



SUSTAINABLE MANAGEMENT

# The Sustainable Management in the digital age of Great Transformation

-Date : 9:30am ~ 13:00 pm on Nov.2 (Sat.)

-Venue: Choi Sang-Jun Hall (Second floor in  
Business Department Building No.2)

**Organizer :**

**CNU Management Research Institute(CMRI)**

**海外事情研究所 & 産業經營研究所 in Kumamoto Gakuen University**

**Co-Organizer :**

**Center for Regional Development, CNU**

**Education & Research Group of Subtraction Platform, CNU**

**Culture Convergence Institute, CNU**

**Gwangju Buk-gu Carbon Neutrality Support Center**

# Conference Program

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|----------------------------|---|
| 9:30 ~ 9:40                | <b>Congratulatory Message<br/>(by Dean, College of Business)</b>  |
| 9:40 ~ 10:00               | <b>「Quantum Leap Experience of Female Manager」 by<br/>Prof. Saiko Tokunaga, Faculty of Commerce,<br/>Department of Hospitality Management</b>   |
| 10:00 ~ 10:20              | <b>「High skilled immigrants from Taiwan and multicultural challenges in Kumamoto」 by Prof. Tomoyoshi Tanoue, Faculty of Foreign Studies, Department of East Asian Studies</b>                 |
| 10:30 ~ 10:50<br>(by Zoom) | <b>「Promoting Understanding of the Immigrant Experience: Introducing a Database of Japanese Immigrant Narratives」 by Prof. Ostman David, Faculty of Foreign Studies Department of English</b> |
| 11:00 ~ 11:20              | <b>"The Effect of a Fashion Retail Platform's PB Launch on Store Brand Performance: A Case Study of Musinsa" by Prof. Jongdae Kim</b>   |
| 11:20 ~ 11:40              | <b>"Blessing but a curse: Impact of increasing market demand on employee stress and turnover intention" by Prof. Jinwook Oh</b>   |
| 11:40 ~ 12:00              | <b>"Sustainable Resource Management: A Case Study of a Regional Development Project" by Prof. Chi-Ok Oh</b>   |
| 12:10 ~ 12:30<br>(by Zoom) | <b>"Strategies for Survival: South Korean Multiplexes in the Digital Age" by Prof. Jihyon Park</b>  |
| 12:30 ~ 13:00              | <b>Discussion Session (by All participants)</b>   |
| 13:00 ~                    | <b>Lunch</b>  |