

# Resume for Paul Sinclair

---

Faculty of Business Admin, University of Regina, Regina Saskatchewan S4S 0A2 | 306.585.5635 | paul.sinclair@uregina.ca

## Education

*MBA in International Business (2012)*  
University of Alberta, Edmonton Alberta

*PhD (2006)*  
Osaka University of Foreign Studies, Osaka Japan  
Thesis: 日本の高等教育機関における中国語教育の歴史的な流れ [The historical nature of Chinese language studies in Japanese higher education]

*MA (1998)*  
Ontario Institute for Studies in Education of the University of Toronto  
University of Toronto, Toronto Canada  
Thesis: Chinese Language Education, the Contemporary Japanese University, and Modern Japan

*BA (1991)*  
University of Saskatchewan  
Major: English Literature

## Academic Appointments

*Associate Professor (August 2018 to present)*  
University of Regina  
Regina, Saskatchewan

*Assistant Professor (August 2012 to 2018)*  
University of Regina  
Regina, Saskatchewan

*Assistant Researcher (April 2009 to April 2010)*  
National Taiwan University of Arts  
New Taipei City

*Assistant Professor/Secretary to the President (April 2006 to June 2008)*  
Department of Teaching Chinese as a Second Language, Ming Chuan University  
Taipei, Taiwan

*Lecturer (September 1998 to August 2000)*  
English Language Center, Ming Chuan University

## Awards/Scholarships

Queen Elizabeth II Graduate Scholarship, University of Alberta, 2010 (10,000 CAD)

Japanese Government Monbusho Scholarship, Osaka University of Foreign Studies, October 2000-March 2005 (175,000 yen/month)

AIEJ Peace and Friendship Scholarship (Government of Japan), University of Toronto/Nagoya University, April 1997-March 1998 (100,000 yen/month)

## Refereed Journal Publications

### English

Widdershoven, S., Pluymaekers, M., Zourrig, H., Sinclair, P., & Bloemer, J. M. M. (2023). Calming the Storm: How Non-Negative Messages From Fellow Consumers Can Dispel Negativity in a Social Media Firestorm. *Journal of Business Communication*. (forthcoming)

Sinclair, P. (2023). The European Imprint on Japan's Commercial Schools in China, 1890 – 1945. *History of Education*. (forthcoming)

Campbell, S., Zhang, Z., Li, Y., & Sinclair, P. (2022). Public Accounting in China: The Role of Occupational Community within a Globalized Profession. *Accounting Perspectives*. Advance online publication. <https://doi.org/10.1111/1911-3838.12328>

Sinclair, P. & Blachford, D. (2020). The Kago Suihen Textbook Series and Japan's Business Language Education in Early Twentieth-Century Shanghai. *Journal of Teaching in International Business*. 31(3), 238–258.

Sinclair, P. (2020). Japanese Universities' Fraught Relationship with the Chinese Language. *Japanese Studies*. 40(3), 313–332.

Sinclair, P. (2018) A Tōa Dōbun Shoin Look Alike? The Development of the Tri-Partite Curriculum at the American Institute of Foreign Trade—東亜同文書院とアメリカ海外貿易研究所とのカリキュラムの類似性について. 東亜同文書院記念報 [*Bulletin of the Tō-A Dōbunshoin University Memorial Center*], 26, 29–50.

Sinclair, P. & Blachford, D. (2018). Agriculture and Sino-Canadian Relations: Hsieh Pei-Chi and His Farmers Program. *China Review*, 18(3), 207–232.

Sinclair P. & Kitahara M. (2017). Business Language Training at Shanghai's Tōa Dōbun Shoin (1900-1945). *Journal of International Business Education*, 12, 245–266.

Sinclair, P., Pluymaekers, M., Widdershoven, S., Zourrig, H. (2017) How Twitter Challenged McDonald's Japan's 40-year Honeymoon with its Customers. *Journal of the Institute for Public Relations*, 3(2). Retrieved from <https://prjournal.instituteforpr.org/wp-content/uploads/Paul-Sinclair.pdf>

Sinclair, P., Blachford, D., Magnan, A. (2016). The 1980 China Farmers Program: Shaping Canada's Agricultural Relationship with China. *Prairie Forum*. Retrieved from <https://journals.uregina.ca/prairieforum/issue/view/30>

Sinclair, P., Blachford, D., Pickard, G. (2015). Sustainable Development and CIDA's China Program: A Saskatchewan Case Study. *Frontiers of Chinese Education*, 10(3): 401–426.

