

# GSM Newsletter

vol.4 / August 2022

## Topics

2022 EFMD Annual Conference, Prague, Czech Republic

Foreign faculty members

International MBA Programs / Double Degree Opportunities

Students Testimonials / Alumni Testimonials

GSM at a glance 2022

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## International Accreditation

### 2022 EFMD Annual Conference 8-10 June, 2022 Prague, Czech Republic

Professor Norio Sawabe and Associate Professor Keiji Murakami attended the 2022 EFMD\* Annual Conference (June 8-10, Venue: Prague) hosted by the international accreditation body EFMD. EFMD and EFMD members such as EQUIS\*\* accredited schools participated in the conference. We discussed future research and educational development and organizational management of international higher education institutions, and deepened exchanges with EFMD and international business schools.

\*EFMD (European Foundation for Management Development) is a non-profit international accreditation organization dedicated to management development for higher education institutions related to business administration (business schools, etc.). It was founded in 1972 and has 972 universities worldwide as members.

\*\*EQUIS (EFMD Quality Improvement System) is an international accreditation standard for the quality improvement system operated by EFMD. It is one of the three major international accreditation standards (EQUIS, AACSB, AMBA).



EFMD President / Prof. Eric Cornuel (center)  
Professor Norio Sawabe (left)  
Associate Professor Keiji Murakami (right)



A scene from the EFMD Annual Conference

## Foreign faculty members

Four foreign faculty members from various backgrounds conduct research and education at GSM.



### Asli M. Colpan

Research Fields:  
Strategic Management  
Corporate Governance  
International Business

Message:

For modern businesses to succeed, it is important to take into consideration the unique characteristics of countries and have a balanced view of the global economy. I hope to help students develop such perspectives through my lectures.



### William Baber

Research Fields:  
Business Negotiation  
Cross Cultural Management

Message:

Course emphasis is on communication in the context of international business and cross cultural reality of the English speaking business world. Students analyze real world materials. Students continuously learn and practice key skills that they will need in the real world.



### Spring H. Han

Research Fields:  
Service Marketing  
Hospitality Management

Message:

For the past several decades, growth in the service sector has far exceeded growth of expenditures on tangible goods. Service marketing is based on the value of customers' experiences and processes which are intangible. The success of service marketing lies in understanding continues changing consumers demands and defining a service concept that exceeds their expectations.



### Ting LIU

Research Fields:  
Human Resource Management  
Organizational Behavior

Message:

With the development of globalization, "bridge individuals" with multicultural and multilingual skills are playing a significant role in international business. As "bridge individuals", we will encourage and challenge each other with great curiosity and ambition.

# International MBA Programs

Two International Programs are established to provide the education in English. We hope to respond to the expectations of motivated students from various countries through the meticulous, yet demanding educational system.

## International Business Administration Program (i-BA Program)

The International Business Administration Program is a course of study that leads to a general management degree while helping you develop your vision and the skills to achieve it. Students get the business knowledge and specialized skills to expand career choices.

This program provides wide area of expertise such as business leadership, service & hospitality management, finance and accounting.



### Student Testimonials

#### Aytuna Barkcin

i-BA Program  
M2 2021-

#### What is the attractiveness of GSM ?

The way in which GSM's classes are conducted is very special, with most courses being highly interactive and built on class discussions. This kind of teaching-method allows students from all different types of backgrounds to express their perspectives and views and makes for a fruitful learning environment.

In addition to this, many of GSM's courses include group projects,

which fits with real-life scenarios in many companies and enables students to prepare for their future careers. Compared to many other universities in which classes mainly consist of students simply listening, I believe that this type of learning environment that GSM provides is much more fitting to an MBA program and is more engaging for all students.

#### The Visions of Your Future

After graduating from GSM, I would like to apply the academic knowledge I have acquired into my career and gain some expertise in the working environment in Japan. I am particularly interested in the fields of logistics, e-commerce and marketing, and hope to attain industry experience within these fields in detail. My ultimate goal for the future would be to carry what I have learnt to my home country, Turkey, and help bridge local companies in their future globalization strategies and assist them in their smooth transition to new markets.

## International Project Management Program (i-PM Program)

The International Project Management Program offers a comprehensive and thorough program that focuses on the projects of temporal cooperation between organizations (business teams) established in order to achieve a certain goal in projects such as large-scale international projects, development of new technologies, and development of information systems.

