

BUSINESS STRATEGIES:



Mr. Yoji Saito is an Executive Officer and Group President of the Global Strategic Planning & Marketing Group of Mitsubishi Electric Corporation. Mitsubishi Electric Corporation is one of the world's leading companies in the manufacture and sales of electronic products and systems, used in a broad range of fields and applications. Saito is a specialist in the Heating, Ventilation & Air Conditioning (HVAC) industry and has been engaged in Mitsubishi Electric's HVAC global operation for over 30 years. Saito has a wide range of international business experience and has served in various leadership roles in Mitsubishi Electric's Thailand and Singapore operations, in addition to serving as President & CEO of a Mitsubishi Electric affiliate in Europe. Saito has been acting as a Group President of Global Strategic Planning & Marketing Group in Mitsubishi Electric Corporation Tokyo head office since 2020, dealing with global business affairs closely with overseas sales locations worldwide. Saito holds a bachelor's degree in English from Sophia University, Tokyo Japan. Saito is a father of three daughters with 4 grandchildren.



Dr. Rémy Magnier-Watanabe is an Associate Professor in the MBA Program in International Business, Graduate School of Business Sciences, at the University of Tsukuba, Tokyo campus. He is originally from France, but has actually lived and studied in three countries: he graduated from Grenoble Ecole de Management in France (BS, MS), holds an MBA from the Georgia Institute of Technology in the United States, and received his PhD in Industrial Engineering and Management from the Tokyo Institute of Technology in Japan. He also spent one year on academic sabbatical in the Program on US-Japan Relations at the Weatherhead Center for International Affairs at Harvard University in Cambridge (MA), conducting research on Japanese FDI in the United States. Prof. Magnier-Watanabe's research focuses on knowledge management, cross-cultural management, foreign direct investment, and subjective well-being at work. His research has been published, among others, in *Asia Pacific Business Review*, *Asia-Pacific Journal of Business Administration*, *International Business Review*, the *International Journal of Innovation and Technology Management*, *VINE: The Journal of Information and Knowledge Management Systems*, *Open Learning: The Journal of Open, Distance and e-Learning*, the *Journal of Theoretical and Applied Electronic Commerce Research*, the *Journal of Knowledge Management*, the *Journal of Workplace Learning*, *Knowledge Management Research & Practice*, and *Social Science Japan Journal*. Prior to his academic career, he worked as Training Department Manager in the United States for a leading French manufacturer of packaging equipment and lines for beverages packaged in PET, where he developed a growing interest for applied management research.