

# AGST Newsletter

Spring/Summer 2018



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## International Business and Nation States

by **Prof. Ben Wubs**  
Erasmus University  
Rotterdam



**D**uring the seven lectures, Prof. Wubs used chronological and comparative approach to present the dynamic roles that multinational firms and states play in the process of globalization.

First, Prof. Wubs made a brief introduction on MNEs and FDI. MNEs are considered to be a countermeasure in face with the unreliable international market, while FDI is the main measurement of multinational activities.

Second, the main internationalization process was divided into five periods: “First Industrial Revolution (1800-1870)”, “Modern Imperialism (1870-1914)”, “Crisis and Rebirth (1914-1945)”, “New Global Economy (1945-1990)”, and “Last twenty-five years (1991-now)” as epilogue. In each stages, some typical events were selected to depict the time feature. With such a clear thread, students could lucidly understand the characteristics of world business and developing trends in different historical contexts. Prof. Wubs implied that new types of monopolies and advocation can be originated by firms and nations in order to meet with the national demand of FDI, which also infers its counterforce on shaping world pattern.

Through taking this course, students were able to be equipped with a long-term perspective on the development of international business and the interactive relationships among nations. Also, Prof. Wubs included abundant historical events of Netherlands, which was fresh and interesting for attendants who are not familiar with this country.

In the end, some of the students had opportunities to show their current researches in the class, receiving valuable comments from Prof. Wubs and classmates.



**A**s a Business historian, Prof. Peter Miskell intended to give students an in-depth look of this discipline itself in both theoretical and practical ways, as well as illustrate the basic quality that a Business Historian should have.

Six sessions were given in three days. On the first day, class discussed from theoretical perspective, starting from the deep comprehension of “History”, then transited to “Business History”, telling the similarities and differences between these two fields, and made a compact overview of the evolution of the latter discipline.

On the second day, Prof. Miskell stood on the crossing point of history and other social science subjects, setting forth the attitude that researchers should have and possible choices when facing with confusion.

On the last day, some practical guidance was given in detail. Prof. Miskell elaborated the development status of Business History in the world nowadays from various dimensions, including the differences among countries and languages, the information of related journals, etc. These detailed and accurate information is highly beneficial for students who aspire to step into this field.

In the end, students were required to present their own understanding and comprehension on this discipline with free forms. Rather than only conducting lectures, this course was more like a two-way discussion. Prof. Miskell were willing to hear different voices from students and answer their questions. All of the students enjoyed the relaxed class atmosphere and enlightening course contents.

## Historical Approaches to Business and Economics A

by **Prof. Peter Miskell**  
University of Reading



Yameng Zhao

Master's course student, Graduate School of Economics

## Report from GSE

**I**n January 2018, the Graduate School of Economics organized an English brush-up course for its graduate students. Its primary objective was to help students improve their presentation skills. Eleven students, from Japan, China, Indonesia, and the United States, participated in the course. Divided into two groups, the students practiced their presentations in small groups.

The course covered various aspects of making a presentation, such as how to maintain an appropriate posture, how to keep presentation slides simple, and how to organize their ideas. Participants learned these techniques by actually giving a short presentation. After receiving feedback from peers and an instructor, they presented their research in a mock conference setting. Progress was notable—compared to their initial presentation, all participants looked more comfortable presenting their ideas to an audience and were able to communicate their message more clearly. Students are expected to present their work at an international conference in order to improve their research and help advance their future career.



HeKKSaGOn Spring School  
2018 in Kyoto  
**Integrating Transcultural  
Studies in HeKKSaGOn**  
(2018/04/16-21)

As part of their ongoing cooperation in education and research, the two HeKKSaGOn partners Kyoto and Heidelberg University deepened their collaboration by establishing a new joint degree master programme in Transcultural Studies. The first cohort of students have enrolled in the programme in April 2018. In conjunction with the establishment of this new major, the Graduate School of Letters of Kyoto University invited twenty two students from the six HeKKSaGOn institutions to participate in a spring school for advanced MA students and doctoral candidates. The spring school seeks offers students the opportunity to engage the perspective of transculturality by studying with experts who have established this field of inquiry.