This international program aims at cultivating global-minded project managers with diverse management capabilities.



### Student Testimonials

#### Aya Samy Ibrahim Abdelfatah

i-PM Program  
M1 2022-

#### What is the attractiveness of GSM ?

i-PM program under GSM International MBA is the only program that designs workshops and projects on the area of "Digital Transformation and Innovation" which is the core subject of my research. This is perfectly aligned with my career and the type of industry I have been involved in for years. For example, the work of Professor William Baber offers a realistic study about what actually happens in the business world and how to pragmatically drive

corporations towards digital growth. In addition, subjects like Strategic Management, Cross Culture, Negotiation and Human Resource Management are usually taught under the "International Business Track" not "Project Management Track" in some universities. However, in case of the International MBA Program at Kyoto GSM, students have the freedom to study them under i-PM program. Thus, the International Project Management Program of Kyoto GSM is ideal for me.

#### The Visions of Your Future

After pursuing the master's degree, I will be able to achieve my dream career which is becoming a consultant for different sized organizations to guide them through their DX process. I wish to apply BMI (Business Model Innovation) and witness companies changing their business model to a better one. Having a consultancy start-up of my own for project management is my goal that I hope to fulfil by completing the i-PM program at Kyoto GSM.

# International Double Degree Opportunities

## Kyoto-Cornell International Collaborative Degree Opportunity (KC-CDO)

Kyoto-Cornell International Collaborative Degree Opportunity is a two-year program made possible by a collaboration of the Graduate School of Management at Kyoto University and The Nolan School of Hotel Administration, SC Johnson College of Business at Cornell University. This program offers an educational curriculum in management and hospitality for nurturing highly advanced global professionals. Our faculty members are distinguished researchers from diverse fields such as leadership, hospitality, marketing, AI and IT management, together with experts who are active on the front lines of business and industry.

Upon completion of the program, students will be conferred an MBA from Kyoto University, and an MMH from Cornell University. By obtaining both degrees, graduates will earn credentials as highly skilled professionals who have hospitality mind to lead various industries.

You can take advantage of this unique international collaborative program. We seek ambitious talents from diverse backgrounds. If you are looking for the place to learn both theories of business administration and their applications in hospitality and service management, this is the program for you.

### Features

- Earn two degrees in two years (four semesters)
- Utilize the career management resources of two leading business schools
- Become a member of two great alumni networks
- Study at two leading universities in two great cities: Kyoto, Japan, and Ithaca, New York, U.S.A.



Cornell University

## Double Degree in Three Years

After studying for a year and a half at Kyoto University, selected students join the program at [National Taiwan University \(Global MBA Program or Accounting Program\)](#) or [University of Hamburg \(Hamburg Business School\)](#). Upon completion, students earn two Master's degrees.

### National Taiwan University

Being the top business school in Taiwan, NTU College of Management has been highly recognized internationally as well. At the NTU's vast campus, not only domestic students but also international students gather from all over the world, which enables you to study in an international environment while staying in Asia. Moreover, there will be many opportunities to connect with well-known companies, both domestic and foreign-affiliated – the best environment to learn global business based in Asia awaits you. By studying in the two universities, you will be able to learn from different perspectives and establish an international network. This program offers you a chance to broaden your career possibilities.



National Taiwan University

### University of Hamburg (Hamburg Business School)

Hamburg Business School has developed study fields that are not yet available at Kyoto University, such as healthcare management, while Kyoto offers the courses that are not offered at Hamburg, including integrated hospitality, tourism, and project management. The program would be a great opportunity to broaden your research interest and relativize the knowledge of management that you learned at your university.

Furthermore, collaborating with people from different backgrounds in the two countries would let you build a wider network and experience Asian and European environments to get ready to be a real global leader.



University of Hamburg



## Student Testimonials

### Thanapong Kongsen

Kyoto-Cornell International Collaborative Degree Opportunity (KC- CDO)  
M2 2021-

#### What is the attractiveness of GSM ?

GSM offers various programs in English from i-BA, i-PM, and Kyoto-Cornell International Collaborative Degree Opportunity which is focusing on creating leaders in hospitality industry. Moreover, the location of GSM is centrally located in such a magical city like Kyoto. For someone who plan to develop a Ryokan hotel and Hot Spring business, Kyoto offers me a great opportunity to do various site visits, get an inspiration from the best properties in the world, and exchange ideas with local entrepreneurs in hospitality industry.

