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Development of Sustainable and Stable Social Systems in Southeast Asian Countries

In Southeast Asian countries, people's economic activities are becoming more and more active due to rapid economic development. Under such circumstances, the demand for land, capital, and labor for agricultural production is changing in rural areas. It is essential to ensure the sustainable use of resources in the future through appropriate resource management. We are investigating the current status of agricultural production activities in such areas and conducting research on the development of sustainable and stable social systems. We use selective conjoint analysis, CVM, and other methods for analysis. Recently, we are also working on GIS-based analysis.



The Interview Survey in Orchards in China

The Potential for Creating Ethical Value with Agricultural Production



The Interview Survey in Organic Pepper Farms in Vietnam

Ethical consumption is a new trend in which consumers choose businesses and products that are engaged in solving social issues when they consume. We are investigating the possibility of creating ethical values by analyzing consumer preferences for agricultural products produced through cooperation between agriculture and welfare, and environmentally friendly agricultural products produced in developing countries.