



KEIZAI SOCIETY U. S. - JAPAN BUSINESS FORUM

日本の起業家精神を再検討する
経済活性化エンジンとしての起業家精神：シリコンバレーの視点から

パネリスト：

Mr. Robert Eberhart

STAJE Fellow, Stanford Project on Japanese Entrepreneurship

Dr. Kenji Kushida

Postdoctoral Fellow at the Stanford University APARC, *Affiliated Researcher, BRIE*

Ms. Lisa Katayama

Journalist and Founder of the Tofu Project

2011年9月21日（木）

登録およびネットワーキング：5:30 - 6:00 p.m.

イベント：6:00 - 8:00 p.m.

Fenwick & West LLP,

801 California St., Mountain View, CA

軽食とソフトドリンク

料金：

9/18 11:00pm までに登録の方：\$20

9/20 5:00pm までに登録の方：\$35

当日参加の方：\$50

(当日参加は歓迎しますが、席に限りがあります。)

服装：ビジネスカジュアル

経済ソサエティのウェブサイトで (www.keizai.org) 登録できます。

登録料収入は、経済ソサエティの日本救援基金を通じ震災孤児のために寄付されます。また、経済ソサエティ義援金サイト (<http://give2asia.org/keizaisociety>) でも常時義援金を受け付けています。

イベントの概略

起業家精神は経済成長のエンジンとして米国経済に大きな活力を生み出してきました。特にシリコンバレーではそのエンジンの構造はよく知られるところです。起業家達はいかに行動し、リスクを認識し、資金調達を行うかということをよく理解し、成功の裏には失敗のリスクもあるということをもよく理解しています。日本の起業家たちはどうでしょうか？米国では一般的に、日本の起業家精神は米国のそれと異なるだけではなく、活力や資金が乏しくリスクを嫌う傾向がある、そして経済成長全体における「エンジン」としての役割が低い、と考えられてきました。果たしてこのような考えは正しいのでしょうか？米国で考えられている日本における起業制度の不備（例えば、決まって引き合いに出されるベンチャー投資の低さなど）は、現実を正確に反映しているのでしょうか？このような通念が生まれた背景に日本のビジネスと文化的要因が挙げられるとすれば、それら要因が国境を超えたビジネスチャンスにいかなる影響を及ぼすのか。今回のフォ

ーラムでは、パネリストにRobert Eberhart 氏、Kenji Kushida 氏、Lisa Katayama 氏の3名を招き、日本の起業家精神に関する誤った通念、現実と将来の展望、そしてそれが日本経済全体に及ぼす影響について討議してもらいます。

残りの2011年の経済ソサエティのテーマは、「復旧と再生—慈悲の心と成長に向けた新たな日本」です。日本の危機に関する意識を高め、日本の復旧努力を支持することに主眼を置いたプログラムを予定しています。3月11日の東日本大震災および津波の被災者に祈りをささげ続けると共に、友情を育み、多大な努力で達成されたこれまでの復旧を賞賛する機会を提供していくことが目的です。

Panelist Bio



Mr. Robert Eberhart is a visiting scholar at Stanford's Program on Regions of Innovation and Entrepreneurship where he leads the Stanford Project on Japanese Entrepreneurship. His research focuses on comparative corporate governance of growth companies with special emphasis on Japan and the role of Japanese institutions in fostering entrepreneurship. He is a member of the Academy of Management, the International Society for New Institutional Economics, on the board of advisors to Japan's Global Entrepreneurship Week, and an advisor to Japan's Board of Director's Training Institute. He serves as an academic advisor to the American Chamber of Commerce's Task Force on New Growth Strategies and is a frequent speaker and guest lecturer in various programs at Stanford and Japan. Mr. Eberhart

received a Master's degree in Economics from the University of Michigan after undergraduate studies in Finance at Michigan State University. He is a doctoral candidate in Stanford's department of Management Science and Engineering.



Dr. Kenji Kushida is a research associate at the Shorenstein Asia-Pacific Research Center at Stanford University. He is also an affiliated researcher with the Berkeley Roundtable on the International Economy (BRIE) at the University of California Berkeley. He completed his PhD in Political Science at the University of California Berkeley, and holds Masters and Bachelors Degrees from Stanford University in East Asian Studies and Economics. Dr. Kushida's ongoing research interests are focused on politics, institutions, and markets, mainly in Japan, Korea, and the United States.

His publications include analyses of how Information Technologies are transforming services activities, understanding the emerging Cloud Computing markets, and the political economies of broadband and mobile in Japan and South Korea. He recently completed a study on entrepreneurship in Japan's ICT sector, and plays an active role in facilitating exchange between Japanese startups and Silicon Valley. He has also authored two books in Japanese: "Baikaruchaa to nihonjin [Biculturalism and the Japanese: Beyond English Linguistic Capabilities]" and "International school nyumon [International Schools, an Introduction]".



Ms. Lisa Katayama is a San Francisco-based journalist who writes about Japanese culture, technology, and entrepreneurship for Wired, Popular Science, Fast Company, and The New York Times Magazine. She is also the founder of The Tofu Project, a highly curated boutique program that will bring 10 of the most successful, innovative young entrepreneurs from Japan to SF for a 7-day design and out of the box thinking crash course at the end of October. She is also a producer for PRI's Studio360 radio show, the author of a book called Urawaza: Secret Everyday Tips and Tricks from Japan, and a correspondent for Boing Boing, one of Time Magazine's five most essential blogs of 2010, and has spoken about Japanese web culture to the BBC, CNN, ABC, Martha

Stewart Radio, and at venues like O'Reilly's ETech conference and the Foreign Correspondents Club of Japan. Her personal web site, TokyoMango, was a runner up for the Weblog Awards in 2009. She has a BA in International Relations and French from Tufts University and a MA in Human Rights from Columbia University. When she's not working, she rock climbs, does triathlons, and plays the ukulele to her two dogs.

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