Sinclair, P. & Blachford, D. (2015). Language and Literacy in the 19th-Century Chinese Business Environment. *Journal of Business and Technical Communication*, 29(4), 403–427.

Sinclair, P. (2005). Wade's Yü yen tzi êrh chi and the Chinese Language Textbooks of Meiji Japan. *Asia Major*, 15(1), 147–174.

### **Japanese**

Sinclair, P. (2008). 漢語学事始め—明治初期の漢語学所を中心に [The Beginning of Modern Chinese Language Studies in Japan: The Chinese Language Academy of the Early Meiji Period]. *大学史研究 [Studies in University History]*, 23, 93–117.

Sinclair, P. (2002). 中国語教育の中の地域研究—大阪外国語大学の歴史から検証 [Area Studies, Chinese Language Education, and the Osaka University of Foreign Studies]. *大阪外国語大学言語社会学会研究会報告書 [Osaka University of Foreign Studies Association for Integrated Studies of Language and Society Bulletin]*, 5, 27–38.

### **Chinese**

Ma, L., Yang Jiang, Blachford, D. & Sinclair, P. (2020). 创业经验与创业导向对企业竞争优势的影响研究—基于二元机会开发的视角 [Research on the Effect of Entrepreneurial Experience and Entrepreneurial Guidance on Firm Competitiveness: The perspective of Dual Opportunity Development]. *技术经济与管理 [Journal of Technical Economics and Management]*, 11, 38–44.

Ma, L., Blachford, D. & Sinclair, P. (2020). 少数民族大学生创业能力的影响研究——基于创业学习的视角 [Research on the Effect of Entrepreneurial Ability from Ethnic-Minority University Students: Based on the Perspective of Entrepreneurial learning]. *技术经济与管理 [Journal of Technical Economics and Management]*, 5(286), 25–32.

Sinclair, P. (2019). 软实力与基于国家利益的语言教育 [Soft Power and Language Education Geared toward National Benefit]. *文化软实力 [Cultural Soft Power]*, Vol. 1 (2019), (87–96).

Wu, Z. & Sinclair, P. (2017). 新商业时代茶叶企业应对电子商务“再中间化”策略研究 [Strategic Research for the Tea Industry on the “Reintermediarization” of E-commerce]. *农业经济与管理 [Agricultural Economics and Management]*, 4, (44).

Sinclair, P. (2002). 反省溝通式教學法在大學英語教育中的角色 [Rethinking the Communicative Approach in Taiwan's University English Education]. *英語教學 [English Education]*, 25(3), 22–33.

### **Book Chapters**

Sinclair, P. (2020). 東亜同文書院の先駆的中国教育と「アメリカ対外貿易学院」の「Tri-Partite」カリキュラム [Pioneering Chinese Education at Tōa Dōbunshoin and the "Tri-Partite" Curriculum of the "American Institute of Foreign Trade"]. In Y. Fujita (Ed.), *東亜同文書院卒業*

生の軌跡を追う [Tracing the Paths of Graduates from the Tōa Dōbunshoin]. (pp. 11–32).  
Nagoya: Arumu.

## Academic Conference Presentations

Sinclair P. (2023) Japan Doubles Down on English: How Foreign Language Education Policy Reflects Japan's Political Priorities in East Asia.  
Conference: Japan Studies Association of Canada 2023 Annual Conference (Online), University of Saskatchewan (September 28–October 1, 2021)

Sinclair P. (2023) 現代から見た東亜同文書院のビジネススクール性—国際ビジネス MBA プログラムとの比較検討 [The Tōa Dōbun Shoin viewed from the perspective of a modern business school: A comparison with the MBA program model]  
東亜同文書院「大旅行」と現代東アジア [Tōa Dōbun Shoin's 'Great Journey' and Contemporary East Asia], Aichi University (March 11, 2023). Keynote.

