Dear Sirs / Madams:

This 21st Century COE, the Science of Institutional Management of Technology or SIMOT, held its annual symposia three times from 2005. These symposia drew a lot of attention from both academic and business circles and enjoyed a good reputation each time. We sincerely acknowledge that the success was entirely attributed to those who participated in them in some forms or others.

As a series, we are holding the 4th such symposium this year again to primarily present the COE’s progress in the realm of fundamental researches, education and the direction of integration of researches, as well as speeches by experts from outside Japan.

We, at this COE, hypothesize that:

“Innovation is critically dependent on the co-evolutionary dynamism with institutional systems which are defined in three dimensions; i) National Strategy and Socio-Economic System (1st Axis), ii) Entrepreneurial Organization and Culture (2nd Axis), and iii) Historical Perspectives (3rd Axis), and Japan’s system of Management of Technology or MOT indigenously incorporates such excellent functions.”

Based on this insight, the COE is aimed at elucidating such a co-evolutionary dynamism in order for Japan’s MOT to reactivate those indigenous functions to be accrued to global assets, which we recognize to be a time-pressed mission.

This 4th symposium is primarily devoted to the progress reports by SIMOT member researchers on the developments of researches and education aimed at the integrative systematization of the innovative science, coupled with presentations by overseas experts on the forefront trends.

We firmly believe that expected attendants will certainly benefit from this Symposium in terms of getting valuable knowledge on:

- Recent trends in MOT and its appropriate direction
- Significant viewpoints on the inherent power of the Japan’s system of MOT
- By sector:
  - Universities and research labs: directions of the revolutionary academic fields and those of MOT demanded by business organizations
  - Business organizations: reference frames for organizational cultural renovation required for technology development, environmentally adaptive actions, and intellectual property management
  - Governments: firm grounds for technology policy formulation

The agenda of the Symposium is enclosed. We look forward to seeing you.

Sincerely,

Prof. Chihiro Watanabe, Leader
SIMOT, 21st Century COE Program
The Graduate School of Decision Science and Technology, Tokyo Institute of Technology

This symposium is co-sponsored by SIMUL INTERNATIONAL and supported by Social Brain Forum
An Invitation

Date and Time: February 28, 2008 (Thursday) 9:15- (registration from 8:45)
Simultaneous translation provided

February 29, 2008 (Friday) 9:15- (registration from 8:45)
Simultaneous translation provided

Venue: Digital Multi-Purpose Hall, West 9 Bldg., O-okayama Campus, Tokyo Institute of Technology

Only 3 minutes walk from the O-okayama Station on the Tokyu Oimachi Line.
(30 min. from Otemachi, 25 min. from Uchisaiwaicho, 10 min. from Meguro)

Scenes from the last symposium

Digital Multi-Purpose Hall
• Project different visuals independently on the 2 150-inch screens
• 5.1 channel digital sounds

Participation Fee: No charge
RSVP by Feb. 15 to the following:
• Up to 300 people on a first-come first-serve basis
  (Please respond via Web sign-in, phone, fax, or e-mail, as you like.)

http://www.me.titech.ac.jp/coe/
Ms. Mieko Yoshino: Tel 03-5734-2936 Fax 03-5734-2250
yoshino.m.ad@m.titech.ac.jp


Convenient Access
• Direct to the O-okayama Station on Tokyu Meguro Line via Mita Line and Nanboku Line
• To the O-okayama Station via Tokyu Oimachi line switched at Jiyugaoka from Tokyo Toyoko Line
• To the O-okayama Station via Tokyu Oimachi line switched at Futakotamagawa from Tokyo Denentoshi Line
• To the O-okayama Station via Tokyo Oimachi line switched at Hatagaya from Tokyo Ikegami Line

Please fill in. (We would appreciate if we are given as much info. as possible.)

