



# AGST Newsletter

Spring/Summer 2019

## Featured in this issue:

- International Collaborative Courses at the GSE  
“Sustainable Industry Development”, “Chinese Economic Reform in Comparative Perspective”, “Comparative Development Studies “ and more
- Kyoto Univ./ Strasbourg Univ./Heidelberg Univ.  
Joint Student Workshops 2019 at the GSL (2019/2/1-9)
- International Collaborative Courses at the GSA  
“Consumer Behavior and Demand Analysis for Food and Nutrition”,  
“Rural Sociology: Transformation in Postindustrial Societies”
- AGST Spotlight Interview  
Prof. Claudia Neu, University of Göttingen, Germany



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Faculty of Law and Faculty of Economics East Bldg., Kyoto University



**M**r. Clarence-Smith, an expert in sustainable development shared his vast knowledge and experiences in a series of seven lectures over the last three weeks. During this intensive course, students could learn about sustainability in economic development and how companies can take a more proactive approach when it comes to resolving pressing environmental problems.

Mr. Clarence-Smith started the course with a reflective question about the relationship between economy and environment and asked “Is it possible to decouple growth from resource consumption?” He argued that linear economies and the inefficient use of resources hinder sustainable development. During the intensive lectures and the interactive debate with students, Mr. Clarence-Smith elaborated on key concepts, such as circular economies, changing consumer patterns to enhance resource productivity, renewable resources, waste management hierarchy, green products, and corporate social responsibilities. He also presented some examples to illustrate the mindset shift, such as a new business model of services rather than goods, and Japan’s eco-town programme.



At the end of the course, students gave presentations on topics, such as how to improve parts of the industrial sector, including supply and distribution chain. One student admitted, “I have never learned that so much water is polluted in order to make just a pair of blue jeans”. This demonstrated that students became more aware of sustainable industrial development.

## Sustainable Industry Development

by **Mr. Edward Clarence-Smith**  
Senior Advisor to intergovernmental institutions and the private sector to promote green industry

Wu Jiun-Yan

Doctoral student, Graduate School of Economics

## Chinese Economic Reform in Comparative Perspective

by **Prof. Maozu Lu**  
University of Strathclyde

participated in discussions on many international economic issues, such as the sub-prime crisis in the United States, housing prices in Japan, and exchange rate controls in Russia.

Professor Lu lectured on a range of extensive reforms, such as profit retention and price reform, reform of state-owned enterprises, and the dual-track system. In particular, he elaborated on the historical evolution of the banking system, the specific reforms undertaken, and the problems associated with the reforms. His profound knowledge of the Chinese economy and insightful ideas left a deep impression on the participants and helped them understand each reform by employing a comparative perspective.

Through this course, the participants gained a good understanding of economic thought and basic macroeconomic theory to analyze specific economic issues. In particular, during the entire discussion, Professor Lu motivated participants to employ common sense and encouraged them to challenge their own prejudices. In the final lecture, the participants expressed their deep appreciation for Professor Lu’s teaching and said that they were looking forward to seeing him in Kyoto University again.

**T**he course entitled “Chinese Economic Reform in Comparative Perspective,” which commenced on November 7, 2018 and was taught by visiting Professor Maozu Lu (University of Strathclyde, UK), was successfully completed on November 16, 2018.

This course provided students with a general introduction to macroeconomics by relying on empirical evidence on the history and structure of the Chinese economy and its reform process. It focused on the reforms of China’s state-owned banks, enterprises, and the stock market. The course participants actively participated

Xu Gang

Doctoral student, Graduate School of Economics

## Report from GSE

**F**rom March 21 to April 9, 2019, the Graduate School of Economics hosted five exchange students from the Global Economy Master’s programme at the University of Glasgow. During their stay they participated in a workshop together with students and faculty of the Graduate School of Economics. This provided the opportunity for both Glasgow and Kyoto students to present their ongoing research, receive feedback and engage in dialogue about their research and study experiences. Prof. Takafumi Kurosawa spoke to the Glasgow students on three separate occasions about their research plans and based on their specific research topics, introduced them to faculty members with matching research interests so that they could receive individual feedback and advice. They included advice given by Prof. Hasegawa (related to taxation) and Prof. Sakade (related to the aviation industry) of the Graduate School of Economics.



