

FOREWORD

The academic agreement between Institute of Small Business Research and Business Administration, Osaka University of Economics (ISBR) and Economic Research Institute, Hanyang University (HERi) was concluded in November, 1998. For the last fifteen years we have concretized the agreement. As the first step, we have exchanged scholars and researchers each other. Since then, the academic interchange has steadily advanced.

Furthermore, in order to advance the academic research exchange more positively, we decided to hold Joint Symposium. The symposium has been offering the opportunities for the scholars of both Institutes and Universities to make presentations and discussions on their research papers. Since the first Joint Symposium in 2004, it has been alternately held every year. The Joint Symposium was held at the Institute of Small Business Research and Business Administration, Osaka University of Economics on 6, November 2015. This was 12th Joint Symposium and its main theme was “Asian Economy and Business Strategy in the Next Stage”.

In the symposium, four papers were presented. Among them, two of the presenters wanted to write their papers in the monograph. They are Saito, Yoshihiko (Osaka University of Economics) and Cheung, Barbara (Osaka University of Economics).

In this monograph, the two papers are published.

We are pleased with the success of this Symposium, and hope to become the more attractive Symposium.

We would like to express our gratitude to the delegates from HERi, presenters and commentators, and appreciate to all attendants and supporting staff.

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