

Curriculum Vitae

Family Name: Nagasawa *Given Name:* Shin'ya
Gender: Male
Date of Birth: 21 September 1955
Place of Birth: Niigata City, Japan
Nationality: Japan
Home Address: 2-18-1-103, Higashi-Nakano, Nakano-ku, Tokyo 164-0003, Japan
Home Phone: +81-3-5386-1615
Mobile Phone: +81-80-3401-6639
E-Mail Address: nagasawa@waseda.jp

Educational Background

Month/Year

December/1986 Doctor of Engineering in Industrial Engineering, Waseda University
March/1980 Master of Engineering in Industrial Engineering, Waseda University
March/1978 Bachelor of Engineering in Industrial Engineering, Waseda University

Employment Record

Month/Year

April/2012 – current Director, Luxury Branding Institute, Waseda University, Tokyo
April/2012 – current Director, Luxury Branding Module, and LVMH Moët Hennessy.
Louis Vuitton Chair Professor, Waseda Business School
Sep./2008 – July/2009 Visiting Professor, ESSEC (Ecole Supérieure des Sciences
Economiques et Commerciales) Business School (France)
April/2004 – March/2008 Director, Strategic Design Management Institute, Waseda
University, Tokyo
April/2003 – current Professor, Waseda Business School (April/2003 – March/2007:
Graduate School of Asia-Pacific Studies, April/2007 – current:
Graduate School of Commerce), Waseda University, Tokyo
April/1995 – March/2003 Professor, College and Graduate School of Business
Administration, Ritsumeikan University, Kyoto
April/1990 – March/1995 Associate Professor, Faculty and Graduate School of Business
Administration, Asia University, Tokyo
April/1988 – March/1990 Assistant Professor, Faculty of Informatics and Management,
Sanno College, Kanagawa

Oct./1981 – March/1988 Research Associate, School of Engineering, Meiji University,
Tokyo

April/1980 – Sep./1981 Engineer, Nippon Light Metal Company, Tokyo

Current Employer and Position

- Professor, Graduate School of Commerce, Waseda University, Japan

Field of Specialization

1. Luxury Branding and Strategy
2. Design and Brand Innovation Management
3. *Kansei* Engineering / Affective Engineering
4. Experiential Marketing and Management
5. Design and Marketing of New Product
6. Design Tools for New Product Development (Especially, Seven Tools for New Product Planning)
7. Sensory Evaluation
8. Total Quality Management
9. Environmentally-Friendly Business (Especially, Environment-Conscious Products and Waste Management and Resource Circulation Business)

Honors and Awards

November/2001 Nikkei Publishing Award (Nihon Keizai Shimbun-sha and Committee of Deming Prize)

September/2002 Publishing Award of Japan Society of *Kansei* Engineering

October/2003 Best Paper Award of Japan Society of *Kansei* Engineering

December/2003 Best Paper Award of EcoDesign2003 (3rd International Symposium on Environmentally Conscious Design and Inverse Manufacturing)

September/2005 Publishing Awards of Japan Society of *Kansei* Engineering (two books)

August/2006 Grand Prize of Waste Technology (Executive Committee of Waste Technology 2006)

September/2006 Publishing Award of Japan Society of *Kansei* Engineering

August/2007 Publishing Award of Japan Society of *Kansei* Engineering

September/2009 Publishing Award of Japan Society of *Kansei* Engineering

August/2010 Life Fellow Award of International Society of Management Engineering

November/2010 Nikkei Publishing Award (Nihon Keizai Shimbun-sha and Committee of Deming Prize)

May/2012 Lifetime Achievement Award, United Cultural Convention, USA

Committee Memberships

- Life Fellow, International Society of Management Engineering
- Supervisor (Former Vice-President, Director), Japan Society of *Kansei* Engineering
- Executive Director, Association of Product Development and Management of Japan
- Member (Former Advisory Committee Member), Japanese Society of Science of Design
- Advisory Committee Member, Japanese Society of Quality Control
- Auditor, EcoDesign Promotion Network
- Member, Society of Fuzzy Engineering Technology of Japan
- Member, Fashion Business Society of Japan
- Member, Japanese Society of Sensory Evaluation
- Member (Former Advisory Committee Member), Association of Atmospheric Environment of Japan
- Member, Union of Eco-Designers of Japan

Other academic and professional activities:

Numerous activities have been conducted in domestic and international scientific events. These are the extracts of the activities in international scientific events.

- October/1996 Session Co-Chairman at the International Quality Conference-1996
- August/1997 Session Chairman at 14th International Conference on Production Research
- October/1999 Session Chairman at 4th Asia Design Conference
- October/2003 Session Chairperson at 6th Asia Design Conference
- December/2003 Session Chair at EcoDesign 2003 International Symposium
- June/2007 Session Chair at 1st European Conference on Affective Design and *Kansei* Engineering
- October/2007 Session Chair at the International Conference on *Kansei* Engineering and Emotion Research 2007
- December/2007 Session Chair at EcoDesign 2007 International Symposium
- August/2008 Session Chair at 2nd European Conference on Affective Design and *Kansei* Engineering
- October/2008 Session Chair at 10th IMAC Conference on Regional Innovation System and Manufacturing Culture
- August/2009 Session Chair at the International Conference on Quality and Service

Sciences 2009

October/2009 Session Chair at IASDR (International Association of Societies of Design Research) 2009 Conference

December/2009 Session Chair at EcoDesign 2009 International Symposium

March/2010 Session Chair at *Kansei* Engineering and Emotion Research International Conference 2010

August/2010 Session Chair at the International Symposium on Management Engineering 2010

September/2010 Session Chair at the International Conference on Quality and Service Sciences 2010

August/2011 Session Chair at the International Conference on Quality and Service Sciences 2011

August/2012 Session Chair at the International Symposium on Management Engineering 2012

March/2013 Session Chair at the Symposium on Affective Engineering 2013

Organization and coordination of scientific events

December/2003 Member of Organizing Committee and Program Committee of EcoDesign 2003 International Symposium

August/2004 Member of Organizing Committee of Asian Pacific Conference of Clean Air and Environment

December/2005 Chair of Award Committee, Member of Organizing Committee and Program Committee of EcoDesign 2005 International Symposium

March/2006 Member of International Program Committee of the International Symposium on Management Engineering 2006

December/2006 Chair of Executive and Technical Committee, Member of Organizing Committee of EcoDesign 2006 Asia-Pacific Symposium

March/2007 Member of International Program Committee of the International Symposium on Management Engineering 2007

October/2007 Member of Organizing Committee and Referee Committee of the International Conference on *Kansei* Engineering and Emotion Research 2007

December/2007 Member of Organizing Committee, Technical Committee, and Awards Committee of EcoDesign 2007 International Symposium

March/2008 Member of International Program Committee of the International Symposium on Management Engineering 2008

August/2008 Member of Scientific Committee of 2nd European Conference on

	Affective Design and <i>Kansei</i> Engineering
August/2009	Member of Scientific Committee of the International Conference on Quality and Service Sciences 2010
December/2009	Member of Organizing Committee of EcoDesign 2009 International Symposium
August/2010	Member of Scientific & Paper Review Committee of the International Conference on Quality and Service Sciences 2010
January/2011	Member of Reviewing Committee of 10th International Marketing Trends Conference
August/2011	Member of International Program Committee of the International Symposium on Management Engineering 2011
August/2011	Member of Scientific & Paper Review Committee of the International Conference on Quality and Service Sciences 2011
December/2011	Member of Organizing Committee of EcoDesign 2011 International Symposium
January/2012	Member of Reviewing Committee of 11th International Marketing Trends Conference
August/2012	Member of International Program Committee of the International Symposium on Management Engineering 2012
March/2013	Member of International Program Committee of the Symposium on Affective Engineering 2013

Invited speeches delivered at international scientific and institutional events

1. Invited Speaker at the International Symposium on “Toward a Development of KANSEI Technology (KANSEI 2001),” organized by Muroran Institute of Technology, 2001
2. Invited Speaker in Plenary Session at 1st European Conference on “Affective Design and *Kansei* Engineering,” organized by Lund University and Linköping University, 2007
3. Invited Speaker in Plenary Session at 2nd European Conference on “Affective Design and *Kansei* Engineering,” organized by Linköping University and Lund University, 2008
4. Invited Speaker in Plenary Session at 2008 Creative Life Industries International Forum organized by Corporate Synergy Center, Taiwan, 2008
5. Keynote Lecturer at 9th ASCS (Asian Society for Cosmetics Science) Conference, organized by the Society of Cosmetics Chemists of Japan, 2009

Publications:

Books and Book Chapters

81 books and book chapters have been published. (68 in Japanese, 2 in English, 5 translated in Chinese, 5 translated in Hangul, and 1 translated in Thailand language)

1. Nagasawa, Shin'ya, "Basic Statistics," "Summarizing and Graphical Expression of Data," "Probabilistic Distribution and Percentile," "Statistical Inference," "Random Numbers," "Appendix," in Ootaki, Atushi, Kazuyuki Suzuki, and Shin'ya Nagasawa, *Statistical Analysis by BASIC Language for PC*, Tokai University Press, pp.11-135, 221-248, 252pp., 1984, ISBN 4-486-00771-9 (in Japanese)
2. Fujita, Tadasu, Katsuya Hosotani, and Shin'ya Nagasawa, *Statistical Tables and Formulae for Foremen – Textbook on Statistical Quality Control –*, the Union of Japanese Scientists and Engineers (not for sale), 45pp., 1987 (in Japanese)
3. Nagasawa, Shin'ya, "A Study on the Fool Proof Methodology in Software – An Example of a Language for Arm Robot Movements –," in Ayatomo Kanno (ed.), Shin'ya Nagasawa, *et al.*, *Case Studies of Quality Control in Software*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.476-487, 1352pp., 1990, ISBN 4-8171-6026-8 (in Japanese)
4. Nagasawa, Shin'ya, "A Measurement for Fuzziness," in Kageyu Noro (ed.), Shin'ya Nagasawa, *et al.*, *Engineering for Human Life*, Association for Promoting Education in the University of the Air, pp.245-263, 285pp., 1992, ISBN 4-595-84037-3 (in Japanese)
5. Nagasawa, Shin'ya, "Word Processing Essentials," in Koichi Nishimura, Shin'ya Nagasawa, and Takao Ishizuka, *Note PC Essentials – 98Note + Lotus HARMONY –*, Hakuto Shobo, pp.42-142, 232pp., 1992, ISBN 4-561-25204-5 (in Japanese)
6. Nagasawa, Shin'ya, "Evaluation of Products," in Norihiko Mori (ed.), Shin'ya Nagasawa, *et al.*, *Designing with Left Brain – Searching for Scientific Methodologies of Designing –*, Kaibundo Publishing, pp.70-82, 194pp., 1993, ISBN 4-303-72720-2 (in Japanese)
7. Nagasawa, Shin'ya, "Design Tools for Product Planning in the diverse market," in the Management Network (ed.), Shin'ya Nagasawa, *et al.*, *Methodology of Market Analysis to Create Customer*, Nikkan Kogyo Shimbunsha, pp.59-90, 230pp., 1995, ISBN 4-526-03656-0 (in Japanese)
8. Nagasawa, Shin'ya, "An Application of Fuzzy Structural Modeling to Relation Diagram Method in Quality Control," in Takehisa Onisawa and Janusz Kacprzyk

