

Spread of Electronic Vehicles in Japan

Junya Kataoka

Abstract

Nowadays, “Ecology” and “economy” are keywords in our daily lives. Of particular focus is the shortage of petroleum and global warming caused by emitting much carbon dioxide. It is well-known that driving a car is one of the main causes of these issues. However, electric vehicles can be the exception. Furthermore, the new businesses electric vehicle will create may save not only the environment but also the Japanese automobile industry. It is true that there are several problems in putting electric vehicles on the market and spreading them, but it must be also true that the country that can solve them will lead the world in environmental protection and a new automobile industry. In this thesis, I analyze what the problems of spreading electric vehicles are and how Japan should solve them, and try to explain why taking leadership of electric vehicle businesses is very important for Japan.

Relationship between Consumption Tax and Welfare

Services

Eri Nakamura

Abstract

We should accept raising consumption tax because it has the possibility to expand the range of national policies. Understanding the reality that Japan is rapidly becoming an aging society, we must make a step toward raising taxes. This conclusion comes from my experience in Sweden. Sweden is famous for imposing a 25% consumption tax on its people. We tend to focus on only the high burden, but Sweden has an innovative system that we should learn from. So I decided to put Sweden as a model of a high welfare country and compare its various systems with Japanese ones. In this thesis, I clarify that the Japanese tax system which relies on direct taxes has serious weaknesses, thus consumption tax can supplement them. Moreover, through the examples of child care and nursing care, I emphasize Japan should give a great role to consumption tax like Sweden if we need the same level of services. The goal of this thesis is to make it clear that raising taxes is inevitable in order to have the ability to cope with the aging and empower the nation to deliver public care to every single person.

The Food Service Industry

Genya Funabashi

Abstract

The food service industry is one of the main industries in Japan.

First, we explain the present condition of this industry. The food service industry is able to be classified between sections; food section, drink section and food retailers. Almost all sections of this industry have decreased their sales. However, major companies in this industry have extended their force and sales.

Second, we explain the procurement system of materials of this industry. Generally, the average profits of a company in the food service industry is about 3% of their sales, they say. However, there seems to be a great gap in profits between a "successful" company and a "failure" company; the profits of a "successful" company is 5% of the sales, and those of a "failure" company is less than 1%. "Successful" companies have succeeded in reducing any costs, especially F/L costs and management costs. On the other hand, "failure" companies cannot reduce these costs efficiently.

Third, the reasons why this industry has been strong through the Lehman Shock incident are stated. On the one hand, people's purchasing power has decreased drastically, but on the other the eagerness of people to enjoy their own life was released. Thus, in this paradox of expenditure, consumers broke into eating out and using restaurants. This was particularly evident in families as a way to spend leisure time with leisure activities.

Emissions Trading Scheme

Hiroko Kawade

Abstract

Emission trading which is based on market approach is used to control pollution by providing economic incentives for achieving reductions in the emissions of pollutants. A central authority sets a limit or cap on the amount of pollutants that can be emitted. The limit or cap is allocated or sold to firms in the form of emissions permits which represent the right to emit or discharge a specific volume of the specified pollutant. Firms are required to hold a number of permits equivalent to their emissions. The total number of permits can not exceed the cap that is limiting total emissions to that level. Firms which need to increase their emissions permits have to buy permits from those who require fewer permits. That is emissions trade to transfer of permits. As a result, the buyer is paying a charge for emissions while the seller is being rewarded for having reduced emissions. Thus emission trading offers society an efficient emission reducing mechanism.

An Analysis of direct investment of Japanese companies

Kotaro Matsuda

Abstract

This thesis statement is about direct investment of Japanese companies. Nowadays globalization has developed, even in the business world, there are many multinational companies around the world, and many Japanese companies have expanded overseas and invested directly in foreign countries. Then what are the causes and motivations of their overseas expansion? This question is the center of arguments in this thesis.