Sinclair P. (2021) Japan's Tōa Dōbun Shoin in Shanghai (1900–1945) and the American Institute of Foreign Trade (1946–1967): A Comparative Perspective.  
Conference: Japan Studies Association of Canada 2021 Annual Conference (Online), Thompson Rivers University (October 1–3, 2021)

Maurer, D., Leung, B., Sinclair P. (2021) Why Canadian Farmers Struggle to Get Their Products to International Markets [Online].  
Conference: International Days 2021, Business and Management Department, Artevelde University of Applied Sciences, Ghent, Belgium (April 20, 2021)

Sinclair, P. (2019) China's Complex Business Environment in the Early 20th Century: Banking Content from the Tō-A Dōbun Shoin's Kago Suihen Textbook Series  
Conference: Twenty-third Asian Studies Conference Japan (ASCJ)  
Saitama, Japan (June 29–30, 2019)

Sinclair, P. (2017) The Future of Language Studies for International Business: Lessons from 19th Century Japan  
Conference: 18<sup>th</sup> North American Higher Education Conference  
Regina, Saskatchewan (June 14–16, 2017)

Kayseas, B., Schneider B., Anderson, B., Sinclair, P. (2017) First Nations and International Partnerships: New Avenues of Economic and Community Development  
Conference: Connecting Indigenous Peoples in North America—Crafting Community and Shared Knowledge (June 12–13, 2017)

Sinclair, P. (2017) 東亜同文書院による世界初のビジネス言語教育と現代アメリカのビジネス言語教育 [The world's first business language program at the Tōa Dōbun Shoin and modern American business language education] (Keynote)  
Conference: 東亜同文書院卒業生たちの軌跡を追う [Following the tracks of Tōa Dōbun Shoin Graduates] (January 21, 2017)

- Sinclair, P. (2015) An Early *In Situ* International Business Program: The Language Curriculum at Shanghai's Toa Dobun Shoin (1900–1945)  
Conference: SIBR 2015 Osaka Conference on Interdisciplinary Business & Economics Research. Osaka/Japan (July 2–3, 2015)
- Sinclair, P. (2014) 歴史的な視点から見るビジネス中国語教育—教本を中心に [Business Chinese Education Seen from a Historical Perspective: The Textbooks]  
Conference: General Research Symposium--Association for Business Chinese Studies Osaka, Japan (June 8, 2014).
- Sinclair P. & Blachford D. (2014). Lessons Learned from CIDA Projects Jointly Administered by the University of Regina and Educational Institute of Jilin Province (1990–2001)  
Conference: “Transforming Canada-China Educational Cooperation: Significant Legacies and Future Challenges”, Tsinghua University, Beijing (May 9–10, 2014)
- Sinclair, P. (2013) "The Removal of Counter Menus at McDonald's Japan: Managing a 'Non-crisis' on the Social Web"  
Conference: Zen and the Art of Business Communication—The 12th Asia-Pacific Conference, Doshisha University, Japan (March 13–15, 2013)
- Sinclair, P. (2006) 漢語学の事始め—明治初期の漢語学を中心に [The Beginning of Modern Chinese Language Studies in Japan: The Chinese Language Academy of the Early Meiji Period]  
Conference: 蘭学・英学・仏蘭西学・独逸学・露西亞学・漢語学事始—大学史研究会大会 [The Beginnings of Dutch, English, French, German, Russian, and Chinese Studies in Japan—Historical Studies on Higher Education Symposium]  
Kinki University, Osaka, Japan (November 25–26, 2006)
- Sinclair, P. (2004) “Early Chinese Language Studies in Tokugawa Japan: The Education of the Nagasaki Translators and Their View of China  
Conference: ASPAC (Asian Studies on the Pacific Coast) 2004, University of Oregon Eugene, Oregon (June 18–20, 2004)
- Sinclair, P. (2004) Thomas Wade's Yü yen tzü êrh chi and the Chinese Language Textbooks of Meiji Japan  
Conference: The 18th IAHA [International Association of Historians of Asia] Conference, Academia Sinica, Taipei, Taiwan (December 6–10, 2004)
- Sinclair, P. (2003) 近代日本以貿易目的爲主的中文教學 [Trade-based Chinese Language Education in Japan's Modern Period]  
Conference: 7<sup>th</sup> World Conference on Chinese Language Teaching and Learning 第七屆世界華語文教學研討會, Taipei, Taiwan (December 27–28, 2003)

## Case Studies

- Weil, M., Sinclair, P., & Chandrasekhar, R. (2023). Spotify Technology SA: Responding to a Reputational Hit. Ivey Publishing.