- (eds.), Shin'ya Nagasawa, *et al.*, *Reliability and Safety Analyses under Fuzziness*, Physica-Verlag (Springer Verlag), pp.217-229, 376pp., 1995, ISBN 3-7908-0837-3 (in English)
9. Nagasawa, Shin'ya, "Sensory Evaluation," in Toshihiko Tawara, Shin'ya Nagasawa, Tetsuro Seki, and Yukio Shimoda, *Quality Control – Textbook for Middle Class of Production Management Program –*, PHP Institute (not for Sale), pp.43-67, 123pp., 1995 (in Japanese)
 10. Nagasawa, Shin'ya, "Questionnaire Survey," "Positioning Analysis," in Noriaki Kanda (ed.), Tadashi Ohfujii, Shin'ichi Okamoto, Tsutomu Konno, and Shin'ya Nagasawa, *The Seven Tools for Product Planning – Toolbox for New Product Development –*, Nikkagiren Shuppansha, pp.81-133, 269pp., 1995, ISBN 4-8171-0287-X (in Japanese)
 11. Nagasawa, Shin'ya, "Present State of Air Pollution," "Hazardous Influence of Air Pollution," "Laws and Regulations for Environment," in Shin'ichi Okamoto, Yoichi Ichikawa, and Shin'ya Nagasawa, *Overview of Environmental Science*, Sangyo Tosho, pp.11-21, 29-38, 113-124, 210pp., 1996, ISBN 4-7828-9023-0 (in Japanese)
 12. Nagasawa, Shin'ya, "Launching Products that influence on Human *Kansei*," in Hiroyuki Kaiho (ed.), Shin'ya Nagasawa, *et al.*, *Psychology of "Warm Recognition" – Wondering Phenomenon of Fusion between Recognition and Emotion –*, Kaneko Shobo, pp.183-204, 302pp., 1997, ISBN 4-7608-2126-0 (in Japanese)
 13. Nagasawa, Shin'ya, *Creating Customer Value – Text No.282 for the Quality Month –*, Committee of Hinshitsu Gekkan, 47pp., 1998 (in Japanese)
 14. Nagasawa, Shin'ya, "What is Marketing Research?" "What is Green Marketing?" in the Committee for Basics of Management Q&A (ed.), Shin'ya Nagasawa, *et al.*, *Basics of Management Q&A*, Minerva Publishing, pp.136-137, pp.144-145, 268pp., 1998, ISBN 4-623-02881-X (in Japanese)
 15. Nagasawa, Shin'ya, *A Talk about Marketing*, Japan Standards Association, 224pp., 1998, ISBN 4-542-90212-9 (in Japanese)
 16. Nagasawa, Shin'ya, "Present State of Air Pollution," "Influence of Air Pollution," "Laws and Regulations for Environment," in Shin'ichi Okamoto, Yoichi Ichikawa, and Shin'ya Nagasawa (Korean edition by Jang Chul-Hyun, Park Song-Woo, Sin Nam-Chul, Lee Young-Jun), *KANKYOUNGAKU GAIRON (Overview of Environmental Science)*, Dong-Hwa Technology Publishing (Seoul), pp.27-38, 45-54, 127-136, 214pp., 2000, ISBN 89-425-4122-4 (translated in Hangul)
 17. Takeda, Masahiro, and Shin'ya Nagasawa, "New Business in 2000's and Patent of Business Process Model," in the Research Group for Intellectual Property, Japan Society of *Kansei* Engineering (ed.), Shin'ya Nagasawa, *et al.*, *Patent of Business*

- Process Model*, Tsusho Sangyo Shiryokai, pp.297-319, 342pp., 2000, ISBN 4-8065-2630-4 (in Japanese)
18. Nagasawa, Shin'ya, "Principles and Practice of Sensory Evaluation," "Basics and Applications of Sensory Evaluation," in Kakuro Amasaka, and Shin'ya Nagasawa, *Basics and Applications of Sensory Evaluation – For the Kansei Engineering in Automobile Development –*, Japan Standards Association, pp.21-203, 432pp., 2000, ISBN 4-542-50327-5 (in Japanese)
 19. Nagasawa, Shin'ya, "Marketing is a strategy to sell well," "Rise and Fall of Ford T-model and Marketing," "Positioning Analysis," "Paired Comparison Evaluation (Analytical Hierarchy Process)," "Principles of Analytical Hierarchy Process," "Marketing of Non-profit Organization," in Noriaki Kanda (ed.), Tadashi Ohfuji, Shin'ichi Okamoto, Tsutomu Konno, Shin'ya Nagasawa, and Kazuhiko Maruyama, *Easy-To-Understand Version of the Seven Tools for Product Planning Series to Create Hit Products, Volume 2*, Nikkagiren Shuppansha (JUSE Press Ltd.), p.22, 65, pp.105-126, 163-175, 177-180, 182-185, p.186, 255pp., 2000, ISBN 4-8171-0333-7 (in Japanese)
 20. Nagasawa, Shin'ya, "Basics and the Present State of Kansei Engineering," in the Society of Fuzzy Science and Technology (ed.), Shin'ya Nagasawa, *et al.*, *Handbook of Fuzzy Theory and Soft-Computing*, Kyoritsu Shuppan, pp.656-669, 1214pp., 2000, ISBN 4-320-02985-2 (in Japanese)
 21. Nagasawa, Shin'ya, "Introduction to the Seven Tools for Product Planning," "Definition of Marketing," "Positioning Analysis," "W. E. Deming is said to be the Ancestor of Marketing in Japan," "FAQ in application of the Seven Tools for Product Planning (Positioning Analysis, Paired Comparison Evaluation (Analytical Hierarchy Process))," in Noriaki Kanda (ed.), Tadashi Ohfuji, Shin'ichi Okamoto, Tsutomu Konno, Shin'ya Nagasawa, and Kazuhiko Maruyama, *Can-do Version of the Seven Tools for Product Planning Series to Create Hit Products, Volume 3*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.1-26, p.91, 129, pp.199-202, 205-217, 232pp., 2000, ISBN 4-8171-0334-5 (in Japanese)
 22. Nagasawa, Shin'ya, "Marketing is a strategy to sell well," "Rise and Fall of Ford T-model and Marketing," "Positioning Analysis," "Paired Comparison Evaluation (Analytical Hierarchy Process)," "Principles of Analytical Hierarchy Process," "Marketing of Non-profit Organization," in Noriaki Kanda (ed.), Tadashi Ohfuji, Shin'ichi Okamoto, Tsutomu Konno, Shin'ya Nagasawa, and Kazuhiko Maruyama (Yau-Mau Chen trans.), *Easy-To-Understand Version of the Seven Tools for Product Planning Series to Create Hit Products, Volume 2*, Corporate Synergy Development

- Center (Taipei), pp.22-23, 69-70, 111-132, 170-182, 183-187, 188-192, 193-194, 257pp., 2002, ISBN 957-8848-79-X (translated in Chinese)
23. Nagasawa, Shin'ya, "About this Volume," "*Kansei Engineering and Business*," "Statistical Sensory Evaluation and its Application to Odor of Coffee Beans," "On the Research Group of *Kansei* Products," in Shin'ya Nagasawa (ed.), with Hideo Jinguh, *et al.*, *Product Development Relating Kansei – Its Methodology and Practice –*, Japan Publishing Service Co., pp.iii-viii, 3-23, 151-169, 209-217, 217pp., 2002, ISBN 4-88922-111-5 (in Japanese)
 24. Nagasawa, Shin'ya, "Introduction to the Seven Tools for Product Planning," "Definition of Marketing," "Positioning Analysis," "W. E. Deming is said to be the Ancestor of Marketing in Japan," "FAQ in application of the Seven Tools for Product Planning (Positioning Analysis, Paired Comparison Evaluation (Analytical Hierarchy Process))," in Noriaki Kanda (ed.), Tadashi Ohfuji, Shin'ichi Okamoto, Tsutomu Konno, Shin'ya Nagasawa, and Kazuhiko Maruyama (Yau-Mau Chen trans.), *Can-do Version of the Seven Tools for Product Planning Series to Create Hit Products, Volume 3*, Corporate Synergy Development Center (Taipei), pp.1-26, 27-28, 102-103, 143-144, 221-225, 227-240, 253pp., 2002, ISBN 957-8848-89-7 (translated in Chinese)
 25. Nagasawa, Shin'ya, *An Unpainted Face of the Empire of Luxury Brands: LVMH Moët Hennessy. Louis Vuitton*, Nihon Keizai Shimbunsha, 269pp., 2002, ISBN 4-532-19147-5 (in Japanese)
 26. Nagasawa, Shin'ya, *Environmentally-Friendly Business Society – Focusing on Automobile Problem and Waste Problem –*, Chuo Keizaisha, 220pp., 2002, ISBN 4-502-64810-8 (in Japanese)
 27. Nagasawa, Shin'ya, "Management of New Product and New Business Development," in Yoshiya Teramoto and Shuichi Matsuda (supervisors), Shin'ya Nagasawa, *et al.*, *Introduction of MOT (Management of Technology) – MBA for Engineers –*, Japan Management Association, pp.49-67, 341pp., 2002, ISBN 4-8207-4116-0 (in Japanese)
 28. Nagasawa, Shin'ya, "What is Marketing Research?" "What is Green Marketing?" in the Committee for Basics of Management Q&A (ed.), Shin'ya Nagasawa, *et al.*, *Basics of Management Q&A*, Minerva Publishing, pp.136-137, 168-169, 309pp., 2003, ISBN 4-623-03794-0 (in Japanese)
 29. Nagasawa, Shin'ya, and Takeo Moriguchi, *Waste Management Business – Focusing on Business Process Model of Waste Management Inc. –*, Doyukan, 217pp., 2003, ISBN 4-496-03622-6 (in Japanese)
 30. Nagasawa, Shin'ya, and Satoshi Kawae, *Product Strategies of Kirin Beverage's "Namacha" and Meiji Seika's "Fran" – Passion of Launching of Hit Products –*, Japan

