

Area of Interest

Nobuyoshi Hiramatsu

I believe this internship program can give me precious opportunities for the case study in Management of Technology and Marketing.

Management of Technology

- Pragmatic capability for problem solving

How should the researchers and developers plan, check the state of progress and improve it in the practice of R&D projects?

Marketing

- Analysis of the market

How should the managers find out the market needs, its future prospect, and the niche market?

- Concentration in Core Competence

How should the managers determine the main market to maximize the potentials of the human resources?

Besides, I hope to acquire the basic knowledges of industry through the experience of the internship.

- Innovative environment

How to nurture the working environment that produces revolutionary innovation.

- The method of Differentiation

- Distribution, Logistics

- Targeting customer

- Pricing...