

SENSHU KEIEIGAKU RONSHU

Business Review of Senshu University

No. 107, March 2019

Special Issue in Honor of the Retirement of Professor Fuyuki Taguchi

Jun Sekine

Farewell Address

1

Toru Ishizaki

Farewell to Professor Fuyuki Taguchi

5

Sungsu Kim

Farewell to Professor Fuyuki Taguchi

[Articles]

9

Toru Ishizaki

A Case Study on Museums as Marketing Communications Means

27

Jianping Li

Economic Reform and Growth of Private Enterprises in China

41

Toshiya Kuramochi

An empirical study of the relationship between financial and business cycles

69

Haobo Chen, Sungsu Kim

An analysis of Tmall.com's competitive strategy: from the macro perspective

81

Junji Okano

An analysis about the actual situation of the returned goods system used by Department stores in Prewar Japan

103

Yoshitaka Nakashima

Changes of the Japanese Retail Distribution System :
A Case of Distribution for Electronic Household Appliance and Agricultural Machinery

[Note of Research]

113

Dong Hoon Lee, Youichi Satou

Study regarding marine products distribution in Japan.

[Translation]

123

Dong Hoon Lee

Par Denis Guiot et Bertrand Urien Un cadre d'analyse intégrateur du consommateur âgé

[Material]

141

Yoichiro Hashida

New Developments of the Laundry "Shimizu"

147

Biography and Curriculum Vitae of Professor Fuyuki Taguchi

Published by

SENSHU DAIGAKU KEIEI GAKKAI

Senshu University

Kanda, Tokyo, Japan