- Publishing Service, 136pp., 2003, ISBN 4-88922-113-1 (in Japanese)
31. Nagasawa, Shin'ya, "About this Volume," "Influence of Consumers' Awareness of the Environment over their Purchasing Behaviors," "Product Development Management and Marketing of Kirin Beverage's 'Namacha'," "On the Research Group of *Kansei* Products," in Shin'ya Nagasawa (ed.), with Noriki Ikawa, *et al.*, *Practice of Kansei Product Development – Deployment of Kansei to Product Component –*, Japan Publishing Service Co., pp.1-2, 35-54, 139-147, 183-187, 191pp., 2003, ISBN 4-88922-114-X (in Japanese)
 32. Nagasawa, Shin'ya, and Pi-Ju Tsai, *Marketability of Environmentally-Friendly Products – Applications of "the Seven Tools for New Product Planning" –*, Koyo Shobo, 245pp., 2003, ISBN 4-7710-1466-3 (in Japanese)
 33. Nagasawa, Shin'ya, "Deployment of Design Management," "Postscript," in Shin'ya Nagasawa, and Masaki Iwatani (eds.), with Noriji Sato, Shin'ya Iwakura, Motoo Nakanishi, Shin'ya Nagasawa, and Masaki Iwatani, *Introduction to Design Management – Strategic Application of Design –*, Kyoto Shimbun Shuppan Center, pp.155-217, 237-240, 240pp., 2003, ISBN 4-7638-0528-2 (in Japanese)
 34. Nagasawa, Shin'ya, and Ryutaro Kino, *Brand Identity of Nissan and Honda – Product Managers Who Pursue Product Development –*, Doyukan, 208pp., 2004, ISBN 4-496-03646-0 (in Japanese)
 35. Nagasawa, Shin'ya (Ya-Yun Zhen, and Gin-Shou Liu trans.), *Unpainted Face of the Empire of Luxury Brands: LVMH Moët Hennessy. Louis Vuitton*, Taiwan Business Weekly (Taipei), 271pp., 2004, ISBN 986-124-144-2 (translated in Chinese)
 36. Nagasawa, Shin'ya, "Customer Value and Creating Customer Value," "Segmentation of Users by Conjoint Analysis," in Noriaki Kanda (ed.), Shin'ya Nagasawa, *et al.*, *Handbook of Creating Customer Value – System for Creation of Customer Delight in Manufacturing Industry, Service Industry and Agriculture Industry –*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.3-30, 154-168, 432pp., 2004, ISBN 4-8171-0106-7 (in Japanese)
 37. Nagasawa, Shin'ya, "Foreword," "New Product Development Management and Management of Technology (MOT)," in Shin'ya Nagasawa (ed.), with Nagasawa's Project Research Seminar, *Live MOT – Messages from Product Managers –*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.iii-iv, 1-20, 224pp., 2004, ISBN 4-8171-0108-3 (in Japanese)
 38. Iwakura, Shin'ya, Masaki Iwatani, and Shin'ya Nagasawa, *Strategic Design Management in HONDA – Destructive Creation and Evolution of Brand Identity –*, Nihon Keizai Shimbunsha, 309pp., 2005, ISBN 4-532-31216-7 (in Japanese)

39. Nagasawa, Shin'ya, "Foreword," "Essentials of Customer Experience," "the Capability of Product Development and Creation of Customer Values of a Small Kyoto Company 'Ichizawa Hampu'," "Management of Technology and Customer Experience," in Shin'ya Nagasawa (ed.), with Nagasawa's Project Research Seminar, *Value Creation through Customer Experience That Enables to Develop Hit Products – Fabrication That Influencing on Human Kansei –*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.3-5, 64-79, 166-204, 234-252, 254pp., 2005, ISBN 4-8171-9146-5 (in Japanese)
40. Nagasawa, Shin'ya, "Foreword," "Accreditation for Sound Rearing of Industrial Waste Management Business," in Shin'ya Nagasawa, and Shunsuke Kurosaka, *Challenge of Waste Management Business*, Kankyo Shimbunsha, pp.3-8, 185-209, 209pp., 2005, ISBN 4-86018-086-0 (in Japanese)
41. Nagasawa, Shin'ya, "Design and Marketing," in Katsuo Inoue (ed.), Mitsuo Hirokawa, Keiichiro Kawarabayashi, Shin'ya Nagasawa, *et al.*, *Design and Kansei*, Kaibundo Publishing, pp.75-100, 280pp., 2005, ISBN 4-303-72392-4 (in Japanese)
42. Nagasawa, Shin'ya, "History of Public Nuisance and Air Pollution," "Present State of Air Pollution," "Hazardous Influence of Air Pollution," "Laws and Regulations for Environment," "Product Design for Environment," in Shin'ichi Okamoto, Yoichi Ichikawa (eds.), Shin'ya Nagasawa, Masayasu Hayashi, and Takahisa Maeda, *Overview of Environmental Science*, 2nd edition, Sangyo Tosho, pp.5-10, 10-19, 29-37, 109-116, 153-162, 206pp., 2005, ISBN 4-7828-2611-7 (in Japanese)
43. Iwakura, Shin'ya, Masaki Iwatani, and Shin'ya Nagasawa (Park Mi-Ok trans.), *HONDA NO DESIGN SENRYAKU KEIEI (Strategic Design Management in HONDA – Destructive Creation and Evolution of Brand Identity –)*, Human & Books (Seoul), 335pp., 2005, ISBN 89-90287-72-3 (translated in Hangul)
44. Nagasawa, Shin'ya, and Shinji Enoki, *Product Innovation Management That Enables to Launch Hit Products Continuously – Hearing the Messages of Brand Managers of Kirin Beverage's "Fire", "Namacha", "Kikicha" and "Amino Supli" –*, Koyo Shobo, 160pp., 2006, ISBN 4-7710-1710-7 (in Japanese)
45. Nagasawa, Shin'ya, "Thoughts on Sound Rearing of Industrial Waste Management Business #2: Simple and Objective Criteria for Evaluation," Editorial Division of the Kankyo Shimbun (ed.), Yoshinobu Kitamura, Shin'ya Nagasawa, Toshihiko Goto, *et al.*, *Kankyo Shimbun Booklet Series No.1 – Thoughts on Sound Rearing of Industrial Waste Management Business –*, Kankyo Shimbunsha, pp.13-15, 114pp., 2006, ISBN 4-86018-105-0 (in Japanese)
46. Nagasawa, Shin'ya, "Kansei and Marketing," in Kiyoshi Toko, and Koichi Sakamoto (eds.), Mitsuo Nagamachi, Shin'ya Nagasawa, *et al.*, *Science of Kansei – Fusion of*

- Psychology and Technology* –, Asakura Shoten, pp.200-215, 220pp., 2006, ISBN 4-254-10199-6 (in Japanese)
47. Nagasawa, Shin'ya, "Foreword," "What is Customer Experience?," "the Design Management Symposium: toward the Globalization of 'Kyoto Brand'," in Shin'ya Nagasawa (ed.), with Nagasawa's Project Research Seminar, *Creating Customer Experience in Long-Standing Brand Companies – Design Management of Encounters with Customers* –, Doyukan, pp.1-6, 15-33, 237-282, 282pp., 2006, ISBN 4-496-04102-2 (in Japanese)
 48. Nagasawa, Shin'ya, "Design and Marketing," in Katsuo Inoue (ed.), Mitsuo Hirokawa, Keiichiro Kawarabayashi, Shin'ya Nagasawa, *et al.*, *Design TO KANSEI (Design and Kansei)*, KSU Office of Industry Academy Cooperation (Seoul), pp.101-132, 342pp., 2006, ISBN 89-7043-904-0 (translated in Hangul)
 49. Nagasawa, Shin'ya, "Foreword," "Introduction," "Conclusion," in Shin'ya Nagasawa (ed.), with Nagasawa's Project Research Seminar, *Manufacturing and Fabrication by Creation through Customer Experience – Implementation of "Intangibles" That Produces Brand Value and Hit Products* –, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.3-6, 11-28, 201-217, 221pp., 2007, ISBN 4-8171-9210-3 (in Japanese)
 50. Nagasawa, Shin'ya, and Pi-Ju Tsai, *Marketability of Environment-Conscious Products – Application of "Seven Tools for New Product Planning"* –, Koyo Shobo, 204pp., 2007, ISBN 4-7710-1884-6 (in English)
 51. Nagasawa, Shin'ya, "Management of Technology (MOT) and Customer Experience," in the Association of Product Development and Management (ed.), Shoji Yokota, Naoto Onzo, Shin'ya Nagasawa, *et al.*, *Introduction to Product Development and Management*, Chuo Keizaisha, pp.181-197, 257pp., 2007, ISBN 978-4-502-39310-5 (in Japanese)
 52. Nagasawa, Shin'ya (ed.), with Kenji Oizumi, and Kazuaki Maeda, *The Principles of Louis Vuitton – The Strongest Brand Strategy* –, Toyo Keizai Shinposha, 274pp., 2007, ISBN 978-4-492-50171-9 (in Japanese)
 53. Nagasawa, Shin'ya and Takao Someya, *Tradition and Innovation at Long Standing Brand "Toraya" – Building Customer Experience and Technology Management* –, Koyoshobo, 167pp., 2007, ISBN 978-4-7710-1909-6 (in Japanese)
 54. Nagasawa, Shin'ya, "Foreword," "Present State and Prospect of Resource Circulation Business," in Shin'ya Nagasawa, and Editorial Division of the Kankyo Shimbun, *Challenge of Resource Circulation Business*, Kankyo Shimbunsha, pp.3-8, 143-163, 163pp., 2007, ISBN 978-4-86018-131-4 (in Japanese)
 55. Nagasawa, Shin'ya, "Foreword," "What is Environmental Business?," in Shin'ya

