

3rd Japanese Studies Essay Contest & Mentorship Programme 2026

Abstract submission instruction:

1. Choose only **ONE** question to write an Abstract (EX: UG 3) according to your education level (undergraduate or postgraduate).
2. Write the abstract on the designation Application Form available on our website. Make sure to fill up the correct Application Form according to your education level.
3. Click the SUBMIT HERE button on our website, fill up the necessary particulars and press SUBMIT
4. Wait for the shortlisted results.

Category	Undergraduate questions	Postgraduate questions
Japan-centric	UG 1: Economic Impacts of Overtourism: How Tourism Growth Benefits Local Infrastructure and Services in Japan UG 2: Promoting Multiculturalism in Japan: Successful Examples of Community Integration and Cultural Exchange UG 3: The Power of Visual Media: How Anime and Film Introduce Japanese Landmarks to International Travelers	PG 1: Sustainable Tourism Management: Balancing Economic Growth with the Preservation of Cultural Sites in Japan PG 2: Soft Power and Public Diplomacy: The Effectiveness of Popular Culture in Enhancing Japan's Global Image
Transnational	UG 4: The ACG Community in Malaysia: The Role of Shared Hobbies in Building Friendships Across Borders UG 5: Japanese Popular Culture in Malaysia: How Media Consumption Inspires Language Learning	PG 3: Transnational Social Networks: How Digital Communities Facilitate Cultural Exchange Between Japan and Malaysia

	UG 6: Digital Nomads in Japan and Malaysia: The Benefits of Flexible Work for Cultural Understanding	PG 4: <i>Shuudan Ishiki</i> and Individualism: Examining the Interplay of Working Styles in Japan–Malaysia Professional Contexts
Comparative	<p>UG 7: The Look East Policy: Comparing the Authenticity of Japanese Work Values in Malaysian and Japanese Workplaces</p> <p>UG 8: Branding National Cuisine: Comparing How ‘Cool Japan’ and ‘Malaysia Kitchen’ Market Local Flavors Globally</p> <p>UG 9: Digital Content Consumption: Comparing How Students in Japan and Malaysia Access Popular Media</p>	<p>PG 5: Artificial Intelligence in Creative Industries: A Comparative Look at Efficiency and Innovation in Japan and Malaysia</p> <p>PG 6: Preserving Cultural Authenticity: A Comparison of Heritage Promotion Strategies in the Global Markets of Japan and Malaysia</p>
Global	<p>UG 10: Mottainai (Waste Management): Traditional Japanese Values as a Framework for Global Sustainable Waste Management</p> <p>UG 11: Mottainai (Lifestyle): Exploring Japanese Eco-Friendly Habits and Their Global Appeal</p> <p>UG 12: Educational Media: How Anime and Manga Can Be Used as Tools for Teaching Environmental Awareness</p>	<p>PG 7: Universalizing Mottainai: The Role of Japanese Ethics in the Global Environmental Sustainability Movement</p> <p>PG 8: Environmental Narratives in Media: Analyzing the Global Impact of Ecological Themes in Modern Manga and Anime</p>

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