



## KEN CHINEN, PHD

**Position:** Professor

**Discipline:** International Business,  
Sustainability Business

**Final Degree:** PhD, New Mexico  
State University

He collaborates research with  
*National Institute of Advanced  
Industrial Science and Technology  
(AIST)* in Japan.

Media coverage of his research:  
[News](#) and [Japanese TV program](#).  
(Need SACLINK account to watch  
video.)

He worked as a systems engineer  
(Accounting Information Systems)  
in the early 1990s. He primarily  
worked on the joint venture  
project between Sanyo, Mazda,  
and Ford.

## CONTACT

PHONE:  
(916) 278-6882

EMAIL:  
[chinen@csus.edu](mailto:chinen@csus.edu)



## RESEARCH

Ken's scholarly works appear in the leading journals of [Sustainable Development](#), such as *Journal of Cleaner Production*, *Sustainability*, and *Journal of Industrial Ecology*.

His article in *Journal of Brand Management* is cited by a Marketing guru, *Phillip Kotler*, in the International Marketing textbook *Destination Brands* (Elsevier). Ken had a one-on-one interview with *Akira Nagashima*. Mr. Nagashima's papers in *Journal of Marketing* (1970, 1977) have popularized the country-of-origin study in international Marketing.

## SELECTED PUBLICATIONS

Chun, Y-Y., Matsumoto, M., Tahara, K., Chinen, K., and Endo, H. (2019). [Exploring factors affecting car sharing use intention in the Southeast-Asia Region: A case study in Java, Indonesia](#), *Sustainability*, 11(18): 5103.

Matsumoto, M., Chinen, K. and Endo, H. (2018). [Paving the way for sustainable remanufacturing in Southeast Asia: An analysis of auto parts markets](#), *Journal of Cleaner Production*, 205: 1029-1041.

Matsumoto, M., Chinen, K. and Endo, H. (2018). [Remanufactured Auto Parts Market in Japan: Historical Review and Factors Affecting Green Purchasing Behavior](#), *Journal of Cleaner Production*, 172: 4494-4505.

Matsumoto, M., Chinen, K. and Endo, H. (2016). [Comparison of U.S. and Japanese consumers' perceptions of remanufactured auto parts](#), *Journal of Industrial Ecology*, 21(4): 966-979.

## COMMUNITY ENGAGEMENT

Click here to watch [Community-engaged events](#) organized by Ken Chinen.