During their stay, Glasgow students also joined students from the Graduate School of Economics on field trips to sites of industrial and cultural heritage in both Kyoto (Shimadzu Foundation Memorial Hall and Biwa Lake Canal Museum) and Hyogo prefectures (Ikuno Silver Mine and Himeji Castle). Through these visits participants could learn about the development of water-supply infrastructure in the Meiji period, and the long-term trajectories of the mining and medical equipment industries in Japan, including how to manage decline in the case of mining. Overall it was a fruitful period of student exchange, another example of the active academic exchange between Kyoto University and the University of Glasgow.

Steven Ivings, Senior lecturer, Graduate School of Economics

A course called “Comparative Development Studies” was offered at the Graduate School of Economics as part of a series of the international collaborative courses sponsored by the Asian Platform for Global Sustainability and Transcultural Studies. The first part of the course was given by Professor Raymond Jussaume from Michigan State University, USA from December 19, 2018 to January 4, 2019, and the second half was taught by Professor Maria Fonte from the American University of Rome, Italy from January 18 to 25, 2019.

## Comparative Development Studies

by Prof. Raymond Jussaume Jr.  
Michigan State University

& Prof. Maria Fonte  
The American University of Rome

During his five lectures, Professor Jussaume used a chronological and



comparative approach to discussing the contested concept and practice of sustainability. He engaged with the course participants to build analytical and critical skills. For example, he asked the students to think about what is sustainability? Is it an ethical ideal? Is it an ascendant ideology? Not only did the course explore the theories that helped to explain the cultural and political dynamics of sustainability, but also students were given a chance to present their thoughts on this course and receive feedback. Professor Jussaume particularly showed how sustainability is commonly defined as meeting current needs in a way that does not undermine future welfare. A definition that neglects the crucial question of whose needs are being met and whose future welfare is at stake.

After the course, Professor Jussaume took the time to share his thoughts about the workshop and teaching at Kyoto University. As a researcher and professor who has been working extensively to create opportunities for collaboration between American and Japanese universities and the two cultures, he enjoys hearing different opinions from students and learning from them at the same time.

The following sessions led by Professor Fonte focused on rural development and sustainable food systems, especially those in Europe. The goal of the four-part series course was to introduce and allow students to analyze and discuss turning points at which rural communities and global food systems transition into sustainable systems. Some of the main questions Professor Fonte asked were: “What is the future food system we would like to aim at having?” and “What strategies and forms of governance may be better suited to lead us to the desirable future?”



Professor Fonte discussed broad issues throughout the agro-food system, such as the impacts of consumer capitalism or environmental concerns, as well as the future of sustainable food systems and social justice from theoretical perspectives. Other topics discussed in the course included rurality, the role of consumers, real utopias, and the concept of the democratization of food.

Students produced summaries and discussion questions from readings assigned for each class. In addition, students took turns presenting the day’s readings in order to open the floor for discussion. Class discussion encouraged students to think critically about current theoretical frameworks, such as the transition pathways theory, in the context of current global food issues. It also allowed students to share their own perspectives from their individual research topics to allow for a multidisciplinary dialogue.

Wurihan and Alayna Ynacay-Nye  
Master’s students, Graduate School of Economics

## Cross-Cultural Management

by Prof. Carol W. Reade  
San Jose State University

Cross-cultural management is an interdisciplinary field of study which aims to improve communication, management and interaction of people from different cultures. Professor Carol Reade is an expert in this field who had life and work experience in many countries. The objective of the course was to show how cultural, institutional and organizational environments that influence management across borders. Professor Carol Reade combined many teaching formats to enrich the content.

