

NPO: Nonprofit Organization



Global Business Research Center



The Marunouchi Academic Suites
 **Marunouchi Building**
Marunouchi, Chiyoda-ku, Tokyo, JAPAN

November 18, 2002

Organization

Board of Directors

President:

Hotaka KATAHIRA, University of Tokyo

Director:

Takahiro FUJIMOTO, University of Tokyo

Tomonori UEGAKI, Mitsubishi Estate

Nobuo TAKAHASHI, University of Tokyo

Junjiro SHINTAKU, University of Tokyo

Advisory Board

Harvard Business School

Stockholm School of Economics

Liaison Council

Regular Workshop

Computer Industry Workshop

Director in Charge: Junjiro SHINTAKU

Asian Automobile Industry Workshop

Director in Charge: Takahiro FUJIMOTO

Online Software Workshop

Director in Charge: Nobuo TAKAHASHI

Social Network Workshop

Director in Charge: Nobuo TAKAHASHI

Power Brand Workshop

Chief Researcher: Setsu MORI

Content Business Workshop

Director in Charge: Junjiro SHINTAKU

Marketing Science Workshop

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Auditor: Megumi TAMAGAWA (CPA)

Head Office

Managing Director:

Takahiro FUJIMOTO, University of Tokyo

General Manager:

Hirofumi TATSUMOTO, GBRC

Administrative Assistant:

Keiko HIGURASHI, GBRC

Online Journal Editorial Board

Chief Editor:

Junjiro SHINTAKU, University of Tokyo

Editor:

Makoto ABE, University of Tokyo

Makoto KASUYA, University of Tokyo

Hotaka KATAHIRA, University of Tokyo

Nobuo TAKAHASHI, University of Tokyo

Takahiro FUJIMOTO, University of Tokyo

Technical Editor:

Maki NISHIDA, GBRC

GBRC Social Network Institute

Chief:

Yuki YASUDA, GBRC

(To be established in January 2003)

Business Model Development Office

Head:

Nobuo TAKAHASHI, University of Tokyo

Chief Researcher:

Setsu MORI, GBRC

Researcher:

Tomofumi TAKAMATSU, GBRC

Masaya MIYAZAKI, GBRC

Major Projects

(a) Funded Research and Consulting, 2002.

Mitsubishi Research Institute, Inc.	Test production of Joint-Space Model
New Energy and Industrial Technology Development Organization (NEDO)	Business plan construction on alcohol manufacturing as core business
The Sasakawa Peace Foundation	Linux model as collaboration between market and voluntary

(b) Online Journal Publishing

Quarterly, ***Annals of Business Administrative Science (ABAS)***

English journal. Free subscription. Online ISSN 1347-4456, Print ISSN 1347-4464

Introducing works of Japanese business administrative science to the world.

Monthly, ***Akamon Management Review (AMR)***

Pay subscription. Online ISSN 1347-4448

No length restriction, A4-size, full color.

For researchers and those who possess intellectual curiosity.

- 1) Review Article: Ambitious review on literature in specific field
- 2) Commentary Article: Commentary and introduction to important works in Japan and abroad
- 3) Case Study: Description and outline of latest case in firms and industries

Academic and research institutes are allowed site license for free subscription.

Weekly, ***GBRC Newsletter***

Free subscription.

(c) Seminars

Marunouchi Global Campus

Collaborated with Nikkei BP/ Sponsored by IBM Japan.

Alliance with Research Institutes

Research Center for Advanced Science and Technology, The University of Tokyo

Coalition with "Knowledge management professional training unit ": GBRC will provide management education environment and accept intern on "Knowledge management professional training program" (Intellectual property management professional training program).

Ties with Graduate School of Economics, University of Tokyo

Graduate School of Economics, University of Tokyo, has an in effect-grade-skipping program. "Advanced Management Program," since April 2001, allows promising undergraduate students to attend graduate school course in their fourth year of undergraduate study and fulfill master course in first year of graduate school. The aim is to bring up 21st century breed FBPs: Field-Based Professionals. Students are required an OJT-like research experience in firms to cultivate field-based "problem detecting skill." Moreover, this program aims to make direct contribution to society and economy by creating intellectual property and supporting industry-university collaboration for research.

Funded by the Ministry of Education, