

新支部長あいさつ

日ごとに寒さが厳しくなる季節となつてまいりましたが、会員の皆様にはいかがお過ごしでしょうか。この程、法政大学の中谷先生から、新支部長を引き継ぎました、東洋大学の藤尾でございます。微力ながら精一杯務めてまいりますので、何卒よろしくお願い申し上げます。(これに伴い、今後の支部会は、東洋大学の白山キャンパスで開催される予定です。)

また、支部長の補佐として、明治大学の金子敦子先生、東洋大学の佐藤洋一先生にもご協力いただきます。

今後の支部会では、会員の皆様の発表の場であると同時に、新しい理論や研究手法の学びの場としてもより活性化していけるよう、新しい企画なども順次取り入れていきたいと考えております。今後の研究トピックとしてのご希望やご発表のご希望があれば、自薦・他薦ともに、是非ご連絡くださいませ。

次回1月26日(土)は、現在、経営の分野で注目を浴びておりますダイナミック・ケイパビリティ論と、楽天株式会社での英語化とダイバーシティについての発表を予定しております。また、今回の支部の組織変更に伴い、今後の円滑な支部運営を話し合うため、発表後に少しでもお時間をいただき、支部総会を開きたいと考えておりますので、是非ご参加くださいませ。(この「支部会報」のレイアウトも変更いたしました。次回支部会のお知らせが先に、前回のサマリーが後に来ております。)

新年のお忙しい時期とは存じますが、何卒ご参加いただけますようお願い申し上げます。

東洋大学 藤尾美佐

2019年1月 第108回関東支部研究会報告：研究テーマと発表内容

日程：2019年1月26日(土)

会場：東洋大学白山キャンパス1号館3階 1310教室

午後2時開始 午後5時終了予定 支部研究会終了後支部総会

5時半より 懇親会

1. 蜂巢 旭 (東洋大学経営学部専任講師)

題目：ダイナミック・ケイパビリティとは何か—組織を変える力を解明し、実践する—

要旨：21世紀の経営戦略論として、世界中で最も注目を集めているのがD.ティース教授が提唱するダイナミック・ケイパビリティ論である。ダイナミック・ケイパビリティとは「組織が意図的に利用可能な経営資源を構築、修正してゆく能力」と定義され、これを理解することにより限られた経営資源でどのように競争環境に組織が適合し生き残ることができるか、あるいはどのように自身に有利な競争環境を創り出すことができるかを理解することができる。本報告では、ダイナミック・ケイパビリティの概念を説明するとともに、我が国で本理論を普及させるために中核的な役割を担った報告者自身が実践する教育、研究、実務上の事例を紹介する。限られた経営資源を組織内外で有機的に結び

つけ、自身に有利な競争環境（ゲームのルール）を創り出す。21 世紀に求められる個人と組織の能力こそが、ダイナミック・ケイパビリティである。

2. **Kota Hanzawa** (General Affairs and Facilities Management Department, Communication Section, Communication Group Network Promotion Team, Assistant Manager)

Title: “Englishnization Next”

Abstract: Nine years have passed since the Englishnization program of Rakuten started. After the transformation of the official corporate language from Japanese into English, more and more global talents have been joining the company. The number of global projects has been dramatically increasing as well.

While the work environment has been becoming more international, employees started facing the next challenges; improving cross cultural communication to embrace diversity. In other words, the focus has been shifted from having sufficient language ability to having skills to utilize the strength of diverse resources.

The presentation will first aim to provide an insight into one of the most frequently asked questions, “Is everything done in English at your company?” Then, the current phase the company is going through will be analyzed by taking a close look at internal communication examples both at the executive and employee levels.

前回支部会について

2018 年 9 月 29 日（土）に行われました、第 107 回関東支部会の発表テーマ及び概要を報告致します。

会場 法政大学市ヶ谷キャンパス・外濠校舎5階 S505教室

1. **Nicholas Benes** (The Board Director Training Institute of Japan. Ex-investment banker at JP Morgan)

Title: The sources of misconduct risk and how companies can lower it

The Board Director Training Institute of Japan (BDTI), a non-profit Japanese “public interest” organization certified by the government, was established in 2009 by experts and opinion leaders active in academic and business circles. BDTI’s mission is to increase trust between corporations and the public, and facilitate the safe, sustainable and ethical development of the Japanese economy and Japanese companies, by improving corporate governance and accelerating the spread of effective management methods. We believe that training is the key to doing these things while also enhancing corporate value, for the reasons explained in this Summary of BDTI, its Programs and Activities.

