

日本における コンビニ文化

At Your Konbini Small Stores, Globalization, and Livelihood in Contemporary Japan



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The convenience store, or *konbini*, sets the standard for fast mass customer service and “localized” global retail. Formally introduced to the island nation in the 1970s, the American convenience store franchise model and associated distribution system have restructured Japanese retail, transforming the neighborhood corner shop into a competitive commercial force with global ties and mass appeal. Examining the convenience store from an anthropological perspective, I will discuss how this everyday place offers fresh perspectives on the study of Japan and globalization.

(英語講演。日本語資料・補足説明あり。)

Wednesday, May 16
12:50-2:20 p.m.

N313 International Student Exchange Center 留学生センター
Tokyo Gakugei University