- Nagasawa (ed.), with and Environmental Marketing Project, *Challenge of Environmental Business*, Kankyo Shimbunsha, pp.3-8, 257-269, 271pp., 2008, ISBN 978-4-86018-144-4 (in Japanese)
56. Nagasawa, Shin'ya (ed.), with Satoshi Kawae, *Statistical Sensory Evaluation with Excel – Analysis of Rank Data, Paired Comparison, Multivariate Analysis, and Conjoint Analysis –*, Nikkagiren Shuppansha (JUSE Press Ltd.), 340pp., 2008, ISBN 978-4-8171-9238-7 (in Japanese)
57. Nagasawa, Shin'ya, "Foreword," "What is Customer Experience?," "the Design Management Symposium: toward the Globalization of 'Kyoto Brand'," in Shin'ya Nagasawa (ed.), with Yuusuke Irisawa, Takao Someya, and Teppei Tsuchida (Chinese Translation Supervised by Chin-Ho Su), *Creating Customer Experience in Long-Standing Brand Companies – Design Management of Encounter with Customer –*, Corporate Synergy Development Center (Taipei), pp.VI-XI, 1-19, 213-251, 271pp., 2008, ISBN 978-986-7690-62-3 (translated in Chinese)
58. Nagasawa, Shin'ya, "Thoughts on Sound Rearing of Industrial Waste Management Business #42: Toward Suggestion of the Prospective Business Models," in Editorial Division of the Kankyo Shimbun (ed.), Yoshinobu Kitamura, Shin'ya Nagasawa, Toshihiko Goto, *et al.*, *Kankyo Shimbun Booklet Series No.5 – Thoughts on Sound Rearing of Industrial Waste Management Business II–*, Kankyo Shimbunsha, pp.27-29, 114pp., 2008, ISBN 978-4-86018-152-9 (in Japanese)
59. Nagasawa, Shin'ya, "Statistical Analysis of Sensory Evaluation for Product Planning and Product Development," in Shigehiro Nishijima, and Yoko Akiyama (sup.), Hideo Jinguh, Masami Senoho, Shin'ya Nagasawa, *et al.*, *Sensory and Instrumental Evaluation of Cosmetics for Development of New Products*, CMC Books, 320pp., 2008, ISBN 978-4-7813-0072-6 (in Japanese)
60. Nagasawa, Shin'ya (supervised), Atsuhiko Nakayama, *Multivariate Analysis by Excel Solver – Volume of Regression and Prediction Analyses –*. Nikkagiren Shuppansha (JUSE Press Ltd.), 319pp., 2009, ISBN 978-4-8171-9305-6 (in Japanese)
61. Nagasawa, Shin'ya, "Foreword," "Waste Management Business in Japan and USA – Especially focusing Waste Management Inc. –," in Shin'ya Nagasawa (ed.), with Tetsuyuki Murai, Interested Students of Graduate School of Waseda Univ., Editorial Div. of the Kankyo Shimbun, *Revolutionists of Waste Management Business*, Kankyo Shimbunsha, pp.3-10, 237-281, 283pp., 2009, ISBN 978-4-86018-166-6 (in Japanese)
62. Nagasawa, Shinya (ed.), with Kenji Ohizumi, and Kazuaki Maeda (Lee Min-Young trans.), *Louis Vuitton NO HOSOKU – SAIKYO NO Brand SENRYAKU – (The Principle of Louis Vuitton – The Strongest Brand Strategy –)*," Between Lines

- Publishers, Inc. (Haeng Gan, Inc., Seoul), 271pp., 2009, ISBN 978-89-92714-41-9 (translated in Hangul)
63. Nagasawa, Shin'ya, "Basics of Marketing, Brand, Customer Experience, and Technology Management – Outlines of Methodologies Applied in this Volume –," in Shin'ya Nagasawa (ed.), with Nagasawa's Project Research Seminar, *Premium Strategy of Local and Traditional Industries of Japan – Building Customer Experience and Technology Management –*, Doyukan, pp.1-44, 339pp., 2009, ISBN 978-4-496-04544-8 (in Japanese)
 64. Nagasawa, Shin'ya, "Foreword," in Shin'ya Nagasawa (ed.), Masaki Iwatani, *Design Mind Manager – Yasuo Kuroki, Design Officer of Akio Morita –*, Japan Publishing Service, pp.i-xiv, 216pp., 2009, ISBN 978-4- 88922-122-0 (in Japanese)
 65. Nagasawa, Shin'ya, "Brand Management," "Outline of Marketing and Design," "Marketing Process," "Marketing Mix," "Outline of Promotion," in Japanese Industrial Designer Association (ed.), Hideo Yokota, Masanori Ohshima, Shin'ya Nagasawa, *et al.*, *Guidebook for Product Design – For Those Who Are Involved in Product Development –*, Works Corporation, pp.70-71, 194-201, 255pp., 2009, ISBN 978-4-86267-063-2 (in Japanese)
 66. Nagasawa, Shinya ed., with Kenji Ohizumi, and Kazuaki Maeda (Sriwika Susanpoolthong trans.), *Louis Vuitton no Hosoku – Saikyo no Brand Senryaku – (The Principle of Louis Vuitton – The Strongest Brand Strategy –)*, Technology Promotion Association, Bangkok, 249pp., 2009, ISBN 978-974-443-380-0 (translated in Thailand Language)
 67. Nagasawa, Shin'ya, "Statistical Analysis of *Kansei* Evaluation," in Japanese Society of Quality Control (ed.), Takeshi Nakajo, Kazuhiko Maruyama, Shin'ya Nagasawa, *et al.*, *Guidebook of Quality Assurance*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.285-298, 1229pp., 2009.11.18, ISBN 978-4-8171-9307-0 (in Japanese)
 68. Nagasawa, Shin'ya, *Secrets of Louis Vuitton – Why Louis Vuitton is Tough in Hard Times? –*, Kodansha, 235pp., 2009, ISBN 978-4-06-215160-3 (in Japanese)
 69. Nagasawa, Shin'ya (sup.), Atsuhō Nakayama, *Multivariate Analysis by Excel Solver – Volume of Positioning Analyses –*. Nikkagiren Shuppansha (JUSE Press Ltd.), 199pp., 2010, ISBN 978-4-8171-9334-6 (in Japanese)
 70. Borja de Mozota, Brigitte, Nanako Kawauchi, Masaki Iwatani, and Shin'ya Nagasawa, *Strategic Design Management – Using Design to Build Brand Value and Corporate Innovation –*, Doyukan, 337pp., 2010, ISBN 978-4-496-04545-5337 (in Japanese)
 71. Nagasawa, Shin'ya (ed.), with Kana Sugimoto, *CHANEL Strategy – Management of the Ultimate Luxury Brand –*, Toyo Keizai Shinposha, 355pp., 2010, ISBN

- 978-4-492-50200-6 (in Japanese)
72. Nagasawa, Shin'ya, "Customer Value and Creating Customer Value," "Segmentation of Users by Conjoint Analysis," in Noriaki Kanda (ed.), Shin'ya Nagasawa, *et al.*, (Chinese Translation Supervised by Chin-Ho Su), *Handbook of Creating Customer Value – System for Creation of Customer Delight in Manufacturing industry, Service Industry and Agriculture Industry –*, Corporate Synergy Development Center (Taipei), pp.3-37, 195-212, 529pp., 2010, ISBN 957-986-7690-73-9 (translated in Chinese)
 73. Nagasawa, Shin'ya, "Chapter 2: *Kansei* Engineering and Luxury Decoration," in Shohei Masui (sup.), Shin'ya Nagasawa, *et al.*, *Recent Trend in Decoration Technology for Plastics*, CMC Books, 259pp., 2010, ISBN 978-4-7813-0255-3 (in Japanese)
 74. Nagasawa, Shin'ya, and Takao Someya, "Tradition and Innovation at Long Standing Brand "Toraya" – Building Customer Experience and Technology Management –," in Keiji Kido (ed.), Shin'ya Nagasawa, Takao Someya, *et al.*, *Local Industry and Marketing*, Kyushu Academic Publication Promotion Center, pp.141-156, 223pp., 2010, ISBN 978-4-9904591-1-6 (in Japanese)
 75. Nagasawa, Shin'ya, "Chapter 1: *Kansei* Evaluation," in Shin'ya Nagasawa, and Taki Kanda (eds.), with Katsuari Kamei, *et al.*, *Basics of Mathematical Kansei Engineering – Approach to Kansei Product Development –*, Kaibundo, 259pp., 2010, ISBN 978-4-303-72394-1 (in Japanese)
 76. Nagasawa, Shin'ya, and Masakazu Ishikawa, *Kyo-Yuzen Chiso: 450 Year Brand Innovation*, Doyukan, 177pp., 2010, ISBN 978-4-496-04714-5 (in Japanese)
 77. Kapferer, Jean-Noël, and Vincent Bastien, (Nagasawa, Shin'ya, trans.), *The Luxury Strategy – How to Manage to Build the True Luxury Brands –*, Toyo Keizai Shinposha, 540pp., 2011, ISBN 978-4-492-55682-5 (translated in Japanese)
 78. Nagasawa, Shinya ed., with Kana Sugimoto (Lee Min Young trans.), *Chanel NO SENRYAKU – KYUUKYOKU NO Luxury Brand – (Chanel Strategy – Ultimate Luxury Brand –)* (translated in Hangul), Random House Korea Inc. (Seoul), 303pp., 2011.8.29, ISBN 978-89-255-4325-3
 79. Nagasawa, Shin'ya, "Foreword," in Shin'ya Nagasawa (ed.), with Mitsubishi UFJ Research and Consulting Co. Ltd., *The Promising Future of Environmental Business – To Defeat Opponents in Global Competition –*, Nikkagiren Shuppansha (JUSE Press Ltd.), pp.iii-iv, 180pp., 2012, ISBN 978-4-8171-9431-2 (in Japanese)
 80. Nagasawa Shin'ya, "Foreword," "Establishment of Accreditation System for Fair Waste Management Companies," in Shin'ya Nagasawa (ed.), with Nagasawa's Project Research Seminar, *Revolutionists of Environmental Business*, Kankyo Shimbunsha, pp.3-10, 189-213, 213pp., 2012, ISBN 978-4-86018-245-8 (in Japanese)

81. Corbellini, Erica, and Stefania Saviolo, (Nagasawa, Shin'ya, and Miki Morimoto trans.), *Managing Fashion and Luxury Companies*, Toyo Keizai Shinposha, 350pp., 2013, ISBN 978-4-492-55728-0 (translated in Japanese)

Papers in Refereed or Professional Journals

More than 300 papers have been presented in domestic and international refereed or professional journals. These are the extracts of the papers in English.