According to some documents which analyze direct investments of Japanese companies after the Plaza Accord, we can find they expanded overseas to protect the share of the export market or to get cheaper labors and material in the local areas.

In earlier periods Japanese companies had expanded in Europe and North America; later they had expanded in Asian areas due to the strong yen after the Plaza Accord. Then, in the 1990's and 2000's, through the expansion to Asia, the local markets had developed relatively. It is said Asia has become the center of direct investment for Japanese companies. It has caused more and more Japanese companies to expand overseas to seek out not only cheaper labor and materials but for a share of the local market. Recently, one Japanese leading company has built the infrastructures for Japanese companies to join the local markets in India.

In this way, the motivations and causes of direct investment has been changing under the influence of international economies, and Asia has become the center of direct investment of Japanese companies.

Companies and Biodiversity Conservation

Mayu Miyamoto

Abstract

The aim of this paper is to understand the connection between companies' corporate activities and biodiversity and the environment. First, explaining what biodiversity is, and then look into several causes of the crisis of biodiversity. To prevent mass extinction, humans are responsible for taking care of our industrial activities. Some companies are pushing their businesses towards being more green. By raising some examples of initiatives, we try to understand what efforts are being made in several companies. Then we consider the expectations towards future companies.

Success of Fast Fashion Brands

Aiko Nagai

Abstract

In recent years, as the economy is spiraling downward, the clothing market is having difficulty selling their goods. However, in spite of the bad condition of the market, the low price brands, such as UNIQLO or ZARA, which are called “fast fashion brands”, yield a great profit. Why are these brands successful?

The common features of these companies are that they apply a system of SPA. SPA is a system that a company controls all processes of producing consistently from the stage of planning clothing to the one of selling it. By SPA, each company can make their own producing line more effective to their characteristics. This is the biggest reason why the companies that apply SPA can make great profit. However, they have their own characteristics respectively. For instance, UNIQLO’s characteristic is “quality”, and ZARA’s is “fashionableness”. If they did not adopt SPA, they would not have had their great characteristic like these.

Moreover, the companies are not satisfied with their situation and keep making an effort to improve their characteristics. Their successes are the results of continuous efforts to place a great importance on “how to do superior things at a low price”.

An Analysis of Toyota's System of Procuring Components

Masaki Sato

Abstract

The aim of this thesis is to confirm the advantages of long-term relationships in outsourcing of Japanese car manufacturers, especially Toyota Motor Corporation. Japanese car manufacturers, including Toyota, have developed by establishing long-term outsourcing relationships with component makers. In addition, Toyota outsources components mostly to its affiliated companies. Why does Toyota adopt the system?

We introduce advantages of long-term relationships with component makers and affiliated companies, and then compare them with Western system of procurement and its short-term agreement. The priority of efficiency, speed of developing cars, lowering prime costs, and processing hardships are relatively easier in long-term relationships than in Western short-term arm's length relationships.

We also evaluate some criticisms against the Japanese long-term relationships. The criticisms say that a long-term relationship between a car manufacturer and component makers and affiliated companies prevent competition among component suppliers. We review the criticisms and argue against them. This is the second purpose of this thesis.

As the research went forward, we noticed important facts. The long-term relationships would promote competition among component makers, so that

they have to improve and innovate products to be accepted by car manufacturers.

The Utility of Emissions Trading

Tomomi Seno

Abstract

Global warming became a big problem because people have focused on just making rich their own private lives. Since its damage is spreading around the world and is threatening our life, we must take a measure to prevent it as soon as possible.

The emissions trading system can be an efficient policy to control global warming because it can achieve to regulate quantity of emissions with the minimum cost by using the market mechanism. There are some objections to it but their claims are wrong from an economic point of view. Using the market mechanism gives the benefit which exceeds the damage and provides incentives to develop emission reducing technology. Therefore it can be a basic solution for the problem of global warming by reducing the amount of emissions efficiently.

To introduce this system, however, there are some problems in the Kyoto Protocol. In order to use this system more efficiently, we should solve those problems.

