

VITA

George Grady Gresham, Ph.D. **Associate Professor, Marketing**
Davis College of Business **Jacksonville University**

Jacksonville, FL 32211

ggresha1@ju.edu

904.256.7241

EDUCATION

Ph.D. Marketing and International Business, Old Dominion University, Norfolk, VA (2005)

EMBA, International Marketing, University of Nebraska-Omaha, Omaha, NE (1993)

Executive Management Program, Penn State University, University Park, PA

B.S., Zoology, Southeast Missouri State University, Cape Girardeau, MO

RESEARCH AND TEACHING INTERESTS

My research empirically investigates applied marketing and management topics that impact cross-functional team performance and new product success. Secondary research interests include pedagogical approaches to teaching hybrid and accelerated business strategy and marketing. My teaching interests include global business strategy and development, new product planning, strategic marketing and professional selling.

ACADEMIC EXPERIENCE (1996-PRESENT)

Associate Professor, Marketing

Jacksonville University – Jacksonville, FL (2009-present)

Assistant Professor, Management and Marketing

Texas A&M University – Kingsville, TX (2005-2009)

Visiting Assistant Professor, Marketing

University of Tampa, Tampa, FL (2003-2004)

Founding Director, Adult Education Programs and Assistant Professor, Business Administration

Mary Baldwin College of Northern Virginia, Sterling, VA (2002-2003)

Assistant Professor, International Business

American University, Washington, DC (1996-1998)

Lecturer, International Negotiations and Strategic Marketing Planning for Turkish Export Firms, *International Trade Institute*, Istanbul, Turkey (1998 to 2002).

Lecturer, Foreign Direct Investment and Global New Product Planning, Seminar(s) for University of Maastricht MBA students in conjunction with American University, Washington, DC. Spring 1996.

ACADEMIC/PROFESSIONAL AFFILIATIONS AND ACTIVITIES (since 2006)

Current and Most Recent Affiliations

Advisory board, National Undergraduate Research Committee (University)
Member, Quality Enhancement Program (University)
Chair, Faculty Qualifications Committee (January, 2015)
Chair, Faculty Affairs Committee (University)
Member, Faculty Qualifications Committee
Member, President's Search Committee
Member, Graduate Programs Committee (subcommittee)
Member, Administrative Program Review Committee (University)
Member, Technology Committee
Member, Institute for Behavioral and Applied Management
Ambassador, Blackboard
Member, Product Development and Management Association
Sustainability Task Force
Online MBA and activity program
Faculty Mentor

Past Academic Affiliations (2005-2009)

Faculty Senate and Executive Council
Executive Committee, Graduate Council
Faculty Advisor, Delta Mu Delta (International Business Honor Society)
Faculty Advisor, Delta Sigma Phi (National Business Fraternity)
Mentor, McNair (student) Scholars Program
Chair, Faculty Handbook Revision Committee
Member, International Programs Committee
Member, Graduate Program Review Committee
Member, Undergraduate Program Review Committee
Member, By-Laws and Resolution Committee
Member, Faculty Development Leave Committee
Member, Dean's Search Committee
Facilitator, CBA Strategic Planning Workgroup

PROFESSIONAL AND COMMUNITY SERVICE

Board of Directors, GlobalJax, (2010-2012)

Served as consultant with JU/MBA student to Jacksonville business Drummond Press.
Provided *pro bono* assistance for development of Affinity Program for this local publisher. JU MBA student Stephen Ferrell served as account manager to this business, Sept.-Nov., 2011

Consultant with JU/MBA student Brandon Culp to entrepreneur, Randy Smith, Provided *pro bono* market research assistance for marketing planning of new product. JU MBA student Brandon Culp served as consultant, June, 2011-January 2012

Consultant with JU/MBA Marketing 540 class to Captain Bob's Airboat Adventures, Coral Springs, Florida. JU MBA students developed a *pro bono* business feasibility study to this entrepreneur, Fall, 2010.

Paper Reviewer, Institute of Behavioral and Applied Management annual conference, Orlando, FL, October 13-15, and San Diego, CA conference, October 4, 2013 and Orlando, FL conference, October 8-10, 2014.

Discussant, Institute of Behavioral and Applied Management annual conference, Orlando, FL, October 13-15, 2011 and October 4, 2013. "Assessing the Performance of Virtual Academic Teams Utilizing the Insights Tool" and Orlando conference, October 8-10.

AWARDS

Best Paper, The Institute of Behavioral and Applied Management (Organizational Behavior, Theory, and Development Tract) 2010 annual conference. San Diego.

