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■ 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 (CC) systems and th[...] [...]ectiveness in develo[...] [...]viding social suppor[...] [...]he number of Japane[...] (Kobayashi, Yoshi[...] [...]her indicates that m[...] [...]ears. Finally, the lite[...] [...]done on the managerial 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 recently stopped[...] [...]r in the form of a m[...] [...]lled comparing thes[...] [...]ata collection meth[...]. In accordance wi[...] [...]ata collection meth[...]ed. 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 co[...] [...]nal sta[...] [...]ps an[...] [...]rly ste[...] is req[...] to fur[...] [...]es an[...] [...]CC sy[...]

[References]

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