

I. February 28(Mon)-International Symposium (in English with simultaneous translation)

- 9:45 Opening
- 9:50 Address by the President of Tokyo Institute of Technology
- 10:00 **Keynote Presentation 1 Elucidation and Modeling of the Dynamism of the Emergence of Innovation by Applied Systems Analysis Approach**
- (1) **Prof. Leen Hordijk** (Director of the International Institute for Applied Systems Analysis: IIASA)
IIASA as an example of a Center of Excellence: Which Lessons Can Be Drawn?
- (2) **Dr. Arnulf Gruebler** (Project Leader of IIASA, Visiting Professor, Yale University)
The Co-evolutionary Dynamism between Innovation and Institutions
- 12:00 Lunch
- 13:30 **Keynote Presentation 2 Science of Institutional Management of Technology : Global Significance**
Prof. Tarek Khalil (President of the International Association for Management of Technology: IAMOT)
- 14:30 Coffee Break
- 14:45 **General Session (1)**
Co-evolutionary Dynamism between Innovation and Institutional Systems : Cross Country Comparison between Japan, US, Germany, India and China
- (1) **Prof. Chihiro Watanabe** (Professor, Dept. of Ind. Engineering & Management, Tokyo Tech)
Japan's Co-evolutionary Dynamism
- (2) **Prof. Charla Griffy-Brown** (Associate Professor, Graziadio School of Business and Management, Pepperdine University)
US-Japan Comparison : Institutional Innovation in Small and Medium Enterprises
- (3) **Dr. Roland Kircher** (General Manager, Technology Dept., Siemens, Professor, SIMOT, Tokyo Tech COE)
European Perspective
- (4) **Prof. Vinnie Jauhari** (Head & Professor, School of Management & Entrepreneurship, Indian Institute for International Management & Technology)
India's New Challenge
- (5) **Prof. Bing Zhu** (Associate Professor, the Center for Industrial Ecology, Tsinghua University)
China's Institutional Innovation
- 16:25 Coffee Break
- 16:40 **General Session (2)**
Institutional Perspective of Logistics
- (1) **Prof. V. Daniel R. Guide, Jr** (Assistant Professor, Pennsylvania State University)
Closed Loop Supply Chains : Practice and Potential (Part 1)
- (2) **Prof. Luk N. Van Wasenhove** (Professor of Operations Management, INSEAD)
Closed Loop Supply Chains : Practice and Potential (Part 2)
- (3) **Prof. Kenichi Nakashima** (Associate Professor, Osaka Institute of Technology)
Optimization of Production and Distribution Systems with Stochastic Variability
- (4) **Prof. De-bi Tsao** (Associate Professor, Dept. of Ind. Engineering & Management ; Tokyo Tech)
Strategic Management of Logistics
- 18:00 Closing
- 18:15 Reception
Ferrite Room, Centennial Hall, Tokyo Tech
(Fee at 2,000 Yen)

Program **2nd Day**

II. March 1(Tue) (in Japanese with translation)

- 10:00 Opening
- 10:05 **Keynote Presentation 1**
Toward the Strategic Management of Technology
- The Development of Human Resources with Insights into the Market - Technology Relationship
Prof. Michiyuki Uenohara (Professor Emeritus, University of Tama, Former Vice President of NEC)
- 11:05 **Science of Institutional Management of Technology and Brand as an Integrated Intangible Asset**
Prof. Takashi Kikuchi (Professor, SIMOT, Tokyo Tech COE)
- 12:00 Lunch
- 13:30 **Keynote Presentation 2**
Structural Reform of Japan's Economy - Looking at the Sources
the Science of Institutional Management of Technology
Prof. Keizo Nagatani (President of University of Marketing Distribution and Sciences)
- 14:30 Coffee Break
- 14:45 **Panel Discussion**
Education for the Institutional Management of Technology - Business Perspectives for SIMOT
Prof. Hiroshi Yasuda
(Director, Strategic Alliance on Semi-conductor, Toshiba, Professor, SIMOT, Tokyo Tech COE)
Prof. Masayo Hobo
(BG Lead, Micro Soft Business Solutions, SIMOT, Professor, Tokyo Tech COE)
Prof. Roland Kircher
(General Manager, Technology Dept., Siemens, Professor, SIMOT, Tokyo Tech COE)
Prof. Tatsuo Masuda
(Vice President, Japan National Oil Corporation, Professor, SIMOT, Tokyo Tech COE)
Dr. Toshiyuki Adachi
(Associate Senior Vice President, NEC Personal Products, Ltd, Professor, SIMOT, Tokyo Tech COE.)
Prof. Masahiro Samejima
(Attorney at law, Patent Attorney, Uchida-Samejima Attorney Office, Professor, SIMOT, Tokyo Tech COE)
Prof. Takashi Kikuchi
(Professor, SIMOT, Tokyo Tech COE)
- 17:30 Closing



Profiles of Keynote Speakers



Prof. Leen Hordijk (Director of the International Institute for Applied Systems Analysis: IIASA)