Exceptional Teaching Candidate, Texas A&M University, all campuses (2007, 2008)

Student's Choice Award, Texas A&M University College of Business - Kingsville (2006) (2009)

Best Teacher Award 2009 senior class, Texas A&M University College of Business – Kingsville.

Business Professional America of Corpus Christi, TX. Recognized for serving as judge for the organization's high school entrepreneurial project competition (2006-2009).

REFEREED PUBLICATIONS AND PROCEEDINGS

"The Value of Non-Traditional Approach to Marketing Education," October 9, 2014, Proceedings of the Institute of Behavioral and Applied Management Annual Conference, Orlando, FL. (Paper accepted August, 2014)

"An Empirical Investigation of U.S. Employees' Perception and Attitudes About Frequency and Types of Employee-perpetrated Information Sabotage," October 5, 2013, Proceedings of the Institute of Behavioral and Applied Management Annual Conference, San Diego, CA.

"From the Volleyball Court to the Classroom: A Coaches Perspective on Classroom Team Projects, by Christiana Diaz, Bennington, Ashley and George Gresham. September 19, 2013, Academy of Business Research Fall 2013 Conference, San Antonio, TX

“Managers’ and Senior Executives’ Perceptions of Frequency and Type of Employee- Perpetrated Information Sabotage and Their Attitudes Toward it – The Results of a Pilot Study” by Hafer, John C. and Gresham, George. 2012. *Journal of Behavioral and Applied Management* 13 (3): 151-167.

“Managers’ and Senior Executives’ Perceptions of Frequency and Type of Employee-Perpetrated Information Sabotage and Their Attitudes Toward It.” Presented and included in the Proceedings at the Institute of Behavioral and Applied Management Conference, Orlando, FL October, 13, 2011.

“Generation Y in the Workforce: What We know and Need to Know.” Presented and in the Proceedings at the Institute of Behavioral and Applied Management Conference with JU MBA student, Jennifer Keith, Orlando, FL October 13, 2011.

“Social Responsibility Perceptions of Leaders of Small and Medium-sized Enterprises.” Presented at the Institute of Behavioral and Applied Management Conference, with Ashley Bennington, Orlando, FL October 13, 2011.

“Corporate Social Responsibility: Dilemma for U.S. Small Businesses?” Presented and in the proceedings at the 10th International Conference on Corporate Social Responsibility with Ashley Bennington, New Orleans, LA June 22, 2011.

“Market and Technical Turbulence Effects on Inter-functional Market Orientation and New Product Program Success.” Proceedings of the Institute of Behavioral and Applied Management, October, 2010. [Best Paper]

“Possible Explanations for Informational Sabotage: Potential Research Models,” with John Hafer, *Journal of Management, Spirituality & Religion*, September, 2009.

“Luck’s Role in Business Success: Why It’s Too Important to Leave to Chance,” with John Hafer. *Journal of Behavioral and Applied Management*, Accepted for publication. May, 2008.

“Organizational Climate Antecedents to Market Orientation,” with John Hafer. 2008. *Journal of Behavioral and Applied Management*, January, 2008.

“Organizational Climate Antecedents to Market Orientation.” *Proceedings of the Institute of Behavioral and Applied Management*, October, 2006.

“Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process (Co-authored with John Hafer and Edward Markowski). 2006. *Journal of Behavioral and Applied Management*, 8 (1): 43-65.

“Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process.” *Proceedings of the Institute of Behavioral and Applied Management*, October, 2005.

“Culture, Innovation, and New Product Diffusion: An Integrated Perspective.” *Proceedings of the Eastern Academy of Management*, June 2003.

“The Relationship between an Entrepreneur’s Personal Network and Perceived Environmental Uncertainty: An Examination of the Moderating Role of Internationalization.” (Co-authored with Jeffrey McGee and Christopher Shook). *Proceedings of the Eastern Academy of Management*, June 2003.

“When Wal-Mart Comes to Town: A Look at the Retailing Giant’s Impact on Rural Communities,” (Co-authored with Jeffrey McGee). In W.D. Bygrave et al (Eds.) *Frontiers of Entrepreneurship Research*, Babson College – Kauffman Foundation Entrepreneurship Research Conference, 60-70, 1995.

CONFERENCE PRESENTATIONS

2014

“The Value of Non-Traditional Approach to Marketing Education,” October 9, 2014, Proceedings of the Institute of Behavioral and Applied Management Annual Conference, Orlando, FL. (Paper accepted August, 2014)

2013

“An Empirical Investigation of U.S. Employees’ Perceptions and Attitudes about Frequency and Types of Employee-perpetrated Information Sabotage.” Institute of Behavioral and Applied Management, San Diego, CA. To be presented October 5, 2013.