The spring school took place from April 16 to 21, and invited up to nine scholars from each HeKKSaGOn university to participate in theoretical lectures, methodological workshops, and applied fieldwork within one of the three following research foci:

**Knowledge, Belief and Religion (KBR):** This focus investigates the dynamic histories, circulations and practices of knowledge, beliefs and religion. It highlights relations between, and entanglements of, political and ideological, social and cultural, linguistic, and artistic aspects. Of particular interest are disciplines such as philosophy, history and art history, religious studies and philology, and anthropology. This focus emphasises the engagement with a variety of resources and sources, from archival, to textual to visual and material matter.

**Society, Economy and Governance (SEG):** This focus explores complex histories of globalisation and transregional connectivities. Key themes here are the social, political, and cultural dimensions of market dynamics and networks, the shaping and governance of social systems (e.g., civil society), consumer cultures, transregional migration, demographic change, global governance, and urbanisation processes.

**Visual, Media and Material Culture (VMC):** This focus deals with the production, proliferation, and reception of images and objects as well as their collection, display, and reconfiguration with a view to the human agency involved. Transculturality also addresses the enmeshing of visual technologies, institutional practices, placemaking, and im/mobility in ways that cut across bipolar asymmetries. Interdisciplinary conversations and research-based projects help reach into literary, linguistic, musical, performative or ritual dimensions of creative cultures.

Wako Asato  
Associate Professor  
Graduate School of Letters



**Report from GSL**

The Graduate School of Letters organized CATS (Courses on Asian and Transcultural Studies) Teaching Staff Workshop on March 30, 2018. The Joint Degree Master Program in Transcultural Studies (JDTS) have seen its first students in this academic year and the CATS are now offered as a Top Global Course certificate program.



At the workshop, Dr. Björn-Ole Kamm who is the coordinator of the JDTS program introduced about “Transcultural Studies” and its “Three Study Foci”, and then teaching staff involved in CATS and the JDTS clarified structural, educational and practical aspects of the two programs and discussed the upcoming academic year.



## Advanced International Agribusiness: Creating Competitive Advantage

by **Dr. James Lockhart & Dr. Wayne Macpherson**

**Massey Business School, Massey University in New Zealand**

From February 2nd through the 7th 2018, a 4 day intensive seminar was taught by Dr. James Lockhart and Dr. Wayne Macpherson from the Massey Business School at Massey University in New Zealand. The course entitled “Advanced International Agribusiness: Creating Competitive Advantage” was organized as part of the Japan Gateway: Kyoto University Top Global Program through the Division of Natural Resource Economics at the Graduate School of Agriculture (GSA). This special course, designed to be worth 1 credit, comprised of 6 sessions with field trips to the Kyoto Central Wholesale Market and a special tour of Kyoto Co-op in Shimogamo.

Dr. Lockhart and Dr. Macpherson co-taught a very insightful and discussion filled course investigating the value systems within the agri-food sector focusing on examples within the New Zealand, United States, and Japan context. Throughout the course, Dr. Lockhart and Dr. Macpherson opened up questions around who within the

agri-food value system holds bargaining power and where value and wealth was added or lost along the commodity chain. One of the key questions we pondered over throughout the course was: How do we make the pie bigger for the farmer? How can we build more wealth and capture more value for the farmer when most of the bargaining power lies with the consumer and other actors within the value system?