- Received Ph.D. in econometrics from Vrije University, Amsterdam in 1973
- His past records include Leader at the Institute for Environmental Studies of Vrije, Leader of the Acid Rain Project in IIASA, Chair of the UN/ECE Task Force on Integrated Assessment Modeling and Chair of the Environmental Systems Analysis of the Wageningen University, Amsterdam
- Prof. at Van Lang University in Ho Chi Min, Prof. at Tsinghua University in Beijing
- Chair of the Social Science Research Council of the Netherlands Organization for Scientific Research
- Current position since 2002



Dr. Arnulf Gruebler (Project Leader of IIASA, Visiting Professor, Yale University)

- Ph.D. from the Technical University of Vienna.
- First joined IIASA in 1976. Leader in projects including the Transitions to New Technologies Program.
- Professor in the Field of Energy and Technology at the School of Forestry and Environmental Studies at Yale University. Research focuses on the long-term history and future of technology and the environment with emphasis on energy, transport, and communication systems.
- Guest Professor at the Technical University Graz, Austria. Foreign member elect of the Russian Academy of Natural Sciences.
- Many publications and books including Technological Change and the Environment



Prof. Tarek Khalil (President of the International Association for Management of Technology: IAMOT)

- Received Ph.D. in Industrial Engineering from Texas Tech University in 1969.
- Registered Professional Engineer in the state of Florida.
- Involved with the higher education system in Florida for over 30 years. Taught at the University of Florida and the University of Miami. Has held the rank of tenured prof. of Industrial Engineering at the University of Miami since 1977.
- Served as Chairman of the Dept. of Industrial Engineering and Dean of the Graduate School at the University of Miami. Developed and directed many engineering and interdisciplinary graduate programs.
- Internationally recognized in the areas of Management of Technology and Ergonomics.



Prof. Michiyuki Uenohara (Professor Emeritus, University of Tama, Former Vice President of NEC)

- Graduated from the dept. of Electrical and Electronics Engineering of the College of Engineering at the Nihon University. Received Ph.D. from the University of Ohio. Doctoral degree at the Tohoku University. Scholar at the Bell Research Lab.
- Director of the Central Research Laboratories and Executive Vice President and Chief Technology Officer at NEC.
- Member of Council for Science and Technology at Science and Technology Agency, Council for University at Ministry of Education, Council for Industrial Structure at MITI, and Council for Electric Communication Technology at Ministry of Transportation
- Board member of Institute of Electronics, Information and Communication Engineers, the Institute of Television Engineers and others. Member of the Engineering Academy of Japan, National Academy of Engineering in the US and the Royal Swedish Academy of Engineering Sciences
- Author of 「Senryakuteki Gijutsu Keiei No Susume (Toward a Strategic Management of Technology)」 and others



Prof. Keizo Nagatani (President of University of Marketing Distribution and Sciences)

- Degree in Economics from the Hitotsubashi University. After serving the Ministry of Finance, received Ph.D. in Economics from Brown University in the States.
- Served as Prof. at the British Columbia University and Prof. at the Faculty of Economics of the Kobe University
- Prof. Emeritus of the British Columbia University.
- Visiting Prof. at the University of Tokyo, the Tsukuba University, the Kobe University and Jiangsu Agricultural University. Advisor to the National Hanoi Economic Research Center.
- Author of many books including 「Nihon Keizaigaku」 (Japanese Economics) 、 「Kahei Keizai No Riron (Theory of Monetary Economics)」 、 Monetary Theory, Macroeconomic Dynamics, Political Macroeconomics , 「Canada Sumitai Kuni (Canada: Good Place to Live in)」 、 Japan and the West :The Perception Gap

Profiles of Speakers



Prof. Chihiro Watanabe (Professor, Dept. of Ind. Engineering & Management, Tokyo Tech)

- 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. His career includes Second Secretary of Japanese Embassy in Indonesia and Chief Representative of NEDO Sydney Office. Senior Adviser to the Director on Technology at IIASA.
- Research fields include techno-economics, technology innovation and dissemination and technology policy.



Prof. Charla Griffy-Brown (Associate Professor, Graziadio School of Business and Management, Pepperdine University)

- BA *cum laude* in East Asian Studies from Harvard, Ph.D. from the Faculty of Science and Technology at Griffith University, Queensland, Australia.
- Ph.D. fieldwork supported by National Institute of Science and Technology Policy in Japan.
- Fulbright Scholar at Nagoya University and the Institute of Space and Astronautical Science. Former Associate Prof. of the Dept. of Industrial Engineering and Management, Tokyo Tech. Internationally recognized consultant in Technology Transfer and Development.



Dr. Roland Kircher (General Manager, Technology Dept., Siemens, Professor, SIMOT, Tokyo Tech COE)

- Master's Degree in Physics from the Eberhard-Karls-University of Tübingen, Germany. Ph.D. in Theoretical Nuclear Physics from the same institution in 1981. Researched at Tokyo University of Science as well
- Primary research focus is on technology development management, management of technology and global comparison of technology development systems
- Head of Innovation Center Energy, General Manager of Corporate Technology Dept. in Beijing at Siemens



Prof. Vinnie Jauhari (Head & Professor, School of Management & Entrepreneurship, Indian Institute for International Management & Technology)

- M.Sc. (Hon) in Electronics, MBA (Gold Medalist) and Ph.D. (Entrepreneurship) from IIT, Delhi, Post Doctoral Fellow (United Nations University/Institute of Advanced Studies, Tokyo).
- Editor of Journal of Services Research, refereed biannual journal, published from IIMT.
- Over 35 publications, presented often in international conferences, and an author of a book on Business and Strategy.



