

The 2nd CRC International Symposium 2022

Brand Strategy in Ceramic Industry



Admission Free

Dec. 17, 2022

02:00PM-04:30PM JST Zoom Webinar 日本語同時通訳あり

02:05PM Keynote speech

Local Brand Strategy for Success: A Prescription

Professor Emeritus Hiroshi Tanaka, Ph.D., Chuo University
Former President/current Vice President, Japan Association for Consumer Studies
Former President, Japan Marketing Academy



02:35PM Presentation

1. Current Issues and Analysis of Ceramic Industry in China: Rebranding of Jingdezhen

Associate Professor Binru XU, Ph.D., Nanjing Institute of Technology



2. Prospect of Ceramic Industry in Korea

Professor Jeong Eun Park, Ph.D., School of Business, Ewha Womans University
19th President of Korean Marketing Management Association



3. Factors Forming Regional Brand Loyalty of Ceramic products: A Cross-country Comparison of Consumer Behavior in China, Japan, and South Korea

Associate Professor Kenichiro Ota, Ph.D., University of Nagasaki
Professor Yukiko Yamaguchi, Ph.D., Saga University
Associate Professor, Lijuan Hou, Kyushu Sangyo University
Associate Professor Junghwa Hong, Ph.D., Saga University



03:35PM Roundtable Discussion