A Consideration about Causes of the Subprime Loan

Problem

Manabu Shimono

Abstract

The problem concerning "subprime loan" had a big impact on the world's money markets at the end of July, 2007. A major investment bank, the Lehman Brothers Holdings in the United States, went bankrupt suddenly, and this had a huge impact on the world. Various changes took place in the world such as progress of appreciation of the yen in addition to a simultaneous global plunge in stock prices in Japan, the United States, Europe and Asia, and uneasy liquidity in the short-term credit markets, etc. Japan had also experienced an apparently similar bust, the housing bubble and its collapse, before. How did the subprime loan problem occur in the United States and how was it different from the bubble in Japan? As a main subject of this paper, I compared and examined the bubble in Japan and the subprime loan in the United States. According to our discussion, the central factors of the subprime bubble and bust lie in the subprime loan mechanism, particularly in the system of securitization of housing loans.

An Analysis of NTT Management Form

Ayana Sugiyama

Abstract

In this thesis, the focus will be on the management form of NTT Corporation and telecommunication industry. In section 1, the situation of broadband in Japan will be discussed. Problems that NTT has will be identified. In section 2, NTT's history, from birth to its breakup will be analyzed. Moreover, the new debate over NTT's optical fiber network infrastructure will be explained. Bottleneck monopoly in telecommunication industry will be discussed in section 3. This section focused on how bottleneck monopoly affected NTT and other telecommunication carriers through the times. In section 4, examples of structural and functional break up in telecommunication industry will be analyzed. It especially focuses on telecommunication giant AT&T and BT's break up. In section 5, suggestions for NTT's future management form will be discussed. How the competition has changed over a decade from infrastructure competition to service competition will be mentioned.

Community-Based Ecotourism and Environmental Conservation

Marie Tanao

Abstract

Tourism is one of the biggest industries in the world today. Ecotourism especially is a rapidly growing sector in the tourism industry, which has been set up to decrease ecological damages and conserve local communities that are in danger. Conversely despite its importance, the exact definition of ecotourism is still being debated. By reason of its uncertainty, ecotourism has been criticized and has even brought harm upon the environment. In order to overturn the adverse factors, new methods of ecotourism have been introduced. This paper will discuss the debated definitions of ecotourism along with what kind of criticisms exist. By introducing the new approaches to ecotourism and examples of success, this paper will subsequently propose how those negative components can be refuted. The aim of this paper is to suggest the feasibility of sustainable ecotourism through the implementation of community-based ecotourism.

Is it Possible for Japan to Accept the Migrant Workers from Foreign Countries?

Kanako Taniguchi

Abstract

Lately, the dwindling birthrate and the aging society are a big problem in Japan. It is also worrying that the decreasing population will cause economic stagnation. People have been discussing about accepting a workforce from foreign countries to prevent the problems of an aging society. Is it effective for Japanese society to accept foreign workers? At this stage, there are lots of critics for the Technical Intern Training program. Moreover, discrimination against foreign workers and education problems often happen in migrant reception. Japanese government had better reexamine the migration policy before considering accepting a great number of foreign workers.

Rapid Economic Growth and the Environmental Problems in China

Mie Yamauchi

Abstract

The recent economic growth of the Republic of China is very remarkable. It surpassed many countries around the world and has become the “factory of the world”. This outstanding development is expected to continue for decades.

At the same time of the development, the environmental problems have become serious issues. The scale of the problems is so extraordinary that world has never experienced in the history. Among many problems occurring in China, water problems are the most urgent which threaten the environment and the lives of people living in China. Protection of the ecological system and people’s health, and conservation of water resources is required.

The Chinese government has put forward policies in order to prevent these problems, but it is not easy for China to attain this by itself. Since Japan has gone through similar situations during the rapid economic growth after the World War II, the cooperation of Japan is necessary to cope with this problem. Cooperation is not only helpful to solve problems that China is confronting, but also is a big business chance for Japanese corporations.