2011

“Generation Y in the Workplace: What we know and need to know.” Institute of Behavioral and Applied Management, Orlando, FL Presented October 13, 2011, 2011 annual meeting.

“Managers’ and Senior Management Executives’ Perceptions of Frequency and Type of Employee-Perpetuated Information Sabotage and Their Attitudes Toward It.” Institute of Behavioral and Applied Management, Orlando FL. Presented October 13, 2011 annual meeting.

“Social Responsibility Perceptions of Leaders of Small and Medium-sized Enterprises.” Presented at the Institute of Behavioral and Applied Management Conference, with Ashley Bennington, Orlando, FL, October 13, 2011.

“Corporate Social Responsibility: Dilemma for U.S. Small Business,” with A.J. Bennington, *10th International Conference on Corporate Social Responsibility*, May 19, 2011, New Orleans, LA.

2010

“Business Informational Sabotage: An Exploration into Incidence Rates and Causes.” *INFORMS Conference*, Austin, Texas. Presented on November 10, 2010 annual conference.

“Market and Technical Turbulence Effects on Inter-functional Market Orientation and New Product Program Success.” Presented at the annual conference of the Institute of Behavioral and Applied Management Conference, October 8, 2010, San Diego, California.

“Development of Hybrid Style University Marketing Course in a Traditional Environment, Academic and Business Research Institute, Orlando, Florida. Presented at annual conference, September 25, 2010.

2008-2009

“Social Responsibility and U.S. Small Business.” Bennington, A. and Gresham, G. G. Association for Global Business International Conference, Orlando, Florida, November 20, 2009

“Workplace Spirituality and Informational Sabotage.” Institute of Behavioral and Applied Management Conference, Orlando, Florida, October, 2008.

1998-2007

“Organizational Climate Antecedents to Market Orientation.” Institute of Behavioral and Applied Management Conference, October, 2006.

“The Role of Inter-functional Market Orientation in New Product Program Success: An Exploratory Empirical Analysis.” Mid-South Association of Business Disciplines Conference, October 2005.

“Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process.” Institute of Behavioral and Applied Management Conference, October, 2005.

“Culture, Innovation, and New Product Diffusion: An Integrated Perspective.” Presented at the Eastern Academy of Management Conference, Porto, Portugal. June 2003.

“Market Entry Strategies in the Global Animal Health Industry,” Special session. Academy of Marketing Science Conference, Norfolk, VA. May 1998.

SELECTED WORKS IN PROGRESS

“The Value of Non-Traditional Approach to Marketing Education.” Target publication Journal of Behavioral and Applied Management in 2015.

“Informational Sabotage: An Empirical Study of US Information Technology Business Environment.” This is a major research project surveying 3000 public and private U.S. employees. Several targeted publication and presentations expected in 2013-2015.

“Global Market Orientation: “An Antecedent for Successful Global New Product Success?” Manuscript in preparation. Targeted publication: Journal of Global Marketing, 2014.

“Breaking Out of the Marketing Plan Box: Why and How to Encourage Student Imagination and Creativity.” Research in progress. Targeted publication: *The Teaching Professor 2014*

“West of Y: Teaching Marketing and Early New Product Planning to Non-Marketing MBAs and Future CEOs. Manuscript is in preparation. Target publication to be determined.

SELECTED INDUSTRY EXPERIENCE

(1979-2013)

President, NPD Services (1995 to present). Provide early new product development services to early start-up medical, chemical and bio-pharmaceutical firms. Clients include, Bayer (US), Boehringer Ingelheim (GM), KNF (US), Eisai Co (Japan), Farnam Labs (US), Votsch (US).

Executive Vice President, Officer, and Director, Business Development Professional Veterinary Products, Ltd., Omaha, NE (1990 to 1995)

Business: Sales and distribution of biological/pharmaceutical/hospital supply products to U.S. licensed veterinarians, veterinary teaching institutions and international markets.

Responsibilities: Development and implementation of company's strategic and annual business plans, monthly performance review with board of directors and annual contract negotiations with major pharmaceutical and vaccine manufacturers.

Major accomplishments:

- 1) Reorganized and expanded firm to national veterinary products distributor
- 2) Achieved revenue growth from \$13M in 1989 to over \$100M in 1995.
- 3) Initiated and successfully completed the firm's first acquisition.
- 4) Created and edited the PVP newsletter, *The Reporter*, the first U.S. veterinary distributor newsletter targeted exclusively to veterinarians.

