



HITOTSUBASHI UNIVERSITY

SHIBUSAWA SCHOLAR PROGRAM

一橋大学商学部

「渋谷スカラープログラム」

2016 年度第 1 回 OneBridge セミナー

Understanding Global Differences in the World of Business: Lessons from Economic Sociology

Lecturer: Prof. Rick Delbridge (Cardiff Business School)

日時：4月4日（月）

15:30~17:30

（セミナー後、軽食付ネットワーキング）

場所：マーキュリータワー4階

コンフェレンスルーム

概要：



Are all economic exchanges undertaken in the same way? Do all firms manage their business similarly? Or is the Japanese economy and business approach different to that found elsewhere? How can you assess what differences there are? I will talk about "systems of exchange", a useful conceptual framework that combines economic and sociological thinking to classify exchange behaviour into just four types. This theory is used in economic sociology, an inter-disciplinary approach which contains important insights into the practicalities of economy and business. Understanding difference is a key to success in business.

<申し込み方法: Anyone can come. Please register by email>

どなたでも参加可能です。以下のメールアドレス宛に、氏名、学籍番号、所属学部、学年を明記の上、参加申し込みをしてください(Please register by email with your name, student ID, and affiliated department)。

OneBridge セミナーの申し込み先: ssp-info@cm.hit-u.ac.jp