1. Nagasawa, Shin'ya: Quantitative Evaluation of Components of Anthropometric Proportion in Fashion Drawing by Orthogonal Array Experiment, in K. Noro, Ogden Brown, Jr. eds., *Human Factors in Organizational Design and Management – III*, pp.285-288, North-Holland, 1990
2. Nagasawa, Shin'ya and Atsushi Ootaki: On a Boxplot Control Chart, *Reports of Statistical Application Research*, Vol.36, No.3-4, pp.12-36, Union of Japanese Scientists and Engineers, 1991
3. Nagasawa, Shin'ya: Fuzzy Sensory Evaluation of Condominia's Facade, in Y. Ando and T. Sakamoto eds., "*Design of Amenity*," Kyushu University Press, pp.103-107, 1995
4. Nagasawa, Shin'ya: *Kansei* Evaluation Using Fuzzy Structural Modeling, in M. Nagamachi ed., "*Kansei Engineering I*," Kaibundo Publishing Co., Ltd., pp.119-125, 1997
5. Nagasawa, Shin'ya: Application of Fuzzy Theory to Value Engineering, *Computers and Industrial Engineering: An International Journal*, Vol.33, Nos.3-4, pp.565-568, Elsevier Science Ltd., 1997
6. Nagasawa, Shin'ya and Pi-Ju Tsai: Influence of Consumers' Awareness of the Environment over their Purchasing Behaviors, and Pursuit of Environment-Conscious Product Concepts (1) – Case of Kitchen Detergents –, *Kansei Engineering International*, Vol.1, No.2, pp.23-32, Japan Society of *Kansei* Engineering, 2000
7. Nagasawa, Shin'ya and Pi-Ju Tsai: Influence of Consumers' Awareness of the Environment over their Purchasing Behaviors, and Pursuit of Environment-Conscious Product Concepts (2) – Comparison between Daily Necessaries and Durable Goods –, *Kansei Engineering International*, Vol.1, No.3, pp.15-24, Japan Society of *Kansei* Engineering, 2001
8. Tsai, Pi-Ju and Shin'ya Nagasawa: A Study on the Marketability of Long Life Products, *Bulletin of Japanese Society for the Science of Design*, Vol.49, No.2, pp.35-44, Japanese Society for the Science of Design, 2002
9. Nagasawa, Shin'ya, Shin'ya Iwakura and Masaki Iwatani: Design Strategy in HONDA – Case Study of CIVIC, 2nd PRELUDE and ODYSSEY –, *Bulletin of Japanese Society*

- for the Science of Design*, Vol.49, No.2, pp.45-54, Japanese Society for the Science of Design, 2002
10. Nagasawa, Shin'ya and Pi-Ju Tsai: Influence of Consumers' Awareness of the Environment over their Purchasing Behaviors, and Pursuit of Environment-Conscious Product Concepts(3) – Comparison between Japanese Consumers and Taiwanese Consumers – , *Kansei Engineering International*, Vol.3, No.1, pp.25-34, Japan Society of *Kansei Engineering*, 2003
 11. Nagasawa, Shin'ya: *Kansei* and Business, *Kansei Engineering International*, Vol.3, No.3, pp.3-12, Japan Society of *Kansei Engineering*, 2003
 12. Tsai, Pi-Ju, Satoshi Kawae and Shin'ya Nagasawa: A Study on the Marketability of the Next Generation Community Vehicle, *Kansei Engineering International*, Vol.3, No.3, pp.21-30, Japan Society of *Kansei Engineering*, 2003
 13. Kawae, Satoshi and Shin'ya Nagasawa: An Empirical Study on the Product Planning of Hit Website, *Kansei Engineering International*, Vol.3, No.3, pp.37-46, Japan Society of *Kansei Engineering*, 2003
 14. Nagasawa, Shin'ya: Improvement of the Scheffé's Method for Paired Comparisons, *Kansei Engineering International*, Vol.3, No.3, pp.47-56, Japan Society of *Kansei Engineering*, 2003
 15. Nagasawa, Shin'ya: Revision and Verification of “Seven Tools for Product Planning,” *Kansei Engineering International*, Vol.3, No.4, pp.3-8, Japan Society of *Kansei Engineering*, 2003
 16. Tsai, Pi-Ju and Shin'ya Nagasawa: Applied Research on the Product Planning of Cosmetics for Men, *Kansei Engineering International*, Vol.3, No.4, pp.15-24, Japan Society of *Kansei Engineering*, 2003
 17. Nagasawa, Shin'ya: Proposal of “the Cyclic Paired Comparisons,” *Kansei Engineering International*, Vol.3, No.4, pp.37-42, Japan Society of *Kansei Engineering*, 2003
 18. Nagasawa, Shin'ya, Sora Yim, and Hitoshi Hongo: Feasibility Study on Marketing Research Using Eye Movement: An Investigation of Image Presentation Using an “Eye Camera” and Data Processing, *Journal of Advanced Computational Intelligence and Intelligent Informatics*, Vol.9, No.5, pp.440-452, Fuji Technology Press Ltd., 2005
 19. Tsai, Pi-Ju and Shin'ya Nagasawa: Proposal of New Products and Services to Support the Next Generation Dining Styles, *Kansei Engineering International*, Vol.6, No.1, pp.3-12, Japan Society of *Kansei Engineering*, 2006
 20. Kurosaka, Shunsuke, Shin'ya Nagasawa and Satoshi Kawae: An Empirical Study on Product Planning of Lunch Jars, *Kansei Engineering International*, Vol.6, No.1, pp.45-54, Japan Society of *Kansei Engineering*, 2006

21. Nagasawa, Shin'ya: Value Creation by MOT Approach through Customer Experience That Makes Hit Products, *Waseda Business & Economic Studies*, No.43, pp.49-67, Graduate School of Commerce, Waseda University, 2008
22. Nagasawa, Shin'ya: Building Customer Experience through Design Strategies in Sharp's AQUOS, *Waseda Business & Economic Studies*, No.43, pp.69-83, Graduate School of Commerce, Waseda University, 2008
23. Nagasawa, Shin'ya: Customer Experience Management – Influencing on Human *Kansei* to Management of Technology –, *The TQM Journal*, Vol.20, No.4, pp.312-323, 2008
24. Nagasawa, Shin'ya: Creating Customer Experience in Luxury Brands – Comparison of Hermès, Louis Vuitton and Coach –, *Waseda Business & Economic Studies*, No.44, pp.25-39, Graduate School of Commerce, Waseda University, 2009
25. Nagasawa, Shin'ya: Marketing Principles of Louis Vuitton – The Strongest Brand Strategy –, *Waseda Business & Economic Studies*, No.44, pp.41-54, Graduate School of Commerce, Waseda University, 2009
26. Nagasawa, Shin'ya: Luxury Brand Strategy of Louis Vuitton – Details of Marketing Principles –, *Waseda Business & Economic Studies*, No.45, pp.21-40, Graduate School of Commerce, Waseda University, 2010
27. Nagasawa, Shin'ya, and Kana Sugimoto: The Succession of Technology and Production of the Technology Management Brand "Chanel," *Waseda Business & Economic Studies*, No.45, pp.41-55, Graduate School of Commerce, Waseda University, 2010
28. Someya, Takao, and Shin'ya Nagasawa: Case Study of Building Customer Experience and Technology Management at the Traditional Company "Shoyeido," *ICIC Express Letters: An International Journal of Research and Surveys*, Vol.4, No.2, pp.499-504, ICIC International, 2010
29. Irisawa, Yusuke, and Shin'ya Nagasawa: Managerial Characteristic and Customer Experience at the Long-standing Company of Kyoto Inn "Tawaraya," *ICIC Express Letters: An International Journal of Research and Surveys*, Vol.4, No.2, pp.511-516, ICIC International, 2010
30. Nagasawa, Sachiko, and Shin'ya Nagasawa: Creation of New Fashion Illustration Painting Techniques by Use of India-ink Painting Techniques: Research into Line Drawing Techniques of Expression in Fashion Illustrations, Toshiharu Taura, and Yukari Nagai Eds., *Design Creativity 2010*, pp.249-256, Springer-Verlag, ISBN 978-0-85729-224-7, 2010
31. Nagasawa, Shin'ya: CHANEL's Devotion and Product Development as a Luxury Brand: Taking R&D and product development of its watch business as an example,

