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# Researches & Views

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## Research Methods

- Creation and construction of overall corporate value
- Research into multi-aspects of industry and society
- Consideration to promote boom-or-bust factors
- Evaluations of R&D leading edge
- Investigation for successful placement of Japanese businesses in global and domestic markets

GENKEN has a wide and deep view of business environmental issues, and changing trends, researching and developing newly established business management tools.

To help each company make long-term plans and judge current situations, GENKEN researches the above themes and maintains basic research separate from normal consulting.

## Research Report

GENKEN is fundamentally researching and developing innovative business management tools by observing the basics and changing trends of the business environment.

Our research reports on various themes are for contributing to both the company's ongoing and long-term plans. These research projects are separate from our regular consulting activities.

Main themes:

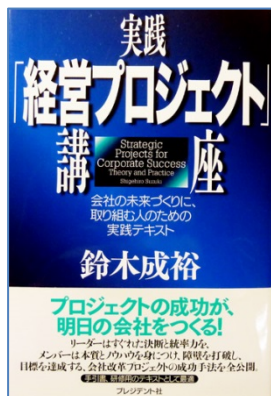
- Creating corporate values
- Mutual relationship of industry and society
- Factors contributing to boom and recession
- Trends of leading technology
- Best business functions for Japanese global companies
- Future products research

Report archive:

- "Strategic personnel activities - Future decade perspective, and practice over the next 3 years" (July 2005)
- "Questionnaire to predict near future - Early 2010's" (July 2007)
- "Questionnaire to predict near future - Early 2010's part 2" (July 2008)
- "New trends of global human resource development" (September 2008)
- "Decision for creating next management plan" (March 2009)
- "Next growth strategy - Co-prosperity with Asia" (June 2009)
- "Reform plan for next 3 years – Human resources and working rules" (June 2009)
- "New trend of human resource policies" (May 2010)
- "Selecting and training young leaders" (September 2010)
- "Enhancement of work and living environment for overseas employees" (June 2011)
- "Using experience of Chernobyl area - Classification of disaster areas of nuclear accidents and their contradiction" (September 2011)
- "New Asia business" (May 2012)
- "Consideration of next human resource policies - To promote next business plans" (September 2013)
- "Solving problems about human resources to realize management strategy" (November 2014)

- “Management prospects of Japanese companies - Towards 2025” (July 2015)
- “Management of Japanese companies – Promoting diversity management” (July 2016)
- “Creating new leaders covered with next growth strategy” (February 2017)
- “Development of human resources policy based on reforming working rules” (February 2018)

## Books

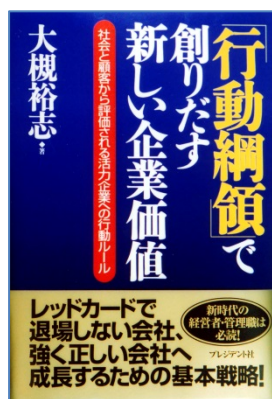


“Strategic Projects for Corporate Success—Theory and Practice”

Author : Shigehiro Suzuki

Publisher : PRESIDENT Inc.

Price : ¥1,680 (including tax)

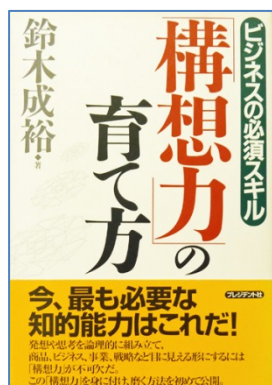


“New Business Values Created by Company General Planning”

Author : Hiroshi Ohtuki

Publisher : PRESIDENT Inc.

Price : ¥1,900 (excluding tax)



“Enhancing Conception Practices”

Author : Shigehiro Suzuki

Publisher : PRESIDENT Inc.

Price : ¥1,400 (excluding tax)