#### The Visions of Your Future

My ultimate future goal is to go back to my home country 'Thailand' after graduation and create a hospitality group that will manage various hotel brands, restaurants, and service products within the scope of hospitality industry. A success story of Japan tourism to promote its local identities in different regions and attract millions of travelers to visit the country has become such a great inspiration for me as an entrepreneur and I would want to make this success story happens in my home country in the near future.



## Alumni Testimonials

### Noriyoshi OKADA

Project Operations Management Program  
Double Degree Program National Taiwan University  
Class of 2021

#### What Impressed You About GSM ?

With a desire to deal with the latest topics and conduct research on topics related to work, WS has set a research theme of "Corporate Initiatives for CO2 Emission Reduction and Corporate Values." Focusing on the initiatives for CO2 emission reduction, which are an important factor in corporate environmental performance, we empirically examined the impact of the corporate initiatives for CO2 emission reduction on corporate values. With the generous guidance of Professor Ejiri, who is my supervisor at WS, I was able to win the Excellence Award at the final presentation. Another thing that remains in my impression was my participating in a double degree program with National Taiwan University. At National Taiwan University, there is a GMBA program in English and an accounting program in Chinese, so I chose the accounting program. As the only foreign student among the local Taiwanese students, I completed the accounting program in Chinese and was able to obtain degrees from Kyoto University and National Taiwan University.

#### Message for Prospective Students

In a world where the value of Japanese MBAs is being debated, attention is focused on how Japanese MBA holders will contribute to society. Currently, that evaluation has not necessarily been established yet. Therefore, I think the role you will play as a GSM graduate is very important. Also to open up your future pathways after graduation, I would like you to learn at GSM deeply, richly, and inspiringly. Find something that is unique to you and that is different from others and focus on it. We are often asked if learning at GSM is worth it. To answer this question, I think it's up to you to decide if it's worth it, and how you spend your time at GSM get important here. I would like you to enrol with the enthusiasm of becoming a role model as an MBA holder from Kyoto University.

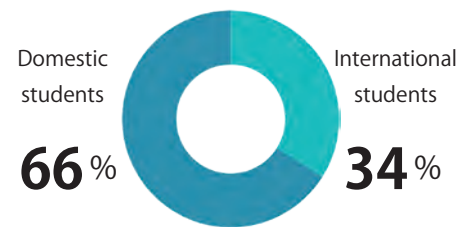
## GSM at a glance 2022

### International Partners



We are working closely with international universities and partner organizations through student exchange agreements and academic exchange agreements.

### Student Background



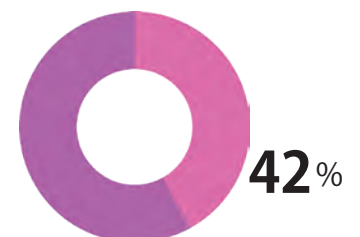
Many international students study together. There is a diverse learning environment.

### 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



Many female students from various backgrounds study together.

# News Best Teacher Award 2021

The Graduate School of Management established the Best Teacher Award since 2009 in order to confer an honor on the faculty member who provided the highest quality course in the year. Similarly, two winners are selected for the Best Teacher Award among from the part-time teachers apart from the above.



left: Professor Asli M. Colpan (Best Teacher Award Winner)  
right: Prof. Sawabe (Dean, Graduate School of Management)

Professor Asli M. Colpan and Professor Takashi Mitachi are awarded the 13th Best Teacher Award. Besides, Part-time Lecturer Takehiro Matsumoto and Part-time Lecturer Hideki Kakinuma are also awarded the Best Teacher Award.



left: Professor Takashi Mitachi (Best Teacher Award Winner)