Firstly, cultural education. That is, Professor Carol Reade introduced the connotation and characteristics of different cultures by teaching, and guided students to read many materials about certain cases, and provided them with ideas for working and living in a new cultural environment. She encouraged students to actively explore the culture of their own countries and improve their ability to diagnose and deal with difficult problems in different cultures.

Secondly, she designed several environmental simulations relevant to the class. That is to simulate the cultural environment of different countries from different sides through various approaches. She explained the situations and difficulties that may be encountered in work and life in different cultural environments, and let students learn how to deal with these situations and difficulties, and consciously think and act according to the characteristics of the host country’s culture to improve their adaptability.



Last but not least, language training. Language is a very important part of culture. Language communication is the most effective way to improve the adaptability of different cultures. Since English is the most common working language among cross-cultural teams, Professor Reade’s guidance not only enabled students to understand the theory of cross-cultural management, but also familiarized them with the unique expression and communication methods in English and American culture, such as gestures, symbols, etiquette and customs, which allowed students to have more opportunities to interact and communicate with native English speakers. Thank you, Professor Carol Reade!

Liu Haiyi  
Master’s student, Graduate School of Economics



## Organizational Behavior

by Dr. Debjani Ghosh  
Sunway University

With her extensive working and teaching experiences in the area of Human Resource Management and Organizational Behavior (OB), Dr. Debjani Ghosh brought students with knowledge about the foundation of OB in a series of eight lectures in two weeks. The course aimed to examine what people do in an organization and how that behavior affects the performance of the organization. As OB is the study of human behavior, OB can be closely connected to other disciplines, such as psychology, sociology or anthropology. Eventually,

students are expected to learn individual or team's behavioral differences and underlying mechanisms so as to better perceive human behavior in an organization with a more systematic approach.

Dr. Ghosh elaborated on essential concepts, such as personality, perception, attitude, emotion, motivation, leadership, and group dynamics. For example, in the leadership lecture, she firstly introduced the nuance between managers and leaders. Furthermore, she explained different categories of leadership style, such as authoritarian leadership, country-club leadership, impoverished leadership, servant leadership, transactional leadership and transformational leadership. She led the course energetically and often posed challenging questions to generate lively discussion. Additionally, reflective videos were used to highlight key points and inspire the discussion.



Two interesting case studies were provided. One case was about to make a debatable decision whether to retain or fire an employee. The other case was about whether a mindset change program shall be executed by new CEO during tough situations. Students were required to read and examine the cases thoroughly and establish their own solutions based on the provided facts. During the course, Dr. Ghosh lively interacted with students to debate their arguments and explored diverse perspectives. The aim was for students to apply what they learned and deepen their understanding of organizational behaviors by further considering the dynamics of people's perceptions or behaviors in the workplace. As a result, students were able to build a more well-rounded solution rather than narrowly seeking one aspect of options.



Overall, the course was very well perceived and in the future, Dr. Ghosh is considering to discuss the advanced level of OB or focus more on team dynamics.

Wu Jiun-Yan  
Doctoral student, Graduate School of Economics

Professor Ben Wubs, from Erasmus University Rotterdam, offered a course entitled "International Business and Nation States". This course provided a historical overview over the relationship between International Business and Nation States from the late 19th Century until today. The courses explored the main players (nations) during different time periods.

## International Business and Nation States

by Prof. Ben Wubs  
Erasmus University Rotterdam



The four-day lecture was composed of seven sections, which provided thematic and chronological approaches to examine the relations between multinationals and national governments. In the first section, Prof. Wubs helped every student to comprehend international business and the relationship between business history and international business as fields of study. In the second section, we explored the role of states through many interesting pictures. Third, we turned to the period before the industrial revolution to see the rise of state monopolies. We saw the similarities and differences between the Dutch East Asia Company at the time and modern multinationals. Fourth, Prof. Wubs turned to the end of 18th, 19th and the beginning of 20th centuries exploring the rise of international business, free trade and protectionism. Fifth,

Prof. Wubs introduced the US's implementation of antitrust policy in occupied West-Germany and Italy during the war time period. Sixth, we studied the role of nation states in innovation. Then in the last section, the class examined multinationals' role in globalization.

