

RYUTSU KENKYU

No.23

March 2017

Contents

Articles

On the Selective Behavior of Financial Services

.....Kazumine KONDO, Hitoshi AOKI, Shigeru UCHIDA, Masashi AKIMOTO1

Research paper : New Development in Value Added Trade Researches

.....Seiichi KATAYAMA, Takatoshi WATANABE15

Research paper : Management of Intellectual Property Rights in Global Business:

Current International Efforts for Neglected Tropical Diseases

.....Rina ISHIKAWA, Masami KAJIURA23

Appendix

.....Masami KAJIURA43

Survey

A Study on Satisfaction of Products and Services

...Teiichi OWAKI, Yoshihiro MATSUMOTO, Hirohisa WAKITA, Takayuki KOMIYAMA,
Machiko ITO, Masaaki YAMAKAWA, Jun OKAMOTO49

Activities of the Research Institute of Marketing and Distribution81

The Rules of the Research Institute83

Note for Contributors85

THE RESEARCH INSTITUTE OF MARKETING AND DISTRIBUTION

AICHI GAKUIN UNIVERSITY

Nagoya, Aichi, Japan