Director, New Products, U.S. Operations & International Division American Cyanamid Company, Wayne, NJ (1984 to 1990)

Business: Global R&D, manufacturing and marketing of pharmaceuticals/biologics.

Responsibilities: Global new product business development; responsible for \$40M commercial development program; supervised twelve international new product managers; coordinated commercial and technical new product requirements within country and regional operations; served as corporate licensing and acquisition liaison and for international division.

Major accomplishments:

- 1) Formation and commercial development of U.S. biological business
- 2) Pharmaceutical and vaccine new product launches in Spain, France, Germany, England, Belgium, Italy, Denmark, Australia, Taiwan, Canada
- 3) Member of executive team for planning sales and distribution of firm's antibiotic and parasitological products for meat production in U.S.S.R.
- 4) Created and developed Cyanamid's U.S. Veterinary Merchandising Program, the first U.S. manufacturer-retailer merchandising program developed for veterinarians.
- 5) Received Cyanamid Innovation Award, awarded in 1990.

***Global Project and Marketing Manager, Central Marketing Group
Merck & Company, Rahway, NJ (1979 to 1984)***

Business: Global manufacturing/marketing of bio-pharmaceuticals for veterinarians

Responsibilities: Business development and implementation of global marketing plans for new products. Assisted in development, review and implementation of annual country business plans and new product launches for European countries, Japan, Taiwan, Canada

Major accomplishments include the successful launch of major therapeutic compounds in U.S., Canada and Western European countries for Ivomec™ and Heartguard.™

REVISED August 27, 2014

國立臺北大學延攬國外訪問學者作業要點

民國 104 年 12 月 3 日校長核定

- 一、 國立臺北大學（以下簡稱本校）為積極延攬國際優秀師資來校從事教學研究工作，以提昇本校學術能量與研究水準，強化國際競爭力，特訂定「國立臺北大學延攬國外訪問學者作業要點」（以下簡稱本要點）。
- 二、 適用對象
適用本要點之受延攬人，須為現任教育部認可之國外學術研究機構編制內所屬專任教學、研究人員，以任職世界排名前 300 名或亞洲排名前 100 名國外知名大學專家學者為優先，並以短期訪問學者為限。訪問期間須至少達 3 個月，至多 6 個月，分為下列三類：
 - （一） 客座教授（客座研究員）：現任教育部認可之國外大學教授或研究機構之研究員，於系（所）特定專業領域曾獲國內外重要學術成就、貢獻或重要專門著作者。
 - （二） 客座副教授（客座副研究員）：現任教育部認可之國外大學副教授或研究機構之副研究員，於系（所）特定專業領域表現優良，並有專門著作者。
 - （三） 客座助理教授（客座助研究員）：現任教育部認可之國外大學助理教授或研究機構之助研究員，於系（所）特定專業領域表現優良，並有專門著作者。
- 三、 申請限制
前條各款受延攬人，不得為申請人之配偶及三親等以內血親、姻親，並符合「行政院及所屬各機關學校臨時人員進用及運用要點」第 11 點第 1 項迴避進用規定。
- 四、 授課時數
受延攬人授課時數應以每學期授課 3 學分為原則，必要時得依實際情形調整授課時數，惟教學研究費支給亦將按比例予以調整。於本校從事教學、研究、講授活動以不少於來訪期程之 1/2 為原則。
- 五、 申請方式
由申請系（所、室、中心）檢附申請書（含受延攬人個人資料表、延攬內容說明、教學傑出表現說明及推薦理由、建議申請經費）及下列文件向所屬學院提出申請：
 - （一） 受延攬人現職、學經歷及護照影本。
 - （二） 受延攬人著作目錄及曾獲特殊學術榮譽或獎勵之證明文件。
- 六、 申請程序
本項補助每年受理 2 次申請，由各申請學院於每年 3 月 31 日及 12 月 31 日前送人事室辦理。申請程序如下：
 - （一）初審：各學院自訂審查標準，依系（所、室、中心）發展特色及其所提送之申請書、相關送審文件，審查受延攬人資格之合宜性與預期效益，經院務會議審查通過後，檢附相關會議紀錄影本及申請文件，送人事室辦理複審作業。
 - （二）複審：人事室於收到初審資料後召開延攬國外訪問學者審查委員會（以下簡稱審查委員會），

