

# JBCA Kansai Chapter

## Conference

- \* Sep, 24, 2016: 13:00 ~ 17:30
- \* Doshisha Univ. : Imadegawa Campus, Kyoto, Japan

### Greeting from Chapter President :

The rainy season has gone and the scorching summer has arrived. I hope you are working hard and playing hard.

In the past six years of my life, no activity has affected me more than the JBCA Kansai mission. Six years as an academic group president and the highest honor of being a team leader of the JBCA Kansai has instilled many qualities in me.

First, these years of academic work has given me great discipline. Second, I have been gifted with such nice and friendly people around me. Human treasure, so to speak, is much more influential in my life than any other Machiavellianism piggy bank.

The year 2016 has brought two big historic waves. Global warming and the change-over of political leaders.

One cheerful student from Thailand said in my class, 'Alex, there's no winter season in my country though we've had long time of winter and summer. Only summer these years because of the global warming!'

With the trend by the EU, the US economy has been growing at a brisk annualized rate of 4% in the second quarter. Brexit will leave a large impact on the economy of Britain and the rest of the EU, which will add to the global uncertainty that has already been triggered by the slowdown of emerging economies like China.

The JBCA Kansai will have its regular meeting at Doshisha Imadegawa Campus on the afternoon of the 24th of September, 2016.

This meeting, sorry to say, is my last mission to complete in this term.

I hope we will have a great time together and the new chapter president will be happily chosen.

All the best!

13:00 ~ 13:10 Welcoming Speech

Alex M. Hayashi(Tokiwakai Gakuen Univ.)

13:10 ~ 14:10 Keynote Speech

"One Research on [Visual Media] ×[Internet] as a Communication Tool --Viewed from a Business Angle"

--Katsuhiko Hiranaka(President of SCL Study Solution)

14:20 ~ 15:30== Research Presentation

"Initiative Policy toward English as an official language in a Japanese electronics maker : pragmatics of disagreement considered from the roles of speakers and listeners"

--Yoichi Sato(Toyo Univ. The Educational Renaissance Forum )

15:45 ~ 16:45== Research Presentation

One Consideration on Key Factors of Communication Management for

Successful Process Innovation

--Atsuo Itsuji (Business Brealthrough Univ. MBA)

17:00 ~ 17:30 General Meeting