- Waseda Business & Economic Studies*, No.46, pp.25-37, Graduate School of Commerce, Waseda University, 2011
32. Nagasawa, Shin'ya, and Makoto Ishikawa: Elaborate Management of Traditional Incense Company "YAMADA-MATSU," *Waseda Business & Economic Studies*, No.46, pp.39-58, Graduate School of Commerce, Waseda University, 2011
 33. Irisawa, Yusuke, and Shin'ya Nagasawa: Product Innovation of Shinzaburo Hanpu and Regional Characteristic of Kyoto, *Journal of Advanced Computational Intelligence and Intelligent Informatics*, Vol.15, No.4, pp.418-424, Fuji Technology Press Ltd., 2011
 34. Nagasawa, Shin'ya, and Kana Sugimoto: Chanel's Strategy of Communication Tools and Packaging for its Beauty Products, *Journal of Advanced Computational Intelligence and Intelligent Informatics*, Vol.15, No.4, pp.460-464, Fuji Technology Press Ltd., 2011
 35. Irisawa, Yusuke, and Shin'ya Nagasawa: Conditions for Luxury Branding by Japanese and French Companies, *China-USA Business Review*, Vol.10, No.10, pp.945-956, David Publishing Company, 2011
 36. Terasaki, Shinichiro, and Shin'ya Nagasawa: An Evaluation of the Sustainability of the Past and Current Management of the Water Resources in the Yellow River Basin, 2011 AASRI Conference on Environmental Management and Engineering (AASRI-EME 2011), pp.12-20, American Applied Sciences Research Institute, ISBN 978-1-937728-04-5, 2011
 37. Terasaki, Shinichiro, and Shin'ya Nagasawa: Critical Analysis of Fair Trade Marketing in Japan, in Mitsutaka Matsumoto, Yasushi Umeda, Keijiro Masui and Shinichi Fukushige eds., *Design for Innovative Value Towards Sustainable Society – Proceedings of EcoDesign 2011: 7th International Symposium on Environmentally Conscious Design and Inverse Manufacturing –*, pp.434-439, Union of EcoDesigners and National Institute of Advanced Industrial Science and Technology, 2011, and Springer Netherlands, e-ISBN 978-94-007-3010-6, 2012
 38. Kizu, Yumiko, and Shin'ya Nagasawa: Creating the New Brand Equity through EcoDesign of Cosmetics, in Mitsutaka Matsumoto, Yasushi Umeda, Keijiro Masui and Shinichi Fukushige eds., *Design for Innovative Value Towards Sustainable Society – Proceedings of EcoDesign 2011: 7th International Symposium on Environmentally Conscious Design and Inverse Manufacturing –*, pp.463-467, Union of EcoDesigners and National Institute of Advanced Industrial Science and Technology, 2011, and Springer, e-ISBN 978-94-007-3010-6, 2012
 39. Nagasawa, Shin'ya: Relationship between Designer and Company: Coco Chanel and Chanel S.A., *Waseda Business & Economic Studies*, No.47, pp.31-46, Graduate School

- of Commerce, Waseda University, 2012
40. Nagasawa, Shin'ya: Managing Organization of CHANEL S.A., *Waseda Business & Economic Studies*, No.47, pp.47-66, Graduate School of Commerce, Waseda University, 2012
 41. Sugimoto, Kana, Takao Someya, and Shin'ya Nagasawa: The Effective Technology- and Resource-Management Strategy of Established Japanese Company: A Case Study of Toraya, a Traditional Japanese Confectioner, *Journal of Advanced Computational Intelligence and Intelligent Informatics*, Vol.16, No.3, pp.436-443, Fuji Technology Press Ltd., 2012
 42. Jiang, Zhiqing, and Shin'ya Nagasawa: A Model Study on Emotional Communication in a Mono-brand Fashion Store Application of the Lens Model in the Fashion Industry, in Junzo Watada, Toyohide Watanabe, Gloria Phillips-Wren, Robert J. Howlett and Lakhmi C. Jain (Eds.), *Intelligent Decision Technologies, Proceedings of the 4th International Conference on Intelligent Decision Technologies (IDT'2012)*, Volume 2, SIST 16, pp.171–179, Springer-Verlag Berlin Heidelberg, ISBN 978-3-642-29919-3, 2012
 43. Terasaki, Shinichiro, and Shin'ya Nagasawa: Celebrities as Marketing Enhancer: Case Analysis of the Alternative Food Movement and "Eco-chic" Lifestyle Advocacy, *Intelligent Decision Technologies*, in Junzo Watada, Toyohide Watanabe, Gloria Phillips-Wren, Robert J. Howlett and Lakhmi C. Jain (Eds.), *Intelligent Decision Technologies, Proceedings of the 4th International Conference on Intelligent Decision Technologies (IDT'2012)*, Volume 2, SIST 16, pp.263–272, Springer-Verlag Berlin Heidelberg, ISBN 978-3-642-29919-3, 2012
 44. Terasaki, Shinichiro, and Shin'ya Nagasawa: The Relationship between Brand Integrity and Business Continuity – A Case Study of Japanese Long-Standing Company, Shioyoshiken –, *Journal of Advanced Computational Intelligence and Intelligent Informatics*, Vol.16, No.4, pp.547-552, Fuji Technology Press Ltd., 2012
 45. Irisawa, Yusuke, and Shin'ya Nagasawa: Strategic Management and Design Innovation in the Long-Standing Company Kyogashi Master "Suetomi," *Journal of Advanced Computational Intelligence and Intelligent Informatics*, Vol.16, No.5, pp.561-566, Fuji Technology Press Ltd., 2012
 46. Irisawa, Yusuke, and Shin'ya Nagasawa: Study for Product Design on Customer Experience – Construction and Examination for Customer Experiential Design by Case Studies –, *Advances in Information Sciences and Service Sciences: An International Journal of Research and Innovation*, Vol.4, No.14, pp.234-241, Advanced Institute of Convergence Information Technology, 2012

47. Nagasawa, Shin'ya, and Yumiko Kizu: Green Action as a Luxury Strategy in the Field of Cosmetics, *Waseda Business & Economic Studies*, No.48, pp.41-57, Graduate School of Commerce, Waseda University, 2013

International Refereed Workshops and Conferences with Accepted Papers

More than 500 papers have been presented in domestic and international refereed scientific events. These are the extracts of the papers in English.

1. Okamoto, Shin'ichi, Yamato Ohishi, Shin'ya Nagasawa and Kiyoshige Shiozawa: A Practical Mode for Effluent Dispersion in Complex Terrain, *Proceedings of 9th U.S.-Japan Meeting on Air Pollution-related Meteorology*, pp.1-13, U.S. Environmental Protection Agency and Meteorology Agency of Japan, 1986
2. Ootaki, Atsushi, Shin'ya Nagasawa, Hitoshi Katoh and Kiyoshige Shiozawa: Study on the Representativeness of Air Pollution Monitoring Stations by Statistical Modeling, *Proceedings of 7th World Clean Air Congress*, pp.9-16, International Union of Air Pollution Protection Association, 1986
3. Nagasawa, Shin'ya and Atsushi Ootaki: On the Boxplot Control Chart, *Proceedings of 7th International Conference on Quality Control*, pp.553-558, International Union of Quality Control, 1987
4. Nagasawa, Shin'ya: Application of Fuzzy Theory to Relation Diagram, *ASQC Quality Congress Transactions*, pp.573-578, American Society for Quality Control, 1990
5. Nagasawa, Shin'ya: An Application in Quality Control for Performance Improvement, *Proceedings of 1st Asian Fuzzy Systems Symposium*, pp.712-717, National University of Singapore, International Fuzzy Systems Association, 1993
6. Nagasawa, Shin'ya: Fuzzy Sensory Evaluation of Condominia's Facade, *Proceedings of the International Joint Conference of the 4th IEEE International Conference on Fuzzy Systems and the 2nd International Fuzzy Engineering Symposium*, pp.503-508, IEEE NNC, LIFE, SOFT, 1995
7. Nagasawa, Shin'ya: Application of Fuzzy Theory to Value Engineering, *Proceedings of International Conference on Computers and Industrial Engineering*, pp.1075-1078, Computers and Industrial Engineering: An International Journal, 1996
8. Kanda, Noriaki, Tsutomu Konno, Kazuhiko Maruyama, Shin'ya Nagasawa, Tadashi Ohfuji and Shin'ichi Okamoto: The Seven Tools for New Product Planning (I) – Proposal –, *Proceedings of International Conference on Quality 1996*, pp.403-408, International Academy for Quality, 1996
9. Nagasawa, Shin'ya, Noriaki Kanda, Kazuhiko Maruyama, Tadashi Ohfuji, Shin'ichi Okamoto and Tsutomu Konno: The Seven Tools for New Product Planning (II) –

- Details –, *Proceedings of International Conference on Quality 1996*, pp.861-866, International Academy for Quality, 1996
10. Maruyama, Kazuhiko, Noriaki Kanda, Tsutomu Konno, Shin'ya Nagasawa, Tadashi Ohfuji and Shin'ichi Okamoto: The Seven Tools for New Product Planning (III) – Application –, *Proceedings of International Conference on Quality 1996*, pp.867-872, International Academy for Quality, 1996
 11. Nagasawa, Shin'ya, Noriaki Kanda, Kazuhiko Maruyama, Tadashi Ohfuji, Shin'ichi Okamoto and Tsutomu Konno: The Seven Tools for New Product Planning, *Proceedings of the 14th International Conference on Production Research*, pp.1236-1239, International Foundation for Production Research, 1997
 12. Nagasawa, Sachiko and Shin'ya Nagasawa: A Literature Study on the Transition of Fashion Illustration in Japan, *Proceedings of Korea-Japan Joint Symposium on Design Studies*, pp.161-166, Korean Society for Design Studies, 1997
 13. Nagasawa, Shin'ya and Sachiko Nagasawa: Quantitative Evaluation of Impression on Fashion Drawing, *Proceedings of 3rd Asian Conference on Design Studies*, pp.143-150, Chinese Institute of Design, 1998
 14. Nagasawa, Shin'ya: Fuzzy *Kansei* Evaluation of VCRs' Usability, *Proceedings of International Conference on Systems, Man, and Cybernetics*, Vol.VI, pp.290-293, IEEE Systems, Man, and Cybernetics Society, 1999
 15. Nagasawa, Shin'ya: *Kansei* Evaluation of VCRs' Usability, *Bulletin of the 4th Asian Design Conference*, Vol.P, pp.83-89, Japanese Society for the Science of Design, 1999
 16. Nagasawa, Shin'ya, Noriaki Kanda, Shin'ichi Okamoto, Tadashi Ohfuji, Tsutomu Konno, Kazuhiko Maruyama and Keisuke Shimmen: On the Revision and Enlargement of the Seven Tools for New Product Planning, *Proceedings of the 14th Asia Quality Symposium 2000 Taipei*, pp.56-59, The Chinese Society for Quality, 2000
 17. Nagasawa, Shin'ya: KANSEI and Business, *Proceedings of International Symposium: Toward a Development of KANSEI Technology*, pp.3-10, Muroran Institute of Technology, 2001
 18. Tsai, Pi-Ju and Shin'ya Nagasawa: A Study on the Marketability of Environmentally Friendly Products made of Long Life Materials, *Proceedings of 2nd International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, pp.116-121, Union of EcoDesigners, 2001
 19. Tsai, Pi-Ju, Satoshi Kawae and Shin'ya Nagasawa: A Study on the Marketability of the Next Generation Community Vehicle (NCV21), *Proceedings of 2nd International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, pp.122-127, Union of EcoDesigners, 2001