## Trade Publications

- Sinclair, P. (2021, May). Hawkish China policy must be fought. *Western Producer*. Retrieved from <https://www.producer.com/opinion/hawkish-china-policy-must-be-fought/> Sinclair, P., Leung, B., Maurer, D., (2021, February). Container crisis not just about ships. *Western Producer*. Retrieved from <https://www.producer.com/opinion/container-crisis-not-just-about-ships/>
- Sinclair, P. (2018, September). Why farmers must support the GTH. *Western Producer*. Retrieved from <https://www.producer.com/2018/09/why-farmers-must-support-the-gth>
- Sinclair P. & Wu Z. (2017, August). Another Warring States Period? The International Scramble for China's Massive Online Beef Market. *Cattlemen*.
- Sinclair, P. (2012, February). Future free trade agreements with Asia: A conversation with John Weekes. *Cattlemen*, 22–24.
- Sinclair, P. (2011, October). The long road to trading beef in East Asia. *Cattlemen*, 16–18.
- Sinclair, P. (2011, March). You're so wrong about China: Interview with John Longworth Professor Emeritus of the University of Queensland. *Country Guide*, 48–49.
- Sinclair, P. (2011, February). China means business: University of Alberta ALES Faculty's engagement with China. *Country Guide*, 8–9.
- Sinclair, P. (2011, February). The Ractopamine Crisis and the Future of Canadian Beef Exports to Taiwan. *Cattlemen*, 14–16.
- Sinclair, P. (2011, January). Saskatchewan's Future in China. *Saskatchewan Business Magazine*, 16–20.
- Sinclair, P. (2010, December). Kanematsu setting up supply chains for non-GM soybeans into Japan—opportunity looming for Tasmanian farmers. *Australian Farm Journal*, 37–39.
- Sinclair, P. (2010, December). ALMA charges east: Alberta's livestock agency is looking more and more like the model for how all Canadian ag sectors are going to do business. *Country Guide*, 28–29.
- Sinclair, P. (2010, August/September). Open for business: Is Mitsui's massive investment in the new Yorkton canola plant good news for Canada? *Country Guide*, 14–16.
- Sinclair, P. (2010, August). Why Canadians are not selling much canola oil to the Japanese. *Australian Farm Journal*, 23–25.
- Sinclair, P. (2009, October). Our main competitor in Japan is the Japanese beef industry. *Cattlemen*, 26–27.
- Sinclair, P. (2009, November). Learning from Aussie Beef marketing in Japan. *Cattlemen*, 18–20.

## News Media Publications

- Sinclair, P. (2020, December). イマージョン教育、疑問ある [Immersion education—questions remain]. *Nikkei Shimbun*. Retrieved from <https://www.nikkei.com/article/DGKKZO54745020T20C20A1KE8000/>
- Sinclair, P. (2019, December). Opinion: Global consolidation of container infrastructure hints at the future of prairie agriculture. *Leader Post*. Retrieved from

<https://leaderpost.com/opinion/columnists/opinion-global-consolidation-of-container-infrastructure-hints-at-the-future-of-prairie-agriculture>

Sinclair, P. (2018, August). The Global Transportation Hub is the ultimate dashed dream of Saskatchewan. *Leader Post*. Retrieved from <https://leaderpost.com/opinion/columnists/opinion-the-global-transportation-hub-is-the-ultimate-dashed-dream-of-saskatchewan>

Sinclair, P. (2018, August). Farmers are the real victims of the GTH land deal. *Canadian Broadcasting Corporation*. Retrieved from <https://www.cbc.ca/news/canada/saskatchewan/farmers-victims-gth-land-deal-1.4793185>

## Media Interviews

Sinclair, P. “What the GTH could mean for farmers in Saskatchewan”. Interview with CBC TV. Retrieved from <https://www.youtube.com/watch?v=dl6dC1dTJXI>

## Industry Reports

Sinclair P., Mauer, D., Leung, B. (2021). The future of Saskatchewan containerized wheat exports: What Saskatchewan wheat producers can learn from ocean carrier data. Submitted to Saskatchewan Wheat Development Commission on April 1, 2021.

Almehdalwe, E., Sinclair, P., Liang J., Liu, C. (2014). Saskatchewan imports and exports: A preliminary quantitative analysis. Submitted to Global Transportation Hub Authority on August 25, 2014.

Short flax fibre processing in Alberta for China’s textile industry. Submitted to Alberta Biomaterials Development Centre in December 2012.

## Academic Affiliations

Visiting Fellow at Aichi University Institute of International Affairs, Aichi University, Japan (September 2023 – present)

## Foreign Language Credentials

Chinese (HSK VI; June 5, 2021; Score 191/300)

Japanese (Japanese Language Proficiency Test Level 1; August 28, 2009; Score 328/400)