Prof. Bing Zhu (Associate Professor, the Center for Industrial Ecology, Tsinghua University)

- M.E. in Engineering from Tsinghua University, Beijing, Doctoral Degree in Industrial Engineering and Management from Tokyo Tech.
- Research Scholar at Environmentally Compatible Energy Strategies (ECS) Project at IIASA, Visiting Research Scholar at Tokyo Tech.
- Research interests include techno-economics, energy-environment-economy scenario and industrial ecology.



Prof. V. Daniel R. Guide, Jr (Assistant Professor, Pennsylvania State University)

- Majored in supply chain and information systems.
- His current research focus includes development and control of closed-loop supply chains, time-based models for commercial product returns and industrial ecology. Visiting research scholar at INSEAD.
- Regularly consults global organizations on SCM issues.



Prof. Luk N. van Wassenhove (Professor of Operations Management, INSEAD)

- Research is concerned with operational excellence, SCM, quality, continual improvement and learning.
- His recent research focus includes closed-loop supply chains and disaster management.
- Senior editor for Manufacturing and Service Operations Management and associate editor for Production and Operations Management, Technology and Operations Review, and International Journal of Production Economics.



Prof. Kenichi Nakashima (Associate Professor, Osaka Institute of Technology)

- Received Ph.D. from Nagoya Institute of Technology in 1995.
- Research interests include JIT production system, environmentally conscious manufacturing and product recovery, optimal control of production and inventory system and Markov chain.
- Editor of Journal of Japan Industrial Management Association and manager of several research groups in Japan.



Prof. De-bi Tsao (Associate Professor, Dept. of Ind. Engineering and Management, Tokyo Tech)

- Obtained his Ph.D. from Tokyo Tech. in 1992.
- Research interests include production management, logistics, manufacturing strategy, scheduling, and SCM.
- Associate editor of Journal of Japan Industrial Management Association.



Prof. Hiroshi Yasuda (Director, Strategic Alliance on Semi-conductor, Toshiba, Professor, SIMOT, Tokyo Tech COE)

- MS in Physics from the University of Tokyo, MBA from MIT Sloan School, Doctoral Degree in Industrial Engineering and Management from Tokyo Tech.
- Research interests include competitive strategy, technology alliance, joint R&D project, new business development and semiconductor industry analysis.
- Award from the Dean of the Graduate School of Decision Science and Technology at Tokyo Tech.



Prof. Masayo Hobo (BG Lead, Microsoft Business Solutions, SIMOT, Professor, Tokyo Tech COE)

- MBA from Graduate school of Industrial Admin., Carnegie Mellon University. Doctoral Degree in Industrial Engineering and Management, Tokyo Tech.
- Research interests include new ways of employing technology, development strategy of business solution packages such as ERP, CRM and SCM, and global comparison of information technology-oriented business models.
- After serving as director at SAP Japan, became GM and Representative Director of Viryanet Japan. Current position since 2004.



Prof. Tatsuo Masuda (Vice President, Japan National Oil Corporation, Professor, SIMOT, Tokyo Tech COE)

- BA in Political Science from Keio University, BA in History from Cambridge University
- Specialties include interaction between commercial elements and geopolitics in the oil markets. After the Foreign Office of Japan, assumed several important positions related to oil and energy at MITI.
- Director of the office of Oil Markets and Emergency Preparedness at the IEA. President of Asia Pacific Energy Research Center. Task force member at Davos Annual Meeting.



Dr. Toshiyuki Adachi (Associate Senior Vice President, NEC Personal Products, Ltd, Professor, SIMOT, Tokyo Tech COE.)

- Doctoral Degree in Industrial Engineering and management from Tokyo Tech. Visiting Scholar at Purdue University
- Specialties include production management, development management, SCM, and CRM.
- Recipient of Nikkei Quality Control Publication Award



Prof. Masahiro Samejima (Attorney at Law, Patent Attorney, Uchida-Samejima Law Firm, Professor, SIMOT, Tokyo Tech COE)

- BS in Material Science from Tokyo Tech.
- Specialties include patent litigations and licensing negotiation, chairs of various public councils
- Provides new legal services by linking IP rights and technology-business-laws and enhancing corporate values from such a perspective



Prof. Takashi Kikuchi (Professor, SIMOT, Tokyo Tech COE)

- BA in Occidental History from the University of Tokyo. MBA from Stanford University.
- Specialties include intangible assets, brand, branding and corporate strategy. Many publications on economic journals. Publishing his book "Logical Branding and Intangible Assets" in this April.
- Experienced businesses and conducted management consulting at Mitsui O.S.K. Lines, A.T. Kearney, and British brand consulting firm and others. Real experience in corporate planning and management consultancy.

