

Contents

Articles

- A Comparative Study on the Impact of Market-oriented and Technology-oriented New Product Development on Corporate Performance
.....K. Lee.....(1)
- Some Preliminary Considerations Concerning the Level of Awareness Regarding Non-Profit Organizations among University Students Majoring in Economics and Management
-From a Survey of Students at Japan University of Economics, Fukuoka Campus-
.....M. Yoshida.....(17)
- How to Realize Start and Adherence a Physical Activity Program for Health Promotion
.....K. Kimura.....(29)
- Japanese “Kawaii” and Chinese “Keai” “Kawayi”
-Analyze the Difference in Meaning Usage Status and Usage Target-
.....K. Fukushige.....(37)
- A Study on Accepting Foreigners and Multicultural Coexistence in Japan
.....S. Yamashita · K. Takeuchi · Y. Tanaka.....(47)