Prof. Wubs showed many interesting pictures to easily comprehend his points and to stimulate discussions. After the seven sections, two graduate students presented their research, and received advice from Prof. Wubs.

Shi Rui  
Doctoral student, Graduate School of Economics



Every year in February, the Graduate School of Letters sends a student delegation to its European partners in Strasbourg and Heidelberg to learn about exchange possibilities, participate in joint workshops, and get to know fellow students. This program is organised by the Division of the Joint Degree Master of Arts in Transcultural Studies, a collaborative degree program of Kyoto University and the Heidelberg Centre for Transcultural Studies (HCTS).

Each year, participating students deepen their understanding about the dynamics of transculturality and cultural exchange by studying various related phenomena, such as migration caused by nationalism, representations of peace and conflict in art and literature, or refugee entanglements. The purpose of this visit at the European partners and the two joined workshops asks students to engage with academic background talks about these phenomena, express their own thoughts in talks, followed by an exchange of ideas with fellow students concerning cultural negotiation and transculturation.



Workshop at Strasbourg University

The workshops held in February 2019 engaged the question, “What can Humanities and Social Sciences contribute to Ecology Studies?”, focusing on the task of these fields in relation to environmental issues, science and politics, as well as current and historical approaches to ecology studies. After reading *We Have Never Been Modern*, a treatise by leading science and technology studies scholar Bruno Latour (1983) on how environmental issues bring together various actors and academic disciplines, such as natural sciences as well as politics that are usually thought of as engaging separate realities, Prof. Kjell Ericson from the Center for the Promotion of Interdisciplinarity at Kyoto University (CPIER) gave an introductory lecture on the history and key concepts of environmental studies.

In Strasbourg, the six undergraduate and three graduate students from Kyoto accompanied by Prof. Björn-Ole Kamm discussed this topic in further detail with 20 MA students from the Japanese Studies Department under the tutelage of Prof. Sandra Schaal. In Heidelberg, Prof. Takahiro Yamamoto also brought 20 MA students from the HCTS to a second workshop. While the event in France was held in Japanese, the workshop in Heidelberg was conducted in English.

The student presentations from Kyoto dealt with state actors, for example in “Efforts to Overcome Environmental Problems in Germany and Vietnam,” asked “When and How Did the Japanese Become Aware of Ecology?”, or elaborated on “Eco-Literature.” The joint degree student currently studying at the partner in Heidelberg considered “Floating Population: Migration x Society and the Environment in China.” Students from Strasbourg engaged topics like “Pollution through Tourism,” or the “Global Spread of Veganism” from a perspective on the effects of food culture on the environment. “Same-sex Marriage and Ecology in Japan: What Can the LGBT Movement Learn from the Environmental Activism?” or “Debates over Religious Environmentalism: The case of sacred groves in the Pune District of Maharashtra” as well as “The Conflicts between Marine Protected Areas and the Indigenous Bajau Laut” presented by HCTS students enriched the debate in Heidelberg.

The workshops are embedded in a rich program, which includes visits to institutes and libraries of the two partner universities but also the Kyoto University European Center located in the Old University Building in Heidelberg’s romantic old town. In Strasbourg, students had a chance to learn about issues of human rights and the workings of pan-European institutions through a guided tour of the European Council. Lunch meetings and sightseeing together with students from the partner universities rounded off the visits with explorations of local culture and cuisine and a chance for the Kyoto delegation to learn about student life in Europe.

One incentive for organising these workshops is to allow students to learn about exchange possibilities and study paths after graduating from their bachelor courses. As a matter of fact, several participants in previous years had such a great experience that they are now preparing for longer stays in Europe: Two MA students of the Graduate School of Letters will take part in the inter-faculty exchange program established between the GSE, GSL and HCTS to study for a year in Heidelberg, while one of the new Joint Degree students also took part in the student delegation before enrolling in the program, which will bring her to Heidelberg this fall. Similarly, several of the joint degree students with Heidelberg University as their home institution took part in the workshop this year to already get to know their counterparts in Kyoto.

