



Kenichi Ishii, Ph.D. (石井 健一)

Professor
Faculty of Information and Communications
Bunkyo University
Namegaya 1100
Chigasaki, Kanagawa, 253-8550
Japan
Email: ishiiken@bunkyo.ac.jp
Phone: 81-467-53-2111
Website: <http://open.shonan.bunkyo.ac.jp/~ishii/>

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Education

Ph.D. in Policy and Planning Sciences, University of Tsukuba, 2000
M.A. in Sociology, University of Tokyo, 1984
B.A. in Literature, University of Tokyo, 1982

Academic Positions Held

Bunkyo University: Professor, 2019-present
University of Tsukuba: Associate Professor, 2004–2019
University of Tsukuba: Assistant Professor, 1990-2004
University of Tokyo: Research Instructor, 1987-1990

Research Area

Effects of communication technology
Policy for Information society
Socio-psychological study of consumer behavior
Trans-national cultural effects of communication

Courses Taught

Social survey methods
Information and Society
Marketing research methods
Consumer behavior

Representative Publications

Kenichi Ishii 2019 The influence of shopping on subjective well-being in China, Asia
Pacific Journal of Marketing and Logistics, 31(1), 184-201 (with **Shaowen Ni**)
Kenichi Ishii 2017 Online communication with strong ties and subjective well-being
in Japan, **Computers in Human Behavior**, 66 pp129-137
Kenichi Ishii & Satoshi Watanabe. 2014. Nation brand personality and product
evaluation among Japanese people: Implications for nation branding, **Place Branding
and Public Diplomacy** (Advance Online Publication), pp.1-14.

- Kenichi Ishii.** 2013. Nationalism and preferences for domestic and foreign animation programmes in China. **International Communication Gazette**, 75(2), pp.225-245.
- Kenichi Ishii.** 2011. Examining the Adverse Effects of Mobile Phone Use among Japanese Adolescents. **Keio Communication Review**, 33, pp.69-83.
- Kenichi Ishii.** 2010. Mobile Internet Use in Japan. **Media Asia**, 36(4), pp.201-209.
- Kenichi Ishii & Toshio Takeshita** 2010. Corporate reputation and the news media in Japan. In Craig E.Carroll (Ed.) **Agenda-setting within business news coverage in developed, emerging and frontier markets** (pp. 129-141). New York: Routledge.
- Kenichi Ishii.** 2009. Nationalistic Sentiments of Chinese Consumers: The Effects and Determinants of Animosity and Consumer Ethnocentrism. **Journal of International Consumer Marketing**, 21(4), pp.299-308.
- Kenichi Ishii.** 2008. Uses and Gratifications of Online Communities in Japan. **Observatorio**, 2(3), pp.25-37.
- Kenichi Ishii & Morihiro Ogasahara.** 2007. Links between Real and Virtual Networks: A Comparative Study of Online Communities in Japan and Korea. **CyberPsychology & Behavior**, 10(2), pp.252-257.
- Kenichi Ishii.** 2007. Social Consequences of Broadband Access in Japan, In **Handbook of Research in Global Diffusion of Broadband Data Transmission**, Dwivedi Y.K., Papazafeiropoulou, A., and Choudrie, J. (Eds). IGI Global, Hershey, PA, USA.
- Kenichi Ishii & Morihiro Ogasahara.** 2006. Japan: Mobile and Broadband--Two Emerging Business Models in the World's Third Largest Broadband User. In **Webcasting Worldwide Business Models of an Emerging Global Medium** edited by Louisa S. Ha & Richard J. Ganahl, III. (Chapter 17, pp.335-356.) Mahwah, NJ : Lawrence Erlbaum.
- Kenichi Ishii.** 2006. Implications of Mobility: The Uses of Personal Communication Media in Everyday Life. **Journal of Communication**, 56(2), 346-365.
- Kenichi Ishii & Chyi-In Wu.** 2006. A comparative study of media cultures among Taiwanese and Japanese youth. **Telematics and Informatics**, 23(2), 95-116.
- Kenichi Ishii.** 2004. Internet use via mobile phone in Japan, **Telecommunications Policy**, 28(1), pp.43-58.
- Kenichi Ishii.** 2003. Diffusion, policy and use of broadband in Japan, **Trends in Communication**, 11(1), pp.45-61.
- Kenichi Ishii, Hengng Su, and Satoshi Watanabe.** 1999. Japanese and U.S. programs in Taiwan: new patterns in Taiwanese television, **Journal of Broadcasting and Electronic Media**, 43(3), pp.416-431.
- Hirohisa Suzuki, Yoshiaki Hashimoto, and **Kenichi Ishii.** 1997. Measuring Information Behavior: A time budget survey in Japan, **Social Indicators Research**, 42(2), pp.151-169.
- Kenichi Ishii.** 1996. PHS: Revolutionizing personal communication in Japan, **Telecommunications Policy**, 20(7), pp.497-506.
- Kenichi Ishii.** 1996. Is the U.S. over-reported in the Japanese press?: factors accounting for international news in the Asahi, **Gazette** (The International Journal for Mass Communication Studies), 57, pp.134-144.
- Kenichi Ishii.** 1996. Factors influencing the adoption of new information media in Japanese families, **Media Asia**, 23(1), pp.22-28.
- Kenichi Ishii.** 1991. Measuring mutual causation: effects of suicide news on suicides in Japan, **Social Science Research**, 20, pp.188-195.
- Kenichi Ishii** (Editor) 2008. **Gurobaru ka ni okeru chugoku no media to sangyo** (Chinese Media and Industry in the Global Era), Tokyo: Akashi-Syoten. (in Japanese).
- Kenichi Ishii.** 2004. **Johoka no fukyuu katei** (The Process of Informatization), Tokyo: Gakubunsha. (in Japanese).
- Kenichi Ishii** (Editor) 2001. **Higashi azia no Nihon taisyuu bunka** (Japanese Popular Culture in East Asia), Tokyo: Sososya. (in Japanese).