Using the Z-form value systems model, the course identified where value was created and destroyed from the farmer to the consumer. We looked at various examples of appellation on how value of agri-food products could be created through regionalization and branding (i.e. Champagne or Manuka honey). We were fortunate to attend two field trips. Our first field trip was to Kyoto Central Wholesale Market to observe the auctioning that takes place every morning for fruits and vegetables coming in from different prefectures and countries. We also had a special visit and tour of Kyoto Coop, a consumer cooperative grocery store in Shimogamo. These two field trips allowed for us to deepen our understanding of how time, distance, processing facilities, distribution centers, and shelf life impact the value of the product and where wealth is created and destroyed as it travels from the producer all the way to the consumer. By observing the store operations and asking questions to the managers of Kyoto Coop, we deepened our analysis around consumer behavior and consumer lifestyles of those in Japan, New Zealand, and the United States. We drew connections between consumer behavior within different contexts and the value system to formulate ideas and opinions on how the food system could be designed to build more wealth for the farmer and producer. The course concluded with each student reflecting on their own respective countries to write a paper on a consumer market of our choice and identify where competitive advantage was created or destroyed. Dr. Lockhart and Dr. Macpherson’s course opened up the opportunity to think more critically about solutions to issues surrounding the current global food system and commodity chains as consumers in developed countries are shifting their decisions beyond taste, price, and convenience to also include health and wellness, safety, social impact, and experience.

Chika Kondo  
Masters Student  
Graduate School of Agriculture



## Report from GSA

In addition to the lecture course featured above, another international collaborative course was held at the Division of Natural Resource Economics in the GSA during the fall/winter semester of the academic year 2017-2018. The course, held from February 28th to March 2nd, 2018, was taught by Prof. Etienne Montaigne from Montpellier SupAgro, France.

The three-day course, entitled “Wine Economics and Market Chain,” was designed to provide students with a basic understanding of the history of the European and French wine sector with a particular focus on tracing how the region’s wine market laws and regulations have evolved in response to changing social and economic circumstances and to introduce them to some analytical tools, such as the “filiere” analysis or market chain analysis, that have been developed in the tradition of the French agro-food and rural economics.



## Interview with AGST Project Professors

### Dr. Joost Jongerden

Assistant Professor, Wageningen university  
The Netherlands

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**Kyoto University and Wageningen University's graduate students come together for a two-day workshop to discuss international rural development issues**  
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Students and faculty members from Kyoto University and Wageningen University (in the Netherlands) met at the fourth annual International Graduate Workshop on Food, Farm and Rural Development that allowed Master and Doctoral students to present their research, solicit feedback and exchange ideas.

Many of the presentations touched on the theme related to “the reconstruction and rediscovery of the rural”, stated Professor Bettina Bock, from the Rural Sociology Group of Wageningen University, during her closing remarks. For Professor Bock, it was encouraging to see students engage in this area and to be aware of the “continuum between the rural and urban”, as this is something that many industrialized countries have forgotten and need to become more familiar with.

Professor Bock and other professors working on food and agricultural issues also attended the workshop and, through sharing their experiences and insights, they imparted wisdom and advice on how students could improve their research.

After the workshop, Professor Joost Jongerden, one of the workshop's main organizers who is also a member from the Rural Sociology Group and the Center for Space, Place and Society at Wageningen University, took the time to share his thoughts about the workshop and describe Wageningen University's collaboration with Kyoto University. As a Project professor of the Asian Platform for Global Sustainability and Transcultural Studies at Kyoto University, he has been working extensively to create opportunities for collaboration between the two universities.

**Q1: This is the fourth annual workshop organized by Kyoto University and Wageningen University. What do you think of this year's workshop?**

**Professor Jongerden:** I think the overall objective was achieved, which is to promote exchange between students and faculty, and to encourage graduate students to further develop their research. For making this exchange possible, I would like to thank those from Kyoto University (both the Graduate School of Economics and the Asian Platform for Global Sustainability & Transcultural Studies).

Over the last two days, I was pleased to see many high-quality presentations and to witness some interesting and constructive discussions that followed them. I think we must keep in mind the challenging task that these students face, which is to work with complex theoretical frameworks in order to explain various issues and phenomena. During the workshop, it was clear that these students are managing to do that very well and should be commended on their efforts.

**Q2: What did you find the most interesting or inspiring during the workshop?**

**Professor Jongerden:** It was interesting to see how almost all the presentations communicated a very strong common and shared interest in revaluing the countryside, which was noted by Professor Bettina Bock. I also found it inspiring to see students enthusiastically and constructively engage with others' research and try to grapple with various perspectives in a rigorous way.