Name:

Organization:

Phone No., E-mail:

Address:

Reception on the 28th evening (check one): [ ] Will attend [ ] Will not attend
## 1st Day

### I. February 28 (Thu.)

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<td>Opening</td>
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<tr>
<td>9:20</td>
<td>Address by <strong>Noboru Hidano</strong>, Dean, Graduate School of Decision Science and Technology, Tokyo Tech</td>
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<tr>
<td>9:30</td>
<td>Speech by <strong>Aino Sallinen</strong>, Rector, University of Jyväskylä, Finland</td>
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<td>Universities, Innovations and Competitiveness: Finnish Experiences</td>
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<td>10:10</td>
<td>Speech by <strong>David Blakely</strong>, Director, Technology Strategy, IDEO</td>
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<td>Fostering a Culture of Innovation</td>
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<td>10:50</td>
<td>Progress Report (1st Axis)</td>
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<td></td>
<td><strong>Chihiro Watanabe</strong>&lt;br&gt;(Professor, Dept. of Industrial Engineering and Management, Tokyo Tech, SIMOT Leader)&lt;br&gt;Japan’s Co-evolutionary Dynamism between Innovation and Institutional Systems:&lt;br&gt;Hybrid Management of Technology Fusing &quot;East&quot; and &quot;West&quot;&lt;br&gt;<strong>Kumiko Miyazaki</strong> (Professor, Graduate School of Innovation Management, Tokyo Tech)&lt;br&gt;Systems of Innovation and Institutional Change&lt;br&gt;Rapporteur·Co-Reseacher: <strong>Charla Griffy-Brown</strong> (Associate Professor, Pepperdine Univ.)</td>
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<td>12:40</td>
<td>Lunch – Brown Bag Sessions by Post Doctor Fellows and “Super Doctors”</td>
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<td><strong>Yousre Badir</strong>: SIMOT Post-Doc Fellow, <strong>Mizuho Ogikubo</strong>, <strong>Noritomo Ouchi</strong>: SIMOT Super Doctor</td>
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<td>14:00</td>
<td>Address by <strong>Kenichi Iga</strong>, President of Tokyo Institute of Technology</td>
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<td><strong>Tadaaki Kimoto</strong>&lt;br&gt;(Professor, Dept. of Industrial Engineering and Management, Tokyo Tech)&lt;br&gt;Technical Development in Chisso Co. and Its Institutional Structure&lt;br&gt;<strong>Masakatsu Yamazaki</strong> (Professor, Dept. of Industrial Engineering and Management, Tokyo Tech)&lt;br&gt;Japanese Policy of the Promotion of Basic Sciences</td>
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<td>15:25</td>
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<td><strong>Toyohiko Hachiya</strong>&lt;br&gt;(Associate Professor, Dept. of Industrial Engineering and Management, Tokyo Tech)&lt;br&gt;Shareholder Activism and Takeover Defence in Japan&lt;br&gt;<strong>Sulin Chung</strong> (Associate Professor, Dept. of Industrial Engineering and Management, Tokyo Tech)&lt;br&gt;Vertical Integration of Taiwan’s Food Manufacturers in China</td>
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<td>17:25</td>
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<td>18:00</td>
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<td>Address by <strong>Hiromitsu Muta</strong>, Vice President, Tokyo Institute of Technology</td>
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<td>9:15</td>
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<td>9:20</td>
<td>Address by Tatsuo Izawa, Vice President, Tokyo Institute of Technology</td>
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<td>9:30</td>
<td>Speech by John Knights, Vice President, Business Development, Palo Alto Research Center (PARC) Regional Institutions and Their Impact on the Innovation Environment in Silicon Valley</td>
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<td>10:10</td>
<td>Progress Report (2nd Axis) - I</td>
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<td>Takao Enkawa (Professor, Dept. of Industrial Engineering and Management, Dean of Grad. School of IM, SIMOT Sub Leader) Operations Management and National Culture</td>
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<td>De-bi Tsao (Professor, Dept. of Administration Engineering Faculty of Science and Technology, Keio University, SIMOT Professor) SCM Harmonious and Co-evolving with Society</td>
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<td>11:20</td>
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<td>Yoshitoshi Tanaka (Associate Professor, Graduate School of Innovation Management, Tokyo Tech) Intellectual Property-related Activities Contributing to Management</td>
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<td>Tomoko Saiki (Professor, Graduate School of Innovation Management, Tokyo Tech) Intellectual Property Exploitation of Japanese Bio Ventures</td>
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<td>Lunch – Brown Bag Session by SIMOT Doctoral Students: Co-evolution of SIMOT Education</td>
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<td>Weilin Zhao · Anantana Tanya · Ramon Solves · Jae-ho Shin</td>
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<td>13:40</td>
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<td>Junichi Iijima (Professor, Dept. of Industrial Engineering and Management, Tokyo Tech) Is SOA a Necessary Consequence?</td>
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<td>Dai Senoo (Associate Professor, Dept. of Industrial Engineering and Management, Tokyo Tech) Workplace and Institution</td>
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<td>14:50</td>
<td>Coffee Break</td>
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<td>15:00</td>
<td>Panel Discussion</td>
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<td>(Integrative Review: Origin, Development and Perspective of SIMOT)</td>
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<td></td>
<td>Chihiro Watanabe</td>
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<td>(Discussion)</td>
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<td>Chihiro Watanabe,</td>
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<td>Takao Enkawa</td>
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<td>Junichi Iijima</td>
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<td>Tadaaki Kimoto</td>
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<td>Toyohiko Hachiya</td>
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<td>(Coordinator)</td>
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<td>Takashi Kikuchi</td>
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<td>Closing</td>
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Profiles of Speakers