20. Iwatani, Masaki and Shin'ya Nagasawa: Design Management of Collaboration in Honda, *Journal of the Asian Design International Conference*, Vol.1, H-04 pp.1-4, *Asian Society for the Science of Design*, 2003
21. Nagasawa, Shin'ya and Masaki Iwatani: Design Management of Honda in Product Development of "FIT," *Journal of the Asian Design International Conference*, Vol.1, H-05 pp.1-4, *Asian Society for the Science of Design*, 2003
22. Tsai, Pi-Ju, Shin'ya Nagasawa, Hirofumi Waki and Hayuri Sasaki: Proposal of New Products and Services to Support the Next Generation Dining Styles by Determining Preferred Dining Styles, *Journal of the Asian Design International Conference*, Vol.1, P-46 pp.1-8, *Asian Society for the Science of Design*, 2003
23. Tsai, Pi-Ju, Shin'ya Nagasawa, Hirofumi Waki and Hayuri Sasaki: Proposal of New Products and Services to Support the Next Generation Dining Styles by Optimizing of Product Concept, *Journal of the Asian Design International Conference*, Vol.1, P-47 pp.1-9, *Asian Society for the Science of Design*, 2003
24. Nagasawa, Sachiko and Shin'ya Nagasawa: The Proposition for the Drawing Method for Prototype Costume Design in Fashion Drawing, *Journal of the Asian Design International Conference*, Vol.1, P-62 pp.1-7, *Asian Society for the Science of Design*, 2003
25. Tsai, Pi-Ju, Shin'ya Nagasawa, Hirofumi Waki, Hayuri Sasaki and Masayoshi Masumoto: A Study on the Marketability of Environmentally Friendly Refrigerators in China and Japan – I. Analysis of the Present Market, *Proceedings of EcoDesign 2003: 3rd International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, pp.210-213, Union of EcoDesigners, 2003
26. Tsai, Pi-Ju, Shin'ya Nagasawa, Hirofumi Waki, Hayuri Sasaki and Masayoshi Masumoto: A Study on the Marketability of Environmentally Friendly Refrigerators in China and Japan – II. Practicability of the Concept of Marketability, *Proceedings of EcoDesign 2003: 3rd International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, pp.214-217, Union of EcoDesigners, 2003
27. Nagasawa, Shin'ya and Taki Kanda: Progress of *Kansei* Engineering and *Kansei* Goods, *Proceedings of 2nd International Conference on Artificial Intelligence in Engineering & Technology, 2004*, pp.302-307, School of Engineering and Information Technology, University Malaysia Sabah, 2004
28. Tsai, Pi-Ju and Shin'ya Nagasawa: Applied Research on the Product Planning of Cosmetics for Men, *Proceedings of 2nd International Conference on Artificial Intelligence in Engineering & Technology, 2004*, pp.329-335, School of Engineering and Information Technology, University Malaysia Sabah, 2004

29. Nagasawa, Shin'ya: Present State of *Kansei* Engineering in Japan, *Proceedings of 2004 IEEE International Conference on Systems, Man & Cybernetics*, pp.333-338, IEEE Systems, Man, and Cybernetics Society, 2004
30. Nagasawa, Shin'ya and Pi-Ju Tsai: Marketability of Long Life Products, *Proceedings of EcoDesign 2005: 4th International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, 1A-1-2S, pp.1-8, Union of EcoDesigners, 2005
31. Kurosaka, Shunsuke and Shin'ya Nagasawa: Present State and Prospects of Waste Management Business in Japan, *Proceedings of EcoDesign 2005: 4th International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, P-34, pp.1-4, Union of EcoDesigners, 2005
32. Nagasawa, Shin'ya and Shunsuke Kurosaka: Present State and Prospects of Waste Management Business in USA, *Proceedings of EcoDesign 2005: 4th International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, P-35, pp.1-4, Union of EcoDesigners, 2005
33. Kurosaka, Shunsuke and Shin'ya Nagasawa: New Trends of Corporate Strategies of Waste Management Business, *Proceedings of EcoDesign 2005: 4th International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, 3B-3-2F, pp.1-4, Union of EcoDesigners, 2005
34. Nagasawa, Shin'ya: Management of Technology (MOT) and Customer Experience, *Proceedings of International Symposium on Management Engineering 2006*, R20, pp.1-8, Graduate School of Information, Production and Systems, Waseda University, 2006
35. Nagasawa, Shin'ya: Customer Experience Management Influencing on Human *Kansei* to MOT, in B.Gabrys, R.J.Howlett, L.C.Jain eds., *Knowledge-Based Intelligent Information and Engineering Systems – 10th International Conference, KES 2006, Proceedings, Part III* –, pp.980-987, Springer-Verlag Berlin Heidelberg, 2006
36. Nagasawa, Shin'ya: Customer Experience Creation – Sharp AQUOS's Design Strategies Appealing to Customers' *Kansei* –, *Proceedings of International Symposium on Management Engineering 2007*, R25, pp.1-6, Graduate School of Information, Production and Systems, Waseda University, 2007
37. Nagasawa, Shin'ya: Customer Experience Management Influencing on Human *Kansei* to MOT, *Proceedings of 1st European Conference on Affective Design and Kansei Engineering*, Plenary Session 4, pp.1-7, Lund University and Linköping University, 2007
38. Someya, Takao and Shin'ya Nagasawa: Building Customer Experience and Technology Management at the Traditional Company “Toraya,” *Proceedings of International*

- Conference on Kansei Engineering and Emotion Research 2007*, C-9, pp.1-5, Japan Society of *Kansei Engineering*, 2007
39. Irisawa, Yusuke and Shin'ya Nagasawa: Creating Customer Experience at the Long-Standing Company of Kyoto Inn "Tawaraya," *Proceedings of International Conference on Kansei Engineering and Emotion Research 2007*, C-10, pp.1-6, Japan Society of *Kansei Engineering*, 2007
 40. Nagasawa, Shin'ya: Creating Customer Experience in Luxury Brands – Comparison of Hermès, Louis Vuitton and Coach –, *Proceedings of International Conference on Kansei Engineering and Emotion Research 2007*, C-12, pp.1-6, Japan Society of *Kansei Engineering*, 2007
 41. Nagasawa, Shin'ya: Present State and Prospects of Resource Circulation Business in Japan, *Proceedings of EcoDesign 2007: 5th International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, A2-1-2F, pp.1-6, Union of EcoDesigners, 2007
 42. Nagasawa, Shin'ya: The Principles of Louis Vuitton – The Strongest Brand Strategy –, *Proceedings of 5th International Symposium on Management Engineering 2008*, R41, pp.1-5, Graduate School of Information, Production and Systems, Waseda University, 2008
 43. Nagasawa, Shin'ya: "Seven Tools for New Product Planning" – Powerful Tools for *Kansei Engineering* –, *Proceedings of 2nd European Conference on Affective Design and Kansei Engineering*, Plenary Session 4, pp.1-9, Linköping University and Lund University, 2008
 44. Nagasawa, Shin'ya: Tradition and Innovation of 500 Years Standing Company "Toraya" – Customer Experience and Technology Management –, *Proceedings of 10th IMAC Conference on Regional Innovation System and Manufacturing Culture*, No,21, pp.1-5, International Institute of Industrial and Manufacturing Culture, 2008
 45. Nagasawa, Shin'ya: Product Development in Consideration of *Kansei* – Its Methodology and Practice –, Invited lecture, *Abstracts and Papers of 9th ASCS (Asian Society for Cosmetics Science) Conference*, pp.1-48, the Society of Cosmetics Chemists of Japan, 2009.3.2
 46. Sugimoto, Kana, and Shin'ya Nagasawa: Succession of Technology and Production of Technology Management Brand "Chanel," *Proceedings of International Conference on Kansei Engineering and Emotion Research 2009*, 14G-01, pp.1-7, Japan Society of *Kansei Engineering*, 2009
 47. Nagasawa, Shin'ya, and Makoto Ishikawa: Elaborate Management of Traditional Incense Company "YAMADA-MATSU"," *Proceedings of International Conference on*