Since BDTI’s establishment, we have been fortunate enough to receive the support and participation of senior leaders (and leading firms) around the world, all of whom share our purpose and sense of mission.

BDTI offers (a) intensive “director training” programs that combine corporate governance know-how with global management methods; (b) customized programs for enhancing director skills, or governance and compliance awareness; and (c) seminars on specific topics, led by lecturers who are experts in each respective field. BDTI has

corporate and individual memberships, which allow members to receive 40% discounts on courses that are open to the public.

In order to spread knowledge about governance and related management methods widely, BDTI also provides low-cost E-Learning Courses providing core knowledge about the Company Law, Securities Law, Corporate Governance (Basics), and Corporate Governance (Practice) which can be purchased on either on (a) a per-person, per-course basis or (b) an “Unlimited e-Learning” basis, for the entire company and its subsidiaries. We believe this is one of the best ways that companies can cultivate a healthy “corporate governance culture”.

2. Robert Stroud (School of Economics, Hosei University)

Title: English Oral Communicative Competence among Japanese University Students

The current level of English oral communicative competence among Japanese university students is falling behind the expectations of the government and hindering the 'globalized' image that Japan seeks. Even though English is studied on a regular basis from an early age in Japan, most students do not enter or even graduate from university with the ability to hold simple conversations with speakers of English. One approach within global language teaching which has been implemented into education systems to improve oral interaction skills is Communicative Language Teaching (CLT). Among its several methodologies to helping students use English in 'real-world' situations is Task-Based Language Teaching (TBLT). The approach adopts a much more interactive and less grammar-focused style of learning which is believed to help students put their past studies of the language into 'action' within tasks and improve their communication skills across time. In the presentation, the speaker gave an introduction to the theory behind TBLT, along with why it may have the potential to create more capable speakers of English before they enter the business world after graduation. It also highlighted the main challenges which the approach currently faces within Japanese educational institutes and how such challenges have led the presenter to his line of research.

The presenter then explained two recent classroom-based studies related to TBLT group discussion task design. The first involved self-reported data from both university teachers and students in Japan to better understand what factors would hinder or support their ability to take part in English group discussions. Findings from that study lead the presenter to focus on helping students plan better to take part in such discussions. A second research project was then explained and discussed, which showed how designing planning tasks carefully can help different levels of students within the same classes improve their ability to take part in English discussions over time. The implications of these findings for university language classrooms in Japan was discussed and the presenter made recommendations for instructors who are currently teaching communication courses. The presentation concluded with an overview of important future research directions, as well as a question and answer section with the audience. This focused mainly on how alterations to the style of education which students receive from a young age in Japan may help them become more competent speakers of English by the time they are ready to enter the business world.

会員出版物案内



著者 秋山 武清 先生
 書名 『勝手にイマジン』
 出版社 ルネッサンスアイ(2018/8/1)

*会員の方の新刊情報があれば、お知らせください。

東洋大学白山キャンパスへのアクセスガイド

【都営地下鉄三田線白山駅】

「正門・南門」 A3 出口より徒歩 5 分

「西門」 A1 出口より徒歩 5 分

【東京メトロ南北線本駒込駅】

「正門」 1 番出口より徒歩 5 分

【都営地下鉄三田線「千石」駅】

A1 出口から「正門・西門」徒歩 7 分

【東京メトロ千代田線千駄木駅】

「正門」 1 番出口より徒歩 15 分

* 三田線白山駅をご利用の場合、一号館へは A3 出口よりお越しください。



編集・発行

〒112-8606 東京都文京区白山 5-28-20

東洋大学 経営学部 藤尾美佐 研究室内

国際ビジネスコミュニケーション学会関東支部長 藤尾美佐

TEL 03-3945-7295 (直通) FAX 03-3945-7477 (教務課)

電子メール: misa.fujio@gmail.com / misa_f@toyo.jp