

# GSM Newsletter

vol.8 / Mar 2024

## GSM Topics

Students Testimonial

Award News

New Collaborative Research

New Faculty

International Business & Career Seminar

Women in Research



Graduate School of Management  
Kyoto University

**Delmar  
Zakaria  
FIRDAUS**



## What is the attractiveness of GSM?

What is the attractiveness of GSM? The well-known reputation of Kyoto University and the recognition as one of the top public universities in Japan accredited by EQUIS. GSM Kyoto University uses a customizable curriculum with practical problem-solving abilities based on students' needs and interests. Teaching materials and case studies are based on the international business school curriculum (Harvard Business School study case) and are not only relevant to the Japanese business ecosystem. Most GSM International MBA students are also experienced professionals and entrepreneurs who gain practical insight during their careers. We always have the opportunity to learn more from our brilliant classmates, not only from the provided teaching materials.

Aside from being an international-based business and management curriculum, GSM Kyoto University also enriches the teaching material with Japanese business and management context. This will bring a plus point for students that have an interest in working in Japan or for Japanese companies all around the world.

## Message for Applicants

MBA Program is like a 'treasure hunt', with each person holding a different map and final goals. We have to understand our own 'treasure map', what we need for our own career advancement. GSM Kyoto University provides the unique journey to learn the international Western-based business curriculum with a touch of Japanese ethics and culture, the intertwining of the West with the wisdom of the East.

But as the wise man says, the joy of the treasure hunt is not the treasure but the journey itself. One must enjoy the study journey in Kyoto, a lovable and beautiful old city with abundant Japanese cultural heritages.

# Students Testimonial

## What is the attractiveness of GSM?

It's definitely the connections with my fellow students that I value the most. Working alongside individuals with diverse experiences, ages, nationalities, and genders on various challenges has been an enriching experience. I find daily inspiration in the environment GSM provides, where we help each other, overcome strengths and weaknesses, and engage in meaningful discussions,

Although I'm only in the first semester, I can already sense the uniqueness of Kyoto University through its diverse group of professors. Another appealing aspect is the opportunity to take courses outside of GSM. This allows me to gain fresh perspectives and new stimuli by exploring subjects beyond business management.

## Message for Applicants

Age is irrelevant; it's about taking action when you're ready to learn. The teaching style at GSM is quite different from what I experienced during my undergraduate days, which can be challenging at times. However, the close interaction with professors and the opportunity for discussions outside of class provide a unique learning experience. While juggling a full-time job and daytime classes may require determination, the wonderful friendships formed along the way will become lasting treasures in your life. I encourage you to join GSM, meet fantastic professors and colleagues, and embark on this rewarding journey.

**Emi  
NADAI**



## What is the attractiveness of GSM?

I think there are two main categories that make GSM attractive: (1) the GSM program itself and, (2) it being part of Kyoto University.

The GSM program itself is enticing to me as it provides all the lessons I am interested in and more. A lot of classes use case studies within the curriculum and collaboration among students is highlighted. The diverse student portfolio adds additional value during the classes and especially during group work. The lecturers are very knowledgeable and there are many guest speakers invited throughout the semester. Many additional lectures and seminars are also offered in addition to the curriculum itself.

Knowing that the GSM program is offered at Kyoto University is also an attractive factor on its own because of its excellent reputation. I quickly learned that telling someone you go to KyoDai (the Japanese nickname for the university) will be met with large eyes, dropped jaws, and other acts of showing one is impressed. I can't lie – it feels good to be part of a program

## Message for Applicants

Kyoto is an amazing city with beautiful temples, restaurants, nature and the people. It is a privilege to be in this city on day to day basis. It truly is a place where the old meets the new. And although it is a modern city, the culture and tradition of the old capital can still be felt around every corner. Kansai region has also other amazing cities like Osaka, Nara and Kobe that are all about an hour's reach by train.

Kyoto University is a well-established, and respectable university with esteemed educators delivering quality education. The programs offered at GSM are exciting and the diverse international student profile further enriches them. Being part of this university and GSM program is something to be proud of.



Ozan  
OMULU



## GSM at a Glance

### Student Background



Many international students study together. There is a diverse learning environment.

### International Collaboration



### Students with Work Experience



Many of our students are experienced professionals, who are enrolling for career advancement or career change in the future.

### Female Students



\*Excluding Doctoral Student



# News

## Kyoto-Cornell Collaborative Degree students win the First and Second Places in Cornell Hospitality Hackathon 2023

In Cornell University's Hospitality Hackathon 2023, a hospitality business case competition held in October 2023, the teams participated by our students Kigen Mera, Ze Chen, and Anna Shimizu of the Kyoto-Cornell International Collaborative Degree Opportunity program won the first and second places.

Cornell Hospitality Hackathon 2023

(Theme: Delivering Exceptional Experiences for the Hotel Guest of the Future)

Winners:

First Place: Data Don(key)s (members: Kigen Mera, Ze Chen, and others)

Our team proposed the idea of upgrading the existing reservation platform for Hilton Hotels. The idea was to enable large group reservations, combined with a membership rewards program offering, to attract a new customer segment and expand the customer generation.