**Q3: How do you think the workshop can be better?**

**Professor Jongerden:** There were a couple of new things introduced during this workshop that I think might be worth continuing. For example, I liked Professor Dirk Roep's suggestion about asking the presenter to explain to the audience what they would like feedback on. I think this proved to be more beneficial for the presenter, compared to the more common, haphazard approach where the audience tends to have more sway over what aspects of the research and/or presentation are discussed during the Q&A. I think that by putting the onus on the presenter to formulate the questions or problems, increases the chances of a more purposeful discussion in way that allows the presenters to collect tangible ideas for improving their research. So perhaps we should consider including this practice for next time.

Another point related to the Q&A... I think we should look at having shorter, more focused presentations to ensure that Q&A sessions are not cut short. I noticed on a couple occasions that once there was a nice momentum going during the Q&A and key issues were discussed, time was up. So, this is another potential area that needs to be looked at when preparing the schedule.

**Q4: Could you explain the nature of collaboration between Wageningen University and Kyoto University?**

**Professor Jongerden:** Our collaboration goes back about 15 years ago, which has mainly comprised of exchanges between faculty members. Then, after a few years, our collaboration intensified and was eventually formalized. For the past 10 years, our activities have spanned many fields of study with a focus on promoting exchange and education through workshops like this one, as well as conferences, seminars and student exchange programs. To advance collaboration, one idea is work more together on research. Hopefully we will see this come to fruition over the near future.



Tsilavo Ralandison  
Senior lecturer  
AGST, CPIER

(Interviewed on 11<sup>th</sup> May 2018  
at Kyoto University)

### Top Global Course

The AGST Top Global Course is a certificate programme which is provided by AGST and it aims to equip students with the skills and knowledge necessary to contribute to sustainability by allowing them to explore key concepts, issues and potential solutions from various perspectives and to do so in an academic and real-world setting.

Top Global Course students are given a variety of opportunities such as taking intensive courses taught by visiting scholars and subject matter experts as well as other courses taught in English across the AGST member graduate schools. Students are also encouraged and supported to conduct research under international co-supervision at a partner university.

We put specific period for application as follows;

**July & August for the students who enrolled last April**  
**January & February for the students who enrolled last October**

To learn more about the Top Global Course and the submission process, please visit:

<http://agst.jgp.kyoto-u.ac.jp/top-global-course>

### AGST Working Paper Series

The AGST Working Paper Series (AGST-WPS) is a collection of research works produced by faculty members, researchers and students from the GSE, GSL and GSA as well as their partner universities.

The aim of the AGST-WPS is to widely circulate research outputs in a way that promotes scholarly discussion and solicits feedback. All papers included in the AGST-WPS have undergone a rigorous review process.

Topics covered in the AGST-WPS relate to the six AGST modules: Environmental Policy and Rural Development Studies (Module 1); Business History and Industry Policy Studies (Module 2); Developing and Emerging Economies Studies (Module 3); International Trade and Financial Studies (Module 4); Business Management and Accounting Studies (Module 5); and Asian and Transcultural Studies (Module 6).

We invite any faculty member, researcher, or student (doctoral and master's) from the GSE, GSL and GSA, as well as their partner universities, who has conducted research that is related to one or more of the above-mentioned modules to submit their work to the AGST-WPS.

To learn more about the AGST-WPS and the submission process, please visit:

<http://agst.jgp.kyoto-u.ac.jp/working-paper-series>.

Questions about the AGST-WPS can be sent to

[agst\[at\]mail2.adm.kyoto-u.ac.jp](mailto:agst[at]mail2.adm.kyoto-u.ac.jp)

### Information from GSE

See AGST website for details.

[http://agst.jgp.kyoto-u.ac.jp/topics\\_pg](http://agst.jgp.kyoto-u.ac.jp/topics_pg)

#### Information Session for AGST TOP GLOBAL COURSE

When?	July 10, 2018   12:15-12:45
Where?	8th floor meeting room Faculty of Law & Economics East Bldg.
Who?	First-year master's/doctoral students in the Graduate School of Economics (except EA course students)

#### Call for entries Overseas Challenge Programme

When?	June 1-25, 2018
Where?	International Affairs Office, GSE
Who?	GSE students who are highly motivated to study abroad

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