- Kansei Engineering and Emotion Research 2009*, 23G-01, pp.1-9, Japan Society of *Kansei Engineering*, 2009
48. Someya, Takao, and Shin'ya Nagasawa: Case Study of Building Customer Experience and Technology Management at the Traditional Company "Shoyeido," *Proceedings of 6th International Symposium on Management Engineering 2009*, ISME1605, pp.1-6, Graduate School of Information, Production and Systems, Waseda University, 2009
 49. Irisawa, Yusuke, and Shin'ya Nagasawa: Managerial Characteristic and Customer Experience at the Long-standing Company of Kyoto Inn "Tawaraya," *Proceedings of 6th International Symposium on Management Engineering 2009*, ISME1606, pp.1-8, Graduate School of Information, Production and Systems, Waseda University, 2009
 50. Nagasawa, Shin'ya: *Kansei and Kansei Value: Japanese View*, *Proceedings of 12th QMOD (Quality and Services Sciences) and Toulon-Verona Conference*, Session 1, B-02, pp.1-9, University of Verona, Italy, 2009
 51. Nagasawa, Shin'ya: Luxury Brand Strategy of Louis Vuitton, *IASDR 2009 Proceedings*, Design Management 3: Branding 1, pp.1-10, International Association of Societies of Design Research, 2009
 52. Nagasawa, Sachiko, and Shin'ya Nagasawa: Japanese Fashion Illustration in Media, *IASDR 2009 Proceedings*, Poster Highlights 2, pp.1-4, International Association of Societies of Design Research, 2009
 53. Nagasawa, Shin'ya: Case Studies of Value-Added Circulation – Revolutionists of the Industrial Waste-Related Business –, *Proceedings of EcoDesign 2009: 6th International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, GT1-3C-2, pp.753-756, Union of EcoDesigners and National Institute of Advanced Industrial Science and Technology, 2009
 54. Nagasawa, Shin'ya: *Kansei and Kansei Value for Kansei Value Creation*, *Proceedings of the Third International Workshop on Kansei*, pp.64-67, Kyushu University, 2010
 55. Irisawa, Yusuke, Makoto Ishikawa, and Shin'ya Nagasawa: Creating Customer Experience and Product Innovation at "Shinzaburo Hanpu" in the Regionality of Kyoto, *Proceedings of the Kansei Engineering and Emotion Research International Conference 2010*, pp.1181-1199, Arts et Métiers ParisTech, Paris, 2010
 56. Nagasawa, Shin'ya, and Kana Sugimoto: Chanel's Devotion and Product Development as a Luxury Brand: Taking R&D and Product Development of its Watch Business as an Example, *Proceedings of the Kansei Engineering and Emotion Research International Conference 2010*, pp.1293-1301, Arts et Métiers ParisTech, Paris, 2010
 57. Irisawa, Yusuke, and Shin'ya Nagasawa: Creating Customer Experience and Hospitality at the Kyoto Long-standing Company Kyogashi Master "Suetomi,"

- Proceedings of the Kansei Engineering and Emotion Research International Conference 2010*, pp.2139-2149, Arts et Métiers ParisTech, Paris, 2010
58. Nagasawa, Shin'ya, and Kana Sugimoto: CHANEL's Devotion and Product Development as a Luxury Brand: Taking Innovations and Product Development of its Cosmetic Business as an Example, *Proceedings of 11th IMAC Conference on Regional Innovation System and Manufacturing Culture*, pp.81-88, International Institute of Industrial and Manufacturing Culture, 2010
 59. Irisawa, Yusuke, and Shin'ya Nagasawa: Product Innovation at "Shinzaburo Hanpu" in the Regionality of Kyoto, *Proceedings of 11th IMAC Conference on Regional Innovation System and Manufacturing Culture*, pp.59-71, International Institute of Industrial and Manufacturing Culture, 2010
 60. Irisawa, Yusuke, and Shin'ya Nagasawa: Product Innovation and Customer Value at "Shinzaburo-Hanpu" in the Regionality of Kyoto, *Proceedings of 7th International Symposium on Management Engineering 2010*, pp.291-298, Graduate School of Information, Production and Systems, Waseda University, 2010
 61. Nagasawa, Shin'ya, and Kana Sugimoto: CHANEL Strategy of Beauty Products, *Proceedings of 7th International Symposium on Management Engineering 2010*, pp.299-303, Graduate School of Information, Production and Systems, Waseda University, 2010.8.28
 62. Sugimoto, Kana, and Shin'ya Nagasawa: CHANEL'S Customer Strategy (Sales Strategy): Focusing on its Marketing Strategy Examples, *Proceedings of 13th QMOD (Quality and Services Sciences) Conference*, 1D-1, pp.1-8, University of Berlin, Germany, 2010
 63. Irisawa, Yusuke, and Shin'ya Nagasawa: Creating Customer Experience and Hospitality at the Kyoto Long-Standing Company Kyogashi Master "Suetomi," *Proceedings of 13th QMOD (Quality and Services Sciences) Conference*, 1D-3, pp.1-9, University of Berlin, Germany, 2010
 64. Irisawa, Yusuke, and Shin'ya Nagasawa: Creating Customer Experience by Emotional Design, *Proceedings of the First International Conference on Design Creativity (ICDC2010)*, B-11, pp.1-8, the Design Creativity Special Interest Group (SIG) of the Design Society, 2010
 65. Nagasawa, Shin'ya and Kana Sugimoto: Luxury Strategy of Beauty Products by Chanel, *Proceedings of 10th International Marketing Trends Conference (IMTC2011)*, Session Consumer Goods 1, pp.1-25, the Ca'Foscari University Venezia and ESCP-EAP Europe Paris, 2011
 66. Irisawa, Yusuke, and Shin'ya Nagasawa: Conditions for Luxury Branding by Japanese

- and French Companies, *Proceedings of 10th International Marketing Trends Conference (IMTC2011)*, Session Consumer Goods 2, pp.1-26, the Ca'Foscari University Venezia and ESCP-EAP Europe Paris, 2011
67. Terasaki, Shinichiro, and Shin'ya Nagasawa: A Brand Identity Analysis of Shioyoshiken's Brand Strength, *Proceedings of 8th International Symposium on Management Engineering 2011*, pp.1-5, Graduate School of Information, Production and Systems, Waseda University, 2011
68. Sugimoto, Kana, Takao Someya, and Shin'ya Nagasawa: The Most Prestigious Technology Management Strategy of Long-Established Japanese Company – Case Study of the Traditional Japanese Confectionery Company Toraya –, *Proceedings of 8th International Symposium on Management Engineering 2011*, pp.377-383, Graduate School of Information, Production and Systems, Waseda University, 2011
69. Irisawa, Yusuke, and Shin'ya Nagasawa: Strategic Management and Design Innovation on the Long-Standing Company Kyogashi Master "SUETOMI," *Proceedings of 8th International Symposium on Management Engineering 2011*, pp.474-479, Graduate School of Information, Production and Systems, Waseda University, 2011
70. Nagasawa, Shin'ya, and Yusuke Irisawa: *Kansei* Product and Product Innovation on the Kyoto Long-Standing Companies, *Proceedings of 14th QMOD (Quality and Services Sciences) Conference*, pp.1312-1320, University of Saint Sebastian, Spain, 2011
71. Kizu, Yumiko, and Shin'ya Nagasawa: Green Action as a Luxury Strategy in the Field of Cosmetics, *Proceedings of 11th International Marketing Trends Conference (IMTC2012)*, Session Brand Management, pp.1-22, Università Ca'Foscari Venezia and ESCP-EAP Europe Paris, 2012
72. Irisawa, Yusuke, and Shin'ya Nagasawa: Differentiation Strategy in the Business Continues of the Long-standing Kyogashi Companies – The essence of the business continues regarding the corporate management of "Tawaraya-Yoshitomi" and "Kamesuehiro" –, *Proceedings of 11th International Marketing Trends Conference (IMTC2012)*, Session International Marketing, pp.1-9, Università Ca'Foscari Venezia and ESCP-EAP Europe Paris, 2012
73. Sugimoto, Kana, and Shin'ya Nagasawa: Managing Organization of CHANEL S.A., *Proceedings of the International Conference on Kansei Engineering and Emotion Research, KEER2012*, pp.1141-1149, Department of Industrial Design, National Cheng Kung University, 2012
74. Nagasawa, Shin'ya, and Kana Sugimoto: TWO CHANNELS – Coco Chanel and

- CHANEL S.A. –, *Proceedings of the International Conference on Kansei Engineering and Emotion Research, KEER2012*, pp.953-959, Department of Industrial Design, National Cheng Kung University, 2012
75. Jiang, Zhiqing, and Shin'ya Nagasawa: Brand Innovation and Luxury Brand Construction in a Competitive Market – Case Study of Bally and Tod's Japan –, *Proceedings of 9th International Symposium on Management Engineering 2012*, pp.87-92, Graduate School of Information, Production and Systems, Waseda University, 2012
 76. Sugimoto, Kana, Shinichiro Terasaki, and Shin'ya Nagasawa: Emotional Value Communication Strategy Case of the Swiss Watch Industry, *Proceedings of 9th International Symposium on Management Engineering 2012*, pp.147-152, Graduate School of Information, Production and Systems, Waseda University, 2012
 77. Jiang, Zhiqing, and Shin'ya Nagasawa: Luxury Fashion Brand Image Building: the Role of Store Design in Bally and Tod's Japan, *Proceedings of 9th International Symposium on Management Engineering 2012*, pp.171-178, Graduate School of Information, Production and Systems, Waseda University, 2012
 78. Terasaki, Shinichiro, and Shin'ya Nagasawa: Unveil the Competitive Advantage of Richemont Over LVMH, *Proceedings of 1st International Symposium on Affective Engineering 2013*, 3C1-ISAE002, pp.1-8, Graduate School of Information, Production and Systems, Waseda University, 2013
 79. Jiang, Zhiqing, and Shin'ya Nagasawa: Luxury Brand Image Building in a Competitive Market – an Empirical Study of Bally and Tod's Japan –, *Book of Abstracts, 8th Global Brand Conference: Brand, Corporate Identity and Reputation, and Sustainability*, pp.139-153, The Academy of Marketing's Brand, Corporate Identity and Reputation Special Interest Group, 2013
 80. Nagasawa, Shin'ya: Design Management Seen at HONDA: Permiating a Design Mindset, *5th International Congress of IASDR 2013 Proceedings*, Design Management: 12B-3/2116-1, pp.5245-5252, International Association of Societies of Design Research, 2013
 81. Nagasawa, Shin'ya, and Kana Sugimoto: Design Management Seen at SONY: Having Managers and Designers Meet Halfway, *5th International Congress of IASDR 2013 Proceedings*, Design Management: 12B-4/2116-2, pp.5253-5260, International Association of Societies of Design Research, 2013.8.27
 82. Jiang, Zhiqing, and Shin'ya Nagasawa: Empirical Research in Luxury Brand Image in Japan, Intelligent Systems Research Progress Workshop, 17th International Conference on Knowledge-Based and Intelligent Information & Engineering Systems

(KES 2013/ISRP-13), Paper isrp13-003, pp.1-6, KES International, 2013.9.11