Second Place: Taking You AFAR (members: Anna Shimizu, and others)

We proposed a new function of the Hilton's existing app to create an interactive map of each property to assist users in freely exploring the property according to their individual interests. This is intended to provide customers with a higher quality guest experience.



**First Place team**  
(From the far right: Kigen Mera, Ze Chen)



**Second Place team**  
(Anna Shimizu in the second from the right)

## Prof. Chiaki Tanuma received the Order of the Rising Sun, Gold Rays with Neck Ribbon at the 2023 Spring Conferment of Decoration



Chiaki Tanuma, Adjunct Professor of the Integrated Hospitality (Green House) Endowed Chair at the Graduate School of Management, Kyoto University, received the Order of the Rising Sun, Gold Rays with Neck Ribbon at the 2023 Spring Conferment of Decoration in recognition of his outstanding contribution to the promotion of the food service industry and his longstanding efforts to contribute to society through food and hospitality.

Prof. Tanuma has also contributed to academia as a member of the Board of Trustees of Cornell University, his alma mater, since 2011. He has also made a wide range of social contributions, including scholarship support for the Nolan School of Hotel Administration, SC Johnson College of Business, and efforts to promote industry-academia collaboration through the establishment of an endowed chair at Kyoto University's Graduate School of Management.

The Order of the Rising Sun is awarded in the Japanese conferment to those who have made outstanding achievements in various fields of society, focusing on the content of their accomplishments.



## New Faculty



**Yosuke  
HAMASAKI**  
Associate Professor

**Resilience Studies  
Endowed Chair**

### Background before arriving

Since my debut book, "FUKUDA Tsuneari : The Shape of Thought" (Shinyosha), which was a book version of my dissertation, I have made my living by writing independently. During that time, I have served as a selection committee member for the "Subaru Critique Award" (Subaru, a literary magazine), published critique collections and writers' essays, edited an anthology of FUKUDA Tsuneari, written for the thought magazine "HYOGENSYA" as a serial writer, and served as an editorial board member for "HYOGENSYA Criterion". Next year, I will be writing a series of articles on modern conservative thought for the Shueisha website and Bungeishunju.

### Area of expertise, research

"What is your specialty?" I guess it is safe to answer "Modern Japanese Literature" or "Critical Theory" in form. However, as the works of KOBAYASHI Hideo, YASUDA Yojuro, FUKUDA Tsuneari, YOSHIMOTO Takaaki, ETO Jun, and KARATANI Kojin show, the work of critics in modern Japan is not limited to "literature" in the narrow sense of the term. It represents a truly trans-regional way of thinking that traverses the realms of literature, thought, psychology, history, politics, economics, science, and so on. And it has only one purpose: to increase the strength (resilience) of our "life" by considering the proper relationship between the individual and society. I hope you will understand that my writing, enlightenment, and educational activities that I perform on a daily basis are an extension of this research and practice.

### Others

From my student days to the present, I have always held a "book club" once a week, first with my teacher when I was a student, and then with other student after I became a teacher. Now, although I would like to continue that book club, I am not sure if I can continue it. When I think about it, I realize now that the club was my "home" and my "field". Today, I feel very keenly that one can never think alone.

## New Collaborative Research

### Resilience Studies Endowed Chair



#### Installation period:

October 1, 2023 ~ September 30, 2026

#### Donor:

Keiei Kagaku Publishing Inc.  
Direct Publishing Inc.

Companies are currently facing a variety of risks, including pandemics, geopolitical conflict, global recessions, and natural disasters, such as earthquakes, storms and floods. Therefore, in order for each company to continue its business, it is essential to strengthen the resilience of individual companies as well as of the societies and organizations including each company, that is, cities, regions, industries, local governments, and national government. The importance of ensuring the resilience has been emphasized in recent years, but the management that enables business continuity even under the occurrence of various risks, that is, "resilience management" has not effectively been undertaken.

This endowed chair promotes interdisciplinary research on the resilience management to address various crises, and develop social education and awareness activities based on the results of the research. Through the research and activities, we aim to develop corporate managers capable of conducting the resilience management, as well as human resources capable of creating business environments, social conditions, public opinion, and political and administrative systems, which contribute to resilient corporate management. Thus, in this chair, we will conduct the practical research in the humanities and social sciences on what people perceive as crises and how to respond to them, the basic and practical research on business continuity planning assuming various crises on global economy and natural disasters, and the comprehensive research on corporate management and community management that enhances resilience.

## What's for your lunch?

**Junya YANAGI**  
Assistant Professor



Hyakumanben, the area around Kyoto University, is always crowded at lunch time. It's natural, since students, faculty, and staff are all go to eat at the same time. Then, finally, I give up on the idea of going out to eat. And then, I just eat the Henri Charpentier financier I got as a souvenir, or a piece of Yamazaki's lunch pack left over from breakfast, or a banana I brought from home. But it would be no fun to show you pictures of such things, so I'd like to describe my lunch on a day when I have a little more time on my hands.

