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y F English Session

# ■ Japanese Community Currencies: Key Factors for Sustainable Management

LAST NAME, First Name (School of Economics and Management, ······University)

## [Problem/Purpose]

Japan has a rich history of community currency (QC) systems and th Title ectiveness in develd viding social Font size 11 bold ne number of Font: Arial (half-width) Japane The title should be marked with ■. (Kobayashi, Titles are left-aligned. her indicates ears. Finally, that m The author's name should be right done on the the lite justified on a new line. manageriai and operational aspects of CCs in general (Calvo & Morales, 2014). Therefore, the primary purpose of this paper was to identify key factors for the sustainable management of CCs with a focus on contributing to an overall best practices operational framework. The secondary purpose was to add to the English body of knowledge on Japanese CC systems.

#### [Methodology]

Two Japanese CC organizations are investigated in this paper. Both have operated for more than 10 years, however one has Headings recently stopped in Font size 10 the form of a m led Times New Roman (half-width) comparing thes lata Headings should be marked with []. collection metho In No line spacing between headings accordance wi ata and text. collection methd

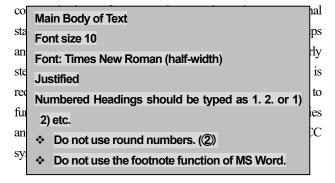
These include observation of activities, semi-structured interviews with organizational leaders, quantitative analysis of currency circulation data and a review of published papers and the organizations' websites. The data from both organizations was analyzed within the same NPO managerial framework to uncover key factors that contributed to the sustainable management of these two LCs.

## [Conclusion]

The results reveal five key sustainability factors:

- 1. Partnering with a corporation or larger institution
- 2. Clear organizational structure
- 3. Positioning the currency to match stakeholders' goals.
- 4. Engaging with the local solidarity of businesses
- 5. The compatibility of businesses with the CC concept

The main implication of these factors is that successfully engaging external stakeholders, particularly local businesses, is crucial to the sustainability of a CC. The effective



#### [References]

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#### Page setup

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