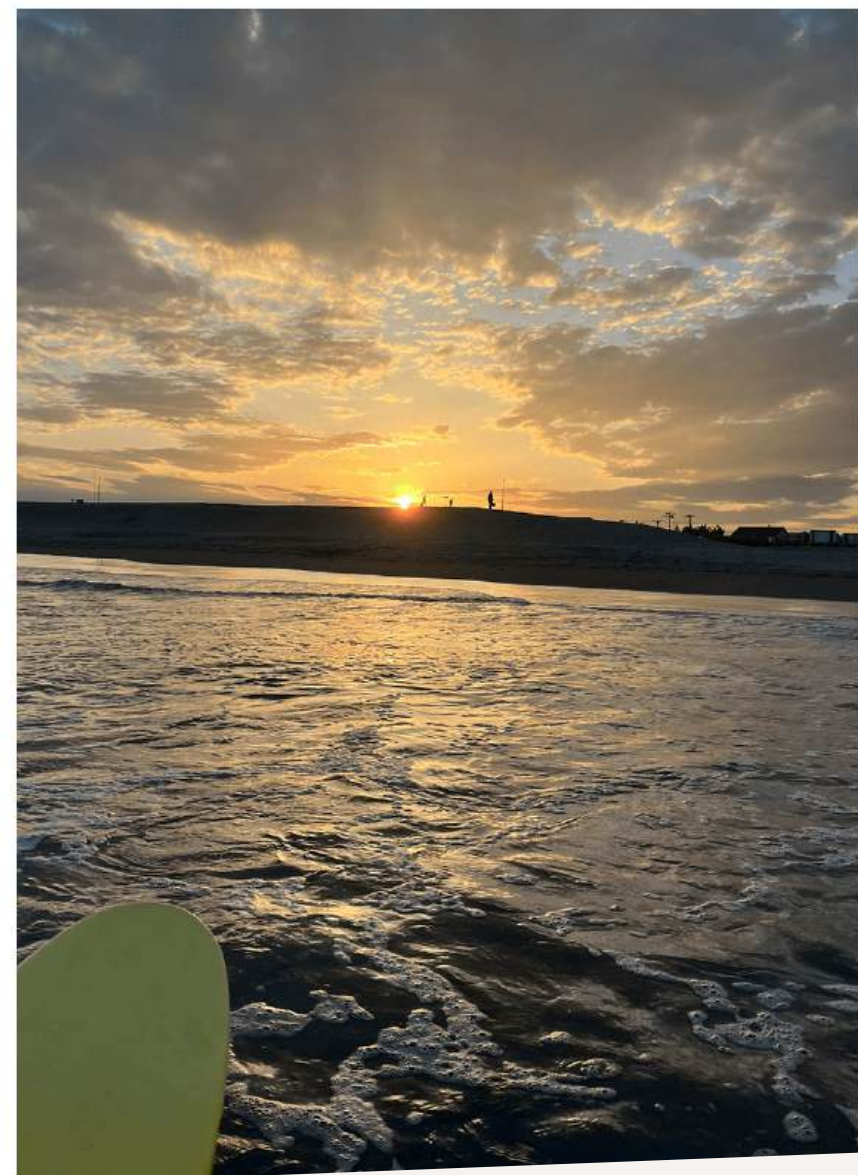




JOURNÉE DE RECHERCHE

Japan: Traditions, Transmissions and Transformations

Comité organisateur

Isabelle Alphonse-Tilloy

Ludovic Bernhardt

Estelle Le Meur

Marina Lo Giudice

Vassil Mostrov

Véronique Sanguinetti

Jordan Vazquez-Llana

05 novembre 2026

12h00 > 17h30



Campus Mont Houy

Espace culturel *Intermède*
Salle de co-working



Inscription obligatoire



www.uphf.fr

Programme

12h00 > 13h30 : Lunch and discussions around the exhibited posters

13h30 > 15h00 :

Tsuyoshi UMEDA, Special Advisor to the Dean at the Faculty of Engineering (Gifu University), has travelled to France more than 50 times over the years, with a cumulative stay of about two years. He does have practical, first-hand experience and observations about both countries, and he will be happy to share them. He will present the similarities and differences of research practices across France and Japan.

Title of his presentation: *"Proof Paradigms" - A Comparative Study of Research and Technical Practice in Franco-Japanese Collaboration.*

He will base his presentation on real case studies from his working experience in international companies.

Mayumi KAWASE, PhD, Associate Professor, Gifu University, jointly appointed to the Faculty of Engineering and the School of Social System Management. She works as a researcher and educator specializing in design thinking and social/management systems, at Gifu University and at some organizations.

Her recent publications include "Structural Changes in Discussions Using Design Thinking and Their Effect on Creativity"

Title of her presentation : *Design Thinking Education at Gifu University: Cultivating Talent that Connects People, Technology, and Society.*

In this presentation, she will explain how this program helps students understand the relationships between human needs and non-human actors (technology, policy, and services).

Caroline S.L. TAN, PhD, Associate Professor, Graduate School of Business Sciences (University of Tsukuba), is an Associate Professor of Marketing whose research focuses on consumer behavior and psychology. She has published in leading journals such as the European Journal of Marketing and serves as an Associate Editor for the Journal of Global Marketing. She is also the author of Guide to Green Marketing in Modern Businesses, commissioned and published by SAGE Publications. Previously, she held supply chain management roles at Teleplan N.V. and Agilent Technologies.

Title of her presentation : *The Self-as-Product Paradox: How Strategic Self-Marketing Activates Consumer Persuasion Knowledge and Undermines Authenticity*

15h00 > 15h30 : Coffee break

15h30 > 16h30 :

Koichi HAGA, PhD, UCLA, is Professor of Japanese and Comparative Literature at Josai International University. His recent publications include "An Ecocritical Reading of Hear the Wind Sing by Haruki Murakami" (2026). He is also the author of The Earth Writes: The Great Earthquake and the Novel in Post-3.11 Japan (2019). He currently works on climate change novels in Japan.

Title of his presentation: *Literature of Climate Change in Japan*

In this brief presentation, he will first provide an overview of Japanese literary works addressing climate change, and then, discuss characteristics of some of these works in relation to the critical issues and approaches found in climate change fiction in English speaking world.

Ludovic BERNHARDT, (PhD in visual arts) is an artist, writer, researcher, and lecturer at UPHF. His work lies at the intersection of contemporary art, writing, and research, encompassing a variety of modes of expression and thought: exhibitions, installations, books, cartography, digital media, poetry, readings, and curation. He has published with Naima, LansKine, Jou, and Éditions L. He has exhibited in numerous countries. Winner of the SGDL (Société des Gens De Lettres) Grand Prize for Poetry in 2022 for his book *Réacteur 3 [Fukushima]*. His latest book: "Öyvind Fahlström, une écriture mutante", published by Naima, 2026

Title of his presentation: *Reactor 3 (Fukushima): Between Techno-Science, Catastrophe, and Poetic Writing.*

He will present his poetic work based on digital images captured by robots in Fukushima, while discussing his creative and writing process as detailed in his book *Réacteur 3 [Fukushima]* <https://editions-lanskine.fr/reacteur-3-fukushima>

16h30 > 17h00 : Final Wrap-up

