

Inaugural Message

Hiroshi Mizuhara, Chairman, Society of Business Administration, Kwansei Gakuin University

As Chairman of the Society of Business Administration, it gives me great pleasure to see the publication of this, the first issue of the Society's *International Review of Business*. The object of the *Review* is to present the results of research of a high academic standard in the fields of management, accounting, marketing, and the business environment in general, from a truly international perspective.

It will also, we hope, provide a forum for the views of managers and others engaged in business at the practical level, and thus strengthen the ties between the academic and practical aspects of the field.

We earnestly wish this journal to make a significant contribution to the development of research in the fields referred to above, and to this end hope that scholars and businessmen from around the world will avail themselves of the opportunity to submit articles and other material for publication.

I should like, finally, to express my gratitude to the many people whose assistance in the planning, preparation and editorial work for this first issue of the *Review* has made its publication possible.