依據當年度可使用經費額度與授課時數進行審查，並核定教學研究費支給額度。

七、 審查委員會設置

審查委員會由學術副校長擔任召集人並主持審查會議。審查委員會置委員 10 人，由教務長、研發長、國際長及各學院院長共同組成。

開會時得邀請相關單位主管列席。

八、 經費來源

各單位延攬國外訪問學者所需經費來源為教育部「獎勵大學教學卓越計畫」經費。

九、 補助項目

補助項目包括教學研究費、機票費及保險費。各項補助基準如下：

(一) 教學研究費：依本要點延攬之人才，原則上依本要點之支給標準表(附表一)，由審查委員會考量受延攬人之學經歷、學術地位、特殊技術及工作經驗、近年來論著價值、研究或教學對國內學術領域助益及貢獻程度等予以審定。

(二) 機票費：補助由居住地至目的地最直接航程之往返經濟艙機票。

(三) 保險費：於本校補助期間內，得由申請單位協助辦理「國際技術合作人員綜合保險」，最高總保額為新臺幣 400 萬元整，保險費由本校補助百分之六十五。受延攬人如遇提前離職或中斷投保情形，自離職日或中斷投保日起，本校不再補助本款保險費。

受延攬人之工作證、機票及保險相關事宜由申請單位辦理，申請單位並應依稅法規定按月扣繳其所得稅，所得稅之申報由受延攬人自行辦理，申請單位應予協助。

十、 契約內容

各受延攬人服務期間之各項權利義務應以契約(附表二)明定。契約內容須包括補助延攬期間、補助經費、雙方應遵守之權利義務、差假管理、出國之事項及工作內容等項目。受延攬人於應聘期間，應專任於延攬事由之職務，不得於其他機關(構)學校兼任教學及其他工作。

十一、 經費核銷

申請單位應於補助期間結束或中途離職後 2 個月內，協助受延攬人辦理經費核銷，並繳交教學(研究)報告予本校人事室。未提送者，自該次補助之申請日起 2 年內暫停受理申請。

十二、 本要點如有未盡事宜，依相關法令規定辦理。

十三、 本要點經簽請校長核定後實施，修正時亦同。

(附表一)

國立臺北大學延攬國外訪問學者教學研究費支給標準表

延攬類別	教學研究費
客座教授 (客座研究員)	每月新臺幣 75,000 元至 90,000 元。
客座副教授 (客座副研究員)	每月新臺幣 70,000 元至 84,000 元。
客座助理教授 (客座助研究員)	每月新臺幣 65,000 元至 78,000 元。
<p>備註：</p> <p>一、教學研究費係依受延攬人之學經歷、學術地位、特殊技術及工作經驗、近年來論著價值、教學對國內學術領域助益及貢獻程度等審定金額。</p> <p>二、教學研究費應按月支給，如有未滿一個月者，按實際在職日覈實計支教學研究費；其每日計發金額，以當月全月教學研究費總額除以該月全月之日數計算。</p> <p>三、受延攬人應聘期間如因特殊事故(如出國開會、考察或為執行研究計畫及蒐集資料等情形)需暫時離臺者，應以書面申請依行政程序報請甲方同意。如因私人因素，其教學研究費應依出境時間(含例假日)按該月天數比例扣除。</p>	

因素，其教學研究費應依出境時間(含例假日)按該月天數比例扣除。

十一、 乙方應於補助期間結束或中途離職後兩個月內，應由申請單位協助辦理經費核銷及繳交教學(研究)工作報告。

十二、 乙方在受聘期間如有違背應履行之義務時，將依相關法令規定處理。

十三、 本聘約內容如有未盡事宜，依甲方相關規定辦理。

十四、 本合約書一式三份，由甲乙雙方及申請人各保存乙份，以資信守。

甲方：國立臺北大學

代表人(校長)： (簽章)

申請人： (簽章)

申請單位主管： (簽章)

乙方： (簽章)

中 華 民 國 年 月 日

Kanji Tanimoto

Professor, Dr., School of Commerce,
Waseda University



Business Address:

Waseda University
1-6-1, Nishi-Waseda, Shinjuku-Ku,
Tokyo, 169-8050, JAPAN

Contact Information:

Phone & fax: +81-3-3203-7132
URL: <http://tanimoto-office.jp/>
E-mail: k.tanimoto@tanimoto-office.jp

Research Theme:

- Corporate System, Business and Society, Corporate Social Responsibility, Social Business

Present Position:

Professor, School of Commerce, Waseda University (2012--)
Professor, Graduate School of Commerce and Management, Hitotsubashi University (2000--2011)
Professor, Faculty of Commerce and Management, Hitotsubashi University (1997--2011)
Representative Director of Social Innovation Japan (NPO) (2005--2009), Special Advisor (2009--2010)
Visiting Professor, Institute of East Asian Studies, Free University Berlin (2010, 2014)

Education:

PhD in Business Administration
Graduate School of Business Administration, Kobe University, Japan,(1981-1984).
Master in Business Administration
Graduate School of Business Administration, Kobe University, Japan,(1979-1981).
Bachelor in Business Administration
Faculty of Business Administration, Osaka City University, Japan,(1974-1979).

