

| | |
|------------------------|--|
| Name | TAKEUCHI Yuka |
| Position | Assistant Professor |
| Affiliation | Faculty of Business Administration |
| Educational Background | Master of Commerce, Kobe Univ. (2010) |
| Research Field | Marketing, Corporate Social Responsibility, Consumer Behavior |
| Research Theme | Infuence and problem to consumer behavior of cause-related marketing |
| | Consumer research to participate in cause-related marketing |
| | |
| | |
| | |
| Research Keywords | Marketing, Consumer Behavior, Corporate Social Responsibility, Cause-related marketing |
| URL | |