When I have lunch alone, I usually buy an 800-yen bento box from Omuraya near Hyakumanben and eat it in the lab with a cup of miso soup. I miss the service system whereby collecting 10 coupons would get you one lunch box, but given the recent inflation, it is no longer possible to get a bento for every 10 coupons. The bento comes with a variety of main dishes to main dishes to choose from, including fish and meat, as well as a small vinegared or boiled vegetable dish. The dashimaki tamago (rolled egg) and small pickled plums are also not to be missed.

Well, I've talked about lunch so far, but I care about when I eat something (I was going to write "philosophy of food", but it's

not that splendid) is to feel two incompatible states: "Being ethical" and "Not pretending that my own desires were not there (Do not deceive myself)". To give a specific example, when I eat eel, shrimp, beef, etc, I eat them with the greatest of hearts. Although I love all of them, I cannot eat them without thinking about the impact on the ecosystem and the burden on the global environment. Eel aquaculture remains difficult, shrimp farming continues to destroy mangroves, and the carbon footprint required to raise beef is far greater than that of pork or chicken. There are many terms for food-related positions and identities, such as vegetarian and vegan, but I've been thinking lately that I may be somewhere on the edge of the flexitarian spectrum.

Although I am conscious of the fact that I am damaging the earth, and I am tormented by a sense of guilt, I still find myself wishing I could eat such "ethical luxuries" at least once a year. And while thinking about the various destructive influences, cursing our own desires and human folly, I bite into the "Ah, Oishii (delicious)".



## International Business & Career Seminar



**Yuko HIRAOKA**



**Shigeru IWATA**

On October 25, GSM Alumni networking WG hosted an international career seminar for international students and students considering employment in English.

Ms. Yuko HIRAOKA, Human Resources Manager, and Ms. Ayako KAWATO, Talent Acquisition Manager, Intercontinental Osaka, a hotel of the international luxurious hotel chain, visited us and provided great presentation about their business and career to our international students. 14 participants from various countries including India, Turkey, China, Japan, Vietnam, and Malaysia had questions and discussion after the presentation.

And On December 4, GSM hosted an international business and career seminar for international students. Mr. Shigeru IWATA from PwC Advisory LLC visited us and provided detailed presentation about their businesses and career paths to the students. Twenty-one participants from various countries including Australia, China, France, Malaysia, Myanmar, Philippines, South Korea, and the United States, participated the session. This seminar was partially supported by the grant from Mr. M. Terayama for the supports of international GSM students. At both seminars, Many students were very enthusiastic and active in asking many questions after the presentation.

# Women in Research

YANG, I-Chieh Michelle, Senior Lecturer

## My background in research

My research journey started in 2015 when I pursued my Honors Degree at Monash University. I was particularly interested in reproductive tourism, where individuals or couples travel to another country for fertility care, and I sought to understand the institutional circumstances that precipitate such travel. My first journal article on this subject was published in 2019 on Current Issues in Tourism. Since then, my research focus has expanded to include broader topics, specifically consumer culture. My work on Japanese reproductive tourism was a cornerstone of my subsequent projects. I became interested in understanding how consumption and culture become constitutive forces in a given society.

More specifically, I was born in Taiwan and raised in Singapore – my background and life experience play crucial roles in shaping my worldview and identity as a researcher. From a young age, I was keenly aware of how my social environment shapes my 'hybrid' identity. I began pondering what it means to be a Taiwanese in this world whenever I travel to a new city. This motivated me to understand more about how national identities are formed and how consumption shapes how we connect with our nations – which led me to study how travel experiences influence our identification with our nation during my doctoral candidature. Through my works, I have learned that consumption is more than demand and supply or needs and wants, as it is shaped by unique historical and political trajectories, sustained by the market, and influenced by different ideologies. After receiving my Ph.D. from Monash University, I became involved in various projects related to consumer culture. Some of my recent works include how the body influences our agency and experience as travelers and how traditional consumptions are contested in modern societies.

## Work-life balance, Message to female students

Achieving work-life balance is a key conundrum of modern life, but the two aspects need not be separated. I take pride in infusing both aspects into my personal life, as true passions cannot be tuned out easily. My research interests reflect my personal life, and my personal life shapes my research worldview. It can sometimes be difficult for female students to navigate work and life or "balance" them, especially when we are often empowered to achieve many things yet discouraged from being too involved in work. My message to female students is to take pride in what you do and see vulnerability as a strength. It is okay to feel defeated sometimes because those moments can fuel us to press on. I have lost count of the times that I doubt myself and experience mental breakdowns – but in retrospect, those moments of vulnerability have been instrumental in recalibrating myself.



## E-book Recommendation

By Graduate School of Economics and Faculty of Economics Library

Our library offers a selection of e-books selected based on faculty recommendations. You can check out a part of our lineup from the QR code below. These are available to all students, faculty, and staff.



## Sample of the line up

## How to read



Publisher introduction



E-book(KU only)



Publisher introduction



E-book(KU only)





## **GSM Newsletter vol.8**

Mar 2024

The Graduate School of Management, Kyoto University

Yoshida-honmachi, Sakyo-ku, Kyoto 606-8501

URL : <https://www.gsm.kyoto-u.ac.jp/en>

