



Senshu Business Review

The Research Institute of Commerce of Senshu University

Vol.19 No.1 2024

C O N T E N T S

Articles

The Long Journey of Retail Marketing Research (6)

—Preliminary Step to Explore the “Knowledge” to be Transferred in
Retail-marketing Organizations —

Kazuo Ishikawa · 1

Research on Common Factors that Build Well-being for Individuals and Workplaces

Kazuo Ueda · 17

How to live 100 years safely

Yasuo Kofuji · 29

Why can private universities survive in the red ?

—Focusing on business crisis signals and publicization strategies —

Yasuo Kofuji · 43

Some Issues on the New Framework of International Tax Rules due to Economic Globalization
and Digitalization and Their Theoretical Consistency: Focusing on Digital Taxation and Global
Minimum Taxation

Masahide Sakamoto · 59

Official price system for used books and the used book market under wartime control during
World War II: Understanding from “Reading and Literature” published in Jimbocho at the mercy
of magazine consolidation and paper rationing

Tatsuro Watanabe, Mai Yamasaki · 71

Note

Angles and Approaches to develop appropriate project managers’ competencies

Mamoru Kobayashi · 89