Academic Activities:

- President, Japan Forum of Business and Society (2011--)
- Academic Advisory Committee, Global Corporate Governance Institute (2015-)
- Chairperson, JFBS-Humboldt Joint CSR Conference
- Program Committee, The Humboldt-International Conference on Corporate Sustainability and Responsibility
- Organizing Committee, 3rd International Conference CSR, Sustainability, Ethics & Governance (2016)
- Board Member, the Japan Association for Social and Economic Systems Studies (President, 2009--2012)
- Editorial Advisory Board, Sustainability Accounting, Management and Policy Journal, Emerald (2013--)
- Editorial Board, The Journal of Corporate Social Responsibility, Springer
- Editorial Board, Annals of Japan Forum of Business and Society (2011--)
- Guest Editor, Corporate Governance: The international *journal of business in society*, Special Issue: Entrepreneurship and Sustainable Innovation (2016)

- Guest Editor, Journal of Corporate Citizenship, Special Issue: Japanese Approaches to CSR (2014)

Selected Papers in English

- "The Implementation of CSR Management and Stakeholder Relations in Japan", S.Vertigans and S.O. Idowu (eds), *Stages of Corporate Social Responsibility: From Ideas to Impacts*, Springer, (forthcoming).
- *Dictionary of Corporate Social Responsibility*, eds. by Idowu, et al, [entries: CSR Reporting, Enlightened Self Interest, ISO26000, Role of Nonprofit Sector, Stakeholder Engagement, Stakeholder Mapping, Venture Philanthropy], Springer, 2015.
- "Introduction: Japanese Approaches to CSR", Special Issue of *Journal of Corporate Citizenship*, pp.5-10, 2014.
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- "A Conceptual Framework of Social Entrepreneurship and Social Innovation Cluster: A Preliminary Study", *Hitotsubashi Journal of Commerce and Management*, Vol.42, No.1, pp.1-16, 2008.
- "Support for Working Parents: Government Policies and Corporate Responses in Japan", with K.Suzuki & N.Atsumi, *Asian Business & Management*, Vol.7, No.3, pp.297-319, 2008.
- "Social Innovation Cluster in Action: A Case of San Francisco Bay Area", with Doi, M., *Hitotsubashi Journal of Commerce and Management*, Vol.41, No.1, pp.1-17, 2007.
- "The Emergence of Social Entrepreneurship and its Strategy in Japan", The Corporate Responsibility Research Conference 2007, Proceedings, University of Leeds, UK, 2007.
- "Evaluation of Corporate Social Responsibility (CSR) and the Market", *Business and Society*, Ch.9,

edited by Japan Association for the Comparative Studies of Management, Bunrikaku, Kyoto, 2007.

- “Corporate Social Responsibility in Japan : Analyzing the Participating Companies in Global Reporting Initiative ”, with K.Suzuki, EIJS, Stockholm School of Economics, Working Paper 208, 2005.
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- So-sharu Bijinesu Ke-su : Shoushi Koureika Jidaino So-sharu Inobe-shon [Social Business Case: Social Innovation in an Era of Falling Birthrate and Aging Population], (ed.), Chuokeizai-sha, Tokyo, 2015.
- Nihonkigyoo-no-CSR Keiei [CSR Management of Japanese Companies], Chikura Publishing, Tokyo, 2014.
- So-sharu·Inobe-shon no Soushutsu to Fukyuu [Creation and Diffusion of SOCIAL INNOVATION], NTT-Publishing, Tokyo, 2013.
- Sekinin-aruu Kyousooryoku [Responsible Competitiveness],NTT-Publishing, Tokyo, 2013.
- SRI to Atarashii Kigyo Kinyu [SRI, New Business and Finance] (ed.), Toyo Keizai, Tokyo, 2007.
- CSR—kigyoo to shakai [CSR—Business and Society], NTT-Publishing, Tokyo, 2006.
- CSR Keiei [CSR Management] (ed.), Chuokeizai-Sha, Tokyo, 2004.
- SRI : Shakaiteki Sekinin Toushi Nyumon [SRI: Introduction for Socially Responsible Investment] (ed.), Nihon Keizai Shinbun, Tokyo, 2003.

