



[当初の目標及び成果の要旨] (\* 2～4ページ記入) :

当初の目標 : a) Data collection in Thailand using ethnographic methods

b) Develop research papers related to global business

成果の要旨 : In addition to conducting research as follows, I could attend various events, make presentations and contribute to UN SDG 17.

### 1) **Data gathering and research paper development**

- Through in-person participation in Thai language learning courses at a local university etc., I could develop participant observation data on second language acquisition, its relation to society and culture, and thereby develop inductively ideas on potential impacts on global business.
- I visited food courts and engaged in casual conversations that helped develop ethnographic data, useful for a research paper related to global business, co-authored with Thammasat researchers, who could add their Thai perspective
- Similar to the above, I could record data on different aspects of potential global business activities (e.g., Thai massage) that became the basis of further research paper development.

I could also participate and observe various cultural events that form the foundations of a cultural understanding of Thailand

- a. Participate and observe the Thai New Year festival Songkran
- b. Observed “*Thai Youth Reimagining Tradition in Sound*” a cultural event promoted by the Department of Cultural Promotion, Ministry of Culture, in collaboration with Thammasat University

### 2) **Participation in various events in Bangkok**

#### A. *Invited lectures/panel events*

- a) Invited lecture on the theme “Overcoming cultural discontinuities: a focus on Asian

business” at the joint session of Trading Companies Division and Machinery Companies Division of Japan Chamber of Commerce in Thailand (5<sup>th</sup> Nov, 2025). See also <https://www.kitakyu-u.ac.jp/news/2025/11/006181.html>

- b) Invite lecture on the theme “Cultural levers for business success in Thailand” at the World Association of Overseas Japanese Entrepreneurs (18<sup>th</sup> Feb, 2026). See also <https://www.kitakyu-u.ac.jp/news/2026/02/006389.html>
- c) Invited guest talk on the theme “From PhD to publishing in top peer reviewed journals” to Thammasat Business School PhD students. 27<sup>th</sup> Feb 2026
- d) Invited panelist to graduate student presentations on “preliminary project proposal for a social innovation or sustainability intervention”, at the School of Global Studies, Thammasat University (28<sup>th</sup> Feb, 2026). Part of MA in Social Innovation and Sustainability (GS731 AY2025 Project Management and Impact Assessment, Integrative group presentation)
- e) Invited guest session to undergraduate students on “Talent management in MNEs: insights from practice and scholarly reflections” at the School of Global Studies, Thammasat University (16<sup>th</sup> March, 2026). Part of GS303 Designing Organizations course for 3<sup>rd</sup> year undergraduate students.
- f) Invited research seminar on my topic “Research informing practice: Intertwining global business studies with sustainability” to the faculty members of the School of Global Studies, Thammasat University (24 March, 2024).

→ At lunches, breaks, and parties associated with the conferences, I had the opportunity to exchange opinions with leading international researchers on global business research trends.

#### B. Other events

- i) Bangkok Post Forum 2025, The New Global Oder on 1<sup>st</sup> August
- ii) Attended a Japan Foundation sponsored event, “*Poetic Machines & Paper Heroes: From Quiet Determination to Daring Dreams*” which facilitated

Thai artists engagement with Japan.

- iii) Attended a dhamma talk on the theme “Selflessness Creates the Path to Peace” by Ajahn Brahm, abbot of Bodhiyana Monastery in Western Australia at World Fellowship of Buddhists, Bangkok center.

3) **Going forward**

The data collected and the contents of conference presentations will be further organized, and further presentations and publications at domestic and international venues will be considered as appropriate.

The data collected will also be useful for my classroom teaching at the university.

4) **Relevance to my research theme :**

I believe that this long-duration research trip has enabled me to organize and develop research topics in line with my initial objectives.

5) **Contribution to UN SDGs (collateral benefit):**

My current research relates sustainability and cultural diversity. By working with Thai researchers, especially at Thammasat University, I could, as part of The University of Kitakyushu Faculty, contribute to SDG 17 Japan – Thai (Developed country- Developing country) partnerships for the goals (SDG 17). Specifically, I consider the following targets of SDG 17:

Target 17.6 Knowledge sharing and cooperation for access to science, technology and innovation

And

Target 17.C Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

■以下該当ある場合は記入して下さい。

[成果の公表] \*成果物を別途添付してください。(様式は問いません。)

記入例：(雑誌論文：論文標題、雑誌名、発行年、最初と最後のページを記載して下さい)

(学会発表：発表標題、学会等名、発表年月日、発表場所を記載して下さい)

学会発表：

- “An Examination of Experiences of Traditional Thai Massage in Thailand as a ‘Customer Experience’: Implications for Business Practice and Policy Making”, at the 21st World Congress of the Academy for Global Business Advancement, Bangkok, Thailand, July 2025. (Presented by Ashok Ashta on behalf of Authors: Ashta, A., & Stokes, P. )
- “Family and Work Aspirations and Dynamics in Advanced and Emerging Asian Markets”. SIETAR Southeast Asia Conference 2025, Bangkok, Thailand, November 8, 2025 (Presented by Ashok Ashta on behalf of Author: Ashta, A. )

[参加した学会・研究会・講演会]

記入例：(日時、学会名、場所を記載して下さい)

- 22 January 2026 , “Hot Air: What Works to Combat Extreme Heat in Apparel Production in Asia?” An evidence-based discussion on practical solutions to extreme heat challenges in the apparel industry. Conference at Thammasat Business School, Thammasat University, Tha Prachan Campus, Bangkok. (For reference only: This event was in collaboration with Cornell University’s Global Labor Institute, New York)
- 7 March 2026, 5th Thammasat University International ELT Conference 2026. Theme: “Exploring New Horizons in English Language Teaching and Assessment in the ASEAN Context.” At Thammasat University, Tha Prachan Campus, Bangkok