Considering the success of the workshops, the intensive exchange of ideas between students, and the many prolonged friendships resulting from these endeavours, all parties involved seek to continue with this tradition, which first started in 2015. For the workshops to be held in 2020, the organizers chose questions of gender identity and sexual minorities in light of global movements, such as the #metoo campaign, and their local expressions, as the theme for this new round. A call for applications will be released in the fall of 2019 and we highly recommend this exciting trip to Europe to all interested students in the second or third year of their bachelor studies.



Workshop at Heidelberg University

Björn-Ole Kamm  
Senior Lecturer, Graduate Schools of Letters



## Consumer Behavior and Demand Analysis for Food and Nutrition

by Prof. Xiaohua Yu  
University of Göttingen

From December 25th to 28th 2018, an intensive lecture course was taught by Prof. Xiaohua Yu, Chair Professor of Agricultural Economics in Developing and Transition Countries at the Department of Agricultural Economics and Rural Development, University of Göttingen. Prof. Yu is also Project Professor in the Top Global University Program at Kyoto University. The course was titled “Consumer Behavior and Demand Analysis for Food and Nutrition”.

This four-day lecture course was composed of two parts, which included the econometric models for demand analysis and extension of basic consumer theories. The objective

of this lecture course was to help graduate-level students understand fundamental microeconomic theory of consumer behaviors and practice demand analysis, as well as basic empirical methods for food.

On the first day, Prof. Yu started the lecture with two questions, “why do we need elasticity?” and “how can we obtain elasticity?”. He explained the importance of elasticity and then taught us how to obtain elasticity with three models. At the end of first-day class, Prof. Yu made a summarization with graph to help us understand the mechanism better.

On the second day, Prof. Yu introduced four properties of elasticity, aggregation, homogeneity, symmetry and negativity, which could help us check whether the results of regression analysis is right. After reviewing four properties, we learned how to calculate demand within two-state budget. In addition, Prof. Yu also showed us some related papers to explain the calculation of demand more clearly.

On the third day, Prof. Yu taught us how to apply the theory to demand analysis using data from developing countries which allow us to apply the econometric techniques computing by using STATA software.

In order to help us understand deeply, we were assigned to do a final exam on the last day.

All in all, this course was beneficial for students. Prof. Yu’s lectures not only helped us understand basic concept and framework of elasticity, but also provided us with a chance to learn many useful econometric methods in applied contexts.

Lin Yue  
Master’s Student, Graduate School of Agriculture



At the end of February 2019, an intensive course entitled “Rural sociology: Transformation in Postindustrial Societies” was taught by Prof. Claudia Neu from the University of Göttingen, Germany. From February 22th to 27th, Prof. Neu gave impressive lectures focusing on differentiation and polarization of rural well-being and lifestyle in postindustrial societies.

Firstly, Prof. Neu introduced images of farming in rural areas and five key concepts in sociology: culture, social structure,

social action, power and functional integration, enhancing our understanding on the essence of sociology. On the second day, Prof. Neu led students to rethink what are the main challenges for the 21st century, especially demographic change around the world. Under this background, the importance of social cohesion and third places is self-evident.

When it comes to demographic change, it is necessary to discuss gender issues. On the third day, Prof. Neu introduced the topics of “working mothers” and “female farmers”. Compared to males, working mothers have more problems and concerns for their work and children. In the agricultural sector, agricultural holdings are predominantly owned by men, while women are mostly employed as assisting family workers or are employed externally. Therefore some of the females working in the agricultural sector have only derived social insurance claims, which

place them in a direct dependency on the owner of the farm.