Selected Presentations at Conferences and Seminars

2015

- "Achieving the Sustainable Goals: Innovation and Collaboration", Huawei Sustainability Salon, Shenzhen, China, 3 December.
- "Risks and Opportunities in Japan: Local Communities Confronting Demographic Change and Climate Change", Joint Workshop, DIJ and Tanimoto Research Group, DIJ, Tokyo, 12 November.
- "Challenges and Opportunities for the CSR Development: A Lesson from Japanese Companies". International Conference: Challenges and Opportunities for the CSR development in Japan, Taiwan, and Asia, National Taipei University, Taipei, Taiwan, 4 November.
- "Entrepreneurship and Sustainable Innovation", Plenary Session 1, JFBS 5th International Annual Conference, Waseda University, Tokyo, Japan, 10 September.
- "Relationship between Corporation and Society in Japan: the past and present", Seminar, Waikato Management School, University of Waikato, Hamilton, New Zealand, 13 August.
- "Japanese Corporation and its Stakeholders: Changing the Relationship", School of Management, Massey University, Auckland, New Zealand, 11 August.
- "CSR Management and Stakeholder Relations in Japan", Institute of Economic Research, Kyoto University, Kyoto, 13 February.

(Special Lectures)

- "Business and Society in Japan: an overview of the background and academic research", Special

Lecture, National Taipei University MBA Study Tour, Waseda University, 8 September.

- "Social Business in Japan", Special Lecture, SciencesPo. Paris, Master of Public Affairs Study Tour, Waseda University, 26 February.

2014

- "Social Entrepreneurship and Social Innovation: Multi-Stakeholders Perspective", East Asian Economic Studies, Duisburg-Essen University, Duisburg, Germany, 12 November.
- "CSR and Stakeholder Relations in Japan", Graduate School of East Asian Studies, Free University Berlin, Germany, 7 November.
- "Social Entrepreneurship and Social Innovation", Free University Berlin, Germany, 3 November.
- "Social Entrepreneurship and Social Innovation: Multi-Stakeholders Perspective", Centre for Business in Society, Coventry Univ., UK, 22 October.
- "Implementation of CSR Management and Stakeholders Relations", International CSR, Sustainability, Ethics & Governance Conference, University of Surrey, Surrey, UK, 14 August.
- "Prospects for Sustainability Management", Huawei Sustainability Conference, Shenzhen, China, 24 April.
- "What is expected for Sustainable Development?", International Conference on Law, Society and Sustainable Development: Problems and Prospects, Keynote Speech, Nirma University, Ahmedabad, India, 17 February.

2013

- "Social Innovation for Sustainable Development", Plenary Session 1: New Idea in Growth: Sharing and Cooperation, Asia Future Forum 2013, Hankyoreh Media Group, Seoul, Korea, 31 October.
- "CSR Trends and Challenges", Breakout Session 1: New Trend of CSR in Korea, China, and Japan, Asia Future Forum 2013, Hankyoreh Media Group, Seoul, Korea, 30 October.
- "Questioning the Relationship between Business and Society", (Organized Symposium), 32nd Annual Conference for Social and Economic Systems Studies, Kyoto Sangyo University, Kyoto, Japan, 27 October.
- "CSR and Corporate Governance : Comparative Study of European Companies and Japan" Plenary Session 1, JFBS 3rd International Annual Conference, Waseda University, Tokyo, Japan, 19 September.
- "Globalization and Corporate Sustainability", (Symposium), Japan Academy of Business Administration, Kanto Division, Waseda University, Tokyo, Japan, 29 June.

2012

- "Entrepreneurs and Sustainable Development", The Role of Entrepreneurs in the Political Economy of the Pacific Rim, University of Missouri, St.Louis, USA, 14 October.
- "Innovation for Sustainable Development"; Plenary Session 1, 2nd Annual Conference, Japan Forum of Business and Society(JFBS), Waseda University, Tokyo, Japan, 20 September.
- "Economic Leadership and Values", German-Japanese Young Leaders Forum 2012, Challenges of Leadership in Risk and Crisis Management, Munich, Germany, 29 June.
- "Stakeholder Engagement and Strategic Management", Keynote Speech, 12th Annual Conference, Japan Academy of Strategic Management, Tokyo Fuji University, Japan, 17 March.
- "Business and Society, its Global Trend, and Subject: Comparison Study of US, EU, and Japan" ,

keynote speech, Macro-economics and Economic System Study Group and Comparative Economic Study Group, Institute of Economic Research, Kyoto University, Japan, 17 February.

