the advantages and disadvantages of several software. I arrived at the conclusion that the most useful and effective way is to use the ASCII text file.

(Yasuo Ohki, Department of Economics JOSAI University)

《Summary》

History of the Theory on the Consumption (1)

By Akira FUKISHIMA

In this paper, I investigate the history of meaning of the word “Consumption” in the sense that it originated from “waste”. MO ZY in B.C.500 had the ethical doctrine that human nature is fundamentally good and insists that we must be frugal. On the other hand, SUN ZY permits positive meaning of “waste” which plays a role in making society more stable. Plato of Greece in B.C.400 believed that frugal living can make the ideal society be realized. Aristotle finds that “waste” renders society stable.

(Akira FUKISHIMA, Department of Economics JOSAI University)

《Summary》

Brand-driven Marketing: A Conceptual Framework

By Hiroshi TANAKA

This paper aims to delineate “brand-driven marketing” (BDM), a new concept in marketing management. Brand equity has been one of the most argued themes in marketing literature in the early 1990’s; however, few have attempted to challenge traditional marketing management concepts from the standpoint of brand. The author defines the roles of brand in marketing exchange as follows: The essential function of brand is in the preservation and development of technological and marketing innovation. Brand also functions to establish/fortify customer’s identity so that the customer-product relationship can last for a long time. Brand value should work as a basis for marketers to make strategic decisions. The BDM concept is proposed and the remaining issues are discussed.

(Hiroshi TANAKA, Department of Economics, JOSAI University)

《Summary》

Modernization in Timber Industry and
the Traditional Social Relations

By Narumi TSUKAMOTO

The purpose of this study is to clarify the business processes and worker's social organization of timber industry in Meiji-Taishyo era. As a part of the ongoing study since 1991 that examines the modern entrepreneurship and modernization of management in Japan, this paper presents a case of Akita-mokuzai Company and the president of this firm, Naomoto Isaka, and, in particular, its environments.

Modernization in Japanese firms has been taking place not only in the large enterprise in major industries but also in the small businesses in the traditional local industries. But the modernization of management in the local businesses was more difficult, because of their historical properties and their workers' organizations which were premodern.

In this study, we consider the modernization and capitalization process of the Japanese management in the timber industry that is both local and traditional. In particular, the paper focuses on the traditional business processes and the premodernity of workers' labor organizations and relations. To consider them is important because they form foundations of the social structures and the management processes of Japanese firms today.

(Narumi TSUKAMOTO, Department of Economics JYOUSAI University)