On the last day, Prof. Neu talked about rural poverty, social innovation in rural areas and food. Although historically, rural areas have experienced greater levels of poverty than urban places worldwide, social innovation is changing rural life. We discussed sustainable lifestyle with the question why urban garden was so popular. At the end, Prof. Neu introduced the cultural meaning of “food”. It is bearer of meaningful signs that are read and deciphered, as well as being anchored in our social space. Many empirical studies proved that food selection, preparation and consumption are differentiated by social class and gender.

In addition, 8 students from different countries and areas gave their free presentations about population migration, farming women, rural lifestyle and farmland, which led to in-depth and heated discussions. During the 4 days, this great intensive course triggered me to understand different dimensions of rural society. The free discussion by students also brought me international perspective about the future of rural areas.

Yu Xiaoyu  
Master’s Student, Graduate School of Agriculture



## Rural Sociology: Transformation in Postindustrial Societies

by Prof. Claudia Neu  
University of Göttingen

### Dr. Claudia Neu

Professor of Rural Sociology  
University of Göttingen, Germany

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In February 2019, the Division of Natural Resource Economics in the GSA invited Prof. Claudia Neu to teach a four-day intensive lecture course titled “Rural Sociology: Transformation in Postindustrial Societies” as an AGST international collaborative course.

#### Q1: Is this your first visit to Japan?

**Dr. Neu:** No, in the past 10 years I've been to Japan several times, including four times in Kyoto. In April I will be here again.



#### Q2: What were the decisive reasons that made you decide to visit Japan?

**Dr. Neu:** The demographic situation in Japan and Germany is very similar: Few births, high life expectancy, the shrinking of rural areas are experienced by both countries. In addition, similar to Japan, we have a big public debate about refugees, immigration and labour migration. Unfortunately,

some Germans have difficulties with the topic “migration”. Even though more than half of Germans are basically open to immigration from abroad. The German Institute for Japanese Studies in Tokyo has been working on the field of demographic change for many years - also in the comparison between Japan and Germany. I've been here twice as a visiting scholar, which was a wonderful opportunity. I am also very happy to have the opportunity to be at the University of Kyoto, because the colleagues here are also working on similar research fields.

#### Q3: What are you dealing with in the context of demographic change?

**Dr. Neu:** For many years I have been exploring the effects of demographic change on remote rural areas. My research focused on questions like: Which are the effects on these areas, when almost all young people leave, there are only a few jobs left and the supply of food and doctors is becoming increasingly difficult? On various excursions into the rural area of Japan, I was able to convince myself that Japan also knows these problems.

#### Q4: Which solutions do you see to these problems?

**Dr. Neu:** Again, I noticed similar developments and ideas between Germany and Japan. Village shops are created with the support of the local population, the village shops provide the most necessary and often local products are sold. These village shops are also meeting places or so called “third places” for the local community. However, it remains difficult to motivate young people to move back to rural areas. But there are some very interesting projects that are trying to make rural areas attractive to young people, for example, co-working spaces or organic farming.

#### Q5: You are teaching Rural Sociology in the Masters Course. How did you like it?

**Dr. Neu:** Every year, it's a highlight for me to come to the University of Kyoto. Everything is well prepared and the organization of the course is perfect. The students are very motivated, they already know a lot about rural development. Comparisons between Japan and Germany are obvious. It is particularly exciting when we also talk about the developments in Taiwan, Indonesia or China. Across the world demographic change is varied: the emerging economies are still growing, the most developed countries such as Japan and Germany are shrinking. I am always looking forward to the excursions to the countryside. Each time I learn a lot in this course and fly back home with the best impressions.

#### Q6: What are you planning next?

**Dr. Neu:** We just started a big study on female farmers. Again, we work closely with Prof. Iba from the University of Kyoto, who will soon come to Germany for a research stay. It will be very exciting to see what differences and similarities exist between female farmers in Germany and Japan. In the upcoming year I also hope for another joint workshop with students from the University of Göttingen and Kyoto. I would like to encourage all Japanese students to plan a stay abroad in Germany. I think it's worth it. The flight is long, but the German beer is delicious ...



Makoto Kuroda  
Assistant Teaching Staff  
Graduate School of Agriculture