2011

- "Recovery from Disaster and Corporate Management", Symposium, Kanto division meeting of Japan Society of Business Administration, Meiji University, Tokyo, Japan, 10 December.
- "Disaster and Social Innovation", 30th Annual Conference, the Japan Association for Social and Economic Systems Studies, University of Tokyo, Japan, 30 October.
- "Responsible Competitiveness: Exploring the Link between CSR and Core Competitiveness Factors", EBEN Annual Conference, with Marc Vilanova (ESADE Business School), Antwerp, Belgium, 17 September.
- "Sustainable Development and Multi-Stakeholders", Japan Forum of Business and Society (JFBS) Annual Conference, Waseda University, Tokyo, Japan, 16 September.
- "Theme: Possibility of Round Table in Japan", Japan Forum of Business and Society (JFBS) Annual Conference, Waseda University, Tokyo, Japan, 16 September.
- "Business in Society: What we aim for and do", keynote speech, Forum of Business and Society, Marunouchi Building, Tokyo, Japan, 20 May.
- "CSR Management in Japanese Companies", Seminar on the Japanese Economy and Society, the Maison franco-japonaise, Tokyo, Japan, 10 February.

2010

- "Business Leadership: Corporate Responsibility and the Challenge and Opportunity of the Sustainable Enterprise Economy", Plenary session, Fourth International Annual Conference, Asia Pacific Academy of Business in Society (APABIS), United Nations University, Tokyo, Japan, 4 November.
- "The Process of Social Innovation: Multi-Stakeholders Perspective", 5th European Conference on Innovation and Entrepreneurship, National and Kapodistrian University of Athens, Greece, 16 September.
- "CSR and Corporate Governance: Challenges for Japanese Corporations", Seminar at East Asian Economic Studies, Duisburg-Essen University, Duisburg, Germany, 7 July.
- "CSR and Corporate Governance: Challenges for Japanese Corporations", Seminar at Vlerick Leuven Gent Management School, Gent, Belgium, 25 June.
- "CSR and Corporate Governance: Challenges for Japanese Corporations aftermath of Economic Crisis", Conference: CSR—Japan and German Approaches and Experiences, Japan-German Center Berlin, 19 February.

2009

- "Construction of Sustainable Society: Changing Style of Global Governance and the Multi-Stakeholder Process", President's memorial lecture, 28th Japan Association for Social and Economic Systems Studies, Kansai University, 17 October.
- "CSR and Governance System", Keynote speech, 50th Anniversary of the Annual Conference of the Academic Association for Organizational Science, Waseda University, 10 October.
- "The Failure of CSR and Public Policy", CSR International Conference, Konrad Adenauer Foundation & KoSIF, Seoul Plaza Hotel, Seoul, 25 June.

2008

- "Do Individual CSR Activities Lead to the Sustainable Development of Society?", Keynote speech, EAMSA, 25th Annual Conference, Doshisha Business School, Kyoto, 4 December.
- "CSR and Corporate Value: Global Trends and Strategy in Japan", Keynote speech, the 18th Management Forum, The Institute of Management Research of Chung-Ang University, Seoul, 28 November.
- "CSR In Japan: Its Historical Background and Policy", CSR Workshop, Deutsches Institut Fur Japanstudien: DIJ, Tokyo, 12 November.

2007

- "Does Foreign Ownership Matter? Effects of Ownership Structure on Socially Responsible Practices In Japan", with K.Suzuki, and A.Kok, EAMSA Annual Conference, University of Leeds, UK, 29 November.
- "Corporate Social Responsibility and Public Policy", ADBI Conference; Enhancing CSR in Asia, Asian Development Bank Institute, Tokyo, 19 November.
- "The Emergence of Social Entrepreneurship and its Strategy in Japan", Corporate Responsibility Research Conference, University of Leeds, UK, 16 July.

Main Funded Projects

- Research on Social Innovation--"Aiming to resolve 'Declining birthrate and aging population'", funded by Axa Life Insurance Co.,Ltd, Project Leader, 2012--2014.
- "Research on the Process of Social Innovation", funded by TRUST Sixty Foundation, Project Leader, 2008--2009.
- "International Research on Sustainability Practices in the Retail Industry", funded by University of Ryerson and Retail Council of Canada, Project Member, 2008.
- "Possibility and Problems of Socially Responsible Investment in Japan", funded by Nomura Securities, Project Leader, 2005--2006.
- "Research on the Theory and Concept of Social Enterprise", funded by TRUST Sixty Foundation, Project Leader, 2005--2006.

As of 16th December, 2015.