所属 国際関係学科	職名 准教授	氏名　Adam Acar	大学院における研究指導担当資格の有無　（有）

I　教育活動

教育実践上の主な業績	年月日	概　　　　　要
1　教育内容・方法の工夫（授業評価等を含む）	2010-20015	(Marketing Strategy, 2010-2011, Social Media Seminar, Present) -Used team building and problem solving exercises -Measured student feedback via online surveys
2　作成した教科書、教材、参考書		
3　教育方法・教育実践に関する発表、講演等	20013-2015	(2013) I can't share this: An analysis of consumer reactions to Facebook Posts in Japan, Germany and the USA. Proceedings of the 47th Annual conference of Japan Association of Consumer Studies. Pages 77~80. (2013) Google Glass: Cool, Strange and Connected. Proceedings of the 47th Annual conference of Japan Association of Consumer Studies. Pages 58~59. (2013) One Competition, Many Ideas: Marketing Competition Japan. Proceedings of the 21st Annual Meeting of the Association of Product Development and Management. Nagoya, Japan.(Page 60~63) (2013). Marketing Competition Japan: A Project Based Approach to Teaching Global Competence Skills to Japanese Students. Paper presented at the 2013 SIETAR Japan Conference, Chiba, Japan. (2014). A different approach to pharmaceutical package testing in Thailand. Paper presented at the 48th Annual conference of Japan Association of Consumer Studies. (2015) Social Media Campaigns. Mykolas Romeris University Future Business Conference. (2015) Are All Foreigners The Same? Attitudes Toward Foreigners In Japan. Paper presented at the International Conference on Education, Psychology and Social Science (ICEPSS) 2015. (2015) Cross-cultural Analysis of Social Media Use all around the World. Paper Presented at ICPSS2015 (2015) The Collecting Behavior and Its Connection to Line's Digital Stamps. Paper presented at the 50th Conference of Japan Association of Consumer Studies.

4　その他教育活動上特記すべき事項					

Ⅱ　研究活動

著書・論文等の 名　　　称	単著・共著の 別	発行または発表の年月 （西暦でも可）	発行所、発表雑誌（及び巻・号数）等の名 称	編者・著者名 （共著の場合のみ 記入）	該当頁数
著書					
Culture and brand communications in social media: an exploratory analysis of Japanese and US brands.	共著	2013 年 1 月	International Journal of Web Based Communities	◎Takamura, D., Sakamoto, K., & Nishimuta, A.	140 頁~151 頁
Culture and Social Media Use: Analysis of Twitter users in Japan.	共著	2013 年 1 月	International Journal of Electronic Commerce Studies	◎Ayaka Deguchi	21 頁~32 頁
Attitudes toward Blended Learning and Social Media Use for Academic Purposes: An Exploratory Study	単著	2013 年 1 月	Journal of e-Learning and Knowledge Society	.	107 頁~126 頁
Culture and Social Media（Book）	単著	2014 年 3 月	Cambridge Scholars Publishing		1 頁~201 頁
Can Facebook Make Students Remember? An experimental study from Japan.	単著	2014 年 6 月	e- Learning and Digital Media	.	214 頁~221 頁
Culture, corruption, suicide, happiness and global social media use: a cross-cultural perspective	単著	2014 年 8 月	International Journal of Web Based Communities		357 頁~400 頁