## Successive Best Teacher Award Winner

- AY 2009 / Assoc. Prof. Takashi Hikino, Assoc. Prof. Asli M Colpan
- AY 2010 / Assoc. Prof. William Baber, Assoc. Prof. Seiji Nozawa
- AY 2011 / Prof. Yasuo Sugiyama, Prof. Katsuji Ishihara
- AY 2012 / Assoc. Prof. Takashi Hikino, Assoc. Prof. Yoshiaki Kubota
- AY 2013 / Assoc. Prof. William Baber, Assoc. Prof. Yoshikazu Maegawa
- AY 2014 / Prof. Chihiro Suematsu, Prof. Yasuyuki Kato
- AY 2015 / Prof. Yasuo Sugiyama, Prof. Makoto Usui
- AY 2016 / Prof. Nobuyuki Isagawa, Assoc. Prof. Yutaka Yamauchi
- AY 2017 / Visiting Prof. Ant Bozkaya, Assoc. Prof. Yoshikazu Maegawa
- AY 2018 / Prof. Yasunaga Wakabayashi, Assoc. Prof. William Baber
- AY 2019 / Prof. Gautam Ray, Prof. Yasuo Sugiyama,  
Adjunct Prof. Shigeru Matsumoto, Visiting Lecturer Michele Griessmair
- AY 2020 / Prof. Naoki Wakabayashi, Prof. Tadao Kikuchi,  
Adjunct Prof. Makoto Usui, Part-time Lecturer Katsuhiko Sato



left: Part-time Lecturer Takehiro Matsumoto (Best Teacher Award Winner)



Part-time Lecturer Hideki Kakinuma  
(Best Teacher Award Winner)

## An interview with Associate Professor Spring H. Han on her open access book



Associate Professor Spring H. Han's book "The Future of Service Post-COVID-19 Pandemic, Volume 1" (co-edited by Professor Jungwoo Lee), published abroad in 2021, has been made open access. An interview with Prof. Han was published in "Life as a Scholar : Kyoto University and Beyond" . The open access book has been downloaded more than 17,000 times as of now.

"Life as a Scholar : Kyoto University and Beyond" Interview article

<https://ecr.research.kyoto-u.ac.jp/en/cat-c/c2/1586/>

Open access site

<https://link.springer.com/book/10.1007/978-981-33-4126-5>



## Senior Lecturer Satoshi Shimada received the “Honorable Mention” Award at the QUIS17 conference

The paper by Senior Lecturer Satoshi Shimada, titled “Designing Customer Encounter from the Perspective of Resource Utilization” received the “Honorable Mention” Award at QUIS17 conference (The International Research Symposium on Service Excellence in Management). The conference was held at Polytechnic University of Valencia (UPV), Valencia, Spain from January 12 to 15, 2022. The award certificate was presented at the award ceremony on January 14.



## Professor Masato Yodo received the Best Research Report Award at the 2nd Annual Conference of the Japan Association of Social Relations

A research report by GSM Professor Masato Yodo and Specially-appointed Assistant Professor Atsuhiko Uchida (Otemon Gakuin University from April 2022) titled “An Attempt to Evaluate the Monetary Value of Social Support Using the Life Satisfaction Approach” received the Best Research Report Award at the 2nd Annual Conference of the Japan Association of Social Relations. The award ceremony was held on March 20, 2022 via online, and Professor Masato Yodo gave an award winner speech.

(right: Professor Masato Yodo, left: Specially-appointed Assistant Professor Atsuhiko Uchida)



## Professor Jin-ichiro Yamada received the Best Paper Award at Forum for Entrepreneurial Studies

The paper by Professor Jin-ichiro Yamada, titled “Pivot of bio venture firms: The current situations and its determinants” received the Best Paper Award at 16th Annual Conference of Forum for Entrepreneurial Studies. The conference was held at Osaka Sangyo Souzou Kaikan, Osaka, Japan from July 9 to 10, 2022. The award certificate was presented at the award ceremony on July 9 via online.



## Distinguished Professor Kiyoshi Kobayashi received the 2021 JSCE Achievement Award

Distinguished Professor Kiyoshi Kobayashi received the 2021 JSCE Achievement Award on June 10, 2022. The award was established in 1920 by the Japan Society of Civil Engineers (JSCE) and is given for outstanding achievements in the advancement of civil engineering, the development of civil engineering projects, and the advancement of JSCE.



## Dr. Tomoaki Ichimori and Professor Tadashi Yamada received the “Global Business Journal Award” from the Society of Global Business

The paper titled “Investigating the compatibility between social issue solving and work motivation improvement for regional companies with the focus on community orientation and eco-commuting” co-authored by Dr. Tomoaki Ichimori (Ph.D. in Management Science from GSM), Professor Tadashi Yamada and Mr. Tomoki Nishigaki (Graduate School of Engineering, Kyoto University) received the 2nd Global Business Journal Award from the Society of Global Business. The certificate of commendation and the prize were presented to Dr. Ichimori at the award ceremony on July 23, 2022 via online.



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