Aino Sallinen (Rector, University of Jyväskylä, Finland)
- MA from Oulu University, Ph. D. from University of Jyväskylä
- The University has one of the two Finnish education and research centers, supporting promotion of IT in the country in the realm of education. The Rector accelerates the promotion of the most advanced IT education through alliances with institutions both inside and outside Finland including the one with Nokia which holds dominant global share in the cellular phone market. Assumes many important positions in public institutions related to technology, innovation, economy, industry and others.
- Research fields include Speech Communication, Intercultural Communication and Negotiation Skill

David Blakely (Director, Technology Strategy, IDEO)
- MS in Mechanical Engineering from UC Berkeley.
- With the concept of “Design of Service Experience” evolved from the initial industrial design, IDEO has been recognized as the most well-known, innovative and collaborative “design” firm both in the US and outside. He helps his clients link emerging technologies with business opportunities and customer needs. He also conducts innovation workshops and speaks frequently to academic and business groups.
- Specializes in Mechanical Engineering Technology Strategy.

John Knights (Vice President, Business Development, Palo Alto Research Center: PARC)
- Ph. D. in Solid State Physics from University of Cambridge.
- He leads commercial business development activities in close collaboration with industry partners in Silicon Valley. He has broad operational experience in product development, marketing, and manufacturing along with expertise in intellectual property issues.
- Specializes in Solid State Physics and Business Development.

Charla Griffy-Brown (Associate Professor, Graziadio School of Business and Management, Pepperdine University)
- BA in East Asian Studies from Harvard University. Ph. D. from the Faculty of Science and Technology at Griffith University, Queensland, Australia.
- Fulbright Scholar at Nagoya University and the Institute of Space and Astronautical Science. Former Associate Professor of the Dept. of Ind. Engineering & Management, Tokyo Tech.
- Internationally recognized consultant in technology transfer and development.

Tsuneo Nakahara (CEO, Nakahara Research Institute)
- BS in Electrical Engineering and Ph. D. from the University of Tokyo.
- Former Vice Chairman of Sumitomo Electric Industries, Ltd. President of The Engineering Academy of Japan, President of the New Technology Association, Previous President of The Japan Society for Science Policy and Research Management, Special Advisor to The Research Institute of Economy, Trade and Industry, Member of IEEE Foundation Board of Directors and other executive positions.
- Chairman of the Evaluation Committee for “The Science of Institutional Management of Technology Research Center.”

Chihiro Watanabe (Professor, Dept. of Ind. Eng. & Mgmt, Graduate School of Decision Science and Technology, Tokyo Tech, SIMOT Leader)
- BA in Engineering (Urban Planning) and Ph. D. (Arts and Science) from the University of Tokyo.
- Former Deputy Director – General of Technology Development at MITI, Senior Adviser to the Director on Technology at IIASA.
- Research fields include Techno-economics, Technology Innovation and Technology Policy. Publications include “Numerical Analysis of Technological Innovation,” “System of Techno-economics.”

Kumiko Miyazaki (Professor, Graduate School of Innovation Management, Tokyo Tech)
- BA in Physics from Oxford University, MCs in Computer Science from Cambridge University, MBA from INSEADE and Ph. D. from Sussex University.
- Currently a member of CSTP(Council for Science and Technology Policy), Space Activities Commission, NHK Broadcasting Technology Council.
- Specializes in MOT including Innovation Processes, Evolutionary Trajectories, Strategies, Policies and Their Impacts.

Tadaaki Kimoto (Professor, Dept. of Ind. Eng. & Mgmt, Graduate School of Decision Science and Technology, Tokyo Tech)
- BA from Electrical Engineering, Kyusyu Institute of Technology. Dr. phil. from Bergakademie Freiberg (Tech.Univ. Freiberg).
- Previous positions includes Research Associate at Shibaura Institute of Technology, Research Associate and Associate professor at Hiroshima University and Associate Professor at Tokyo Tech.
- Research fields include History of Technology, and Philosophy of Technology.

Masakatsu Yamasaki (Professor, Dept. of Ind. Eng. & Mgmt., Graduate School of Decision Science and Technology, Tokyo Tech)
- BA in Physics and Doctor of Science from the Tokyo Tech.
- Previous Positions includes Associate Professor in Graduate School of Education, Mie University and Associate Professor in Graduate School of Engineering, Tokyo Tech.
- Specializes in History of Science.
Toyohiko Hachiya (Associate Professor, Dept. of Ind. Eng. & Mgmt., Graduate School of Decision Science and Technology, Tokyo Tech)
- BA in Economics from Hitotsubashi University and Doctoral course in Accounting and Business Administration in Hitotsubashi University. Ph. D.
- Previous positions include Associate Professor, Aoyama Gakuin University School of Business.
- Research fields include Corporate Finance, Governance, Business Administration and Accounting Information.

Sulin Chung (Associate Professor, Dept. of Ind. Eng. & Mgmt, Graduate School of Decision Science and Technology, Tokyo Tech)
- BA from Tunghai University in Taiwan. MA from Kyoto University. Ph. D from Graduate School of Business Administration Ritsumeikan University.
- Previous positions include Assistant Professor at Akitu International University.
- Research fields include Marketing, and Distribution.

Takashi Kikuchi (SMOT Professor, Tokyo Tech.)
- Bachelor of Letters in Occidental History from the University of Tokyo. MBA from Stanford University.
- Research fields include Intangible Assets, Brand and Service Strategy. Author of “Logical Branding From Perspective of Intangible Assets”

Takao Enkawa (Professor, Dept. of Ind. Eng. & Mgmt., Graduate School of Decision Science and Technology, Dean of Graduate School of Innovation Management Tokyo Tech. SIMOT Sub Leader)
- BA and MA in Engineering and Doctor of Engineering from the Tokyo Tech.
- Previous positions include Assistant Professor and Associate Professor at Tokyo Tech.
- Research fields include Production Management, Supply Chain Management and Quality Management. Currently a chairman of a technology section meeting of Council for Transport Policy in Ministry of Land, Infrastructure and Transport.

Tsao De-bi (Professor, Dept. of Adm. Eng. Faculty of Science and Technology, Keio University, SIMOT Professor)
- MA from Tsinghua University and Doctor of Engineering from Tokyo Tech.
- Previous positions includes Assistant Professor and Associate Professor at Tokyo Tech.
- Research fields include Production Management, Logistics, Manufacturing Strategy, Scheduling and SCM.

Yoshitoshi Tanaka (Associate Professor, Graduate School of Innovation Management, Tokyo Tech)
- MS in Engineering from the Department of Nuclear Engineering, Interdisciplinary Graduate School of Science & Engineering, Tokyo Tech.
- Formerly worked for Japan Patent Office, Science and Technology Agency, and Nihon Tetra Pak K.K.
- Research fields include Intellectual Property Management Contributing Business Growth and International IP Management

Tomoko Saiki (Professor, Graduate School of Innovation Management, Tokyo Tech)
- BA and MA in Pharmacology from Osaka University.
- Formerly worked for the Japan Patent Office (JPO) as Director of Medical and Science Division.
- Specializes in Intellectual Property Rights.

Junichi Iijima (Professor, Dept. of Ind. Eng. & Mgmt., Graduate School of Decision Science and Technology Tokyo Tech)
- BA and MA in Engineering and Doctor of Engineering from the Tokyo Tech.
- Previous positions include Assistant Professor and Associate Professor at Tokyo Tech.
- Research fields include Systems Theory and Information System. Currently the President of Japan Society for Management Information (JASMiS).

Dai Senoo (Associate Professor, Dept. of Ind. Eng. & Mgmt., Graduate School of Decision Science and Technology, Tokyo Tech)
- BA in Social Science and Doctor of Commercial Science from the Hitotsubashi University.
- Previous positions include Assistant Professor in Japan Advanced Institute of Science and Technology.
- Research fields include Organizational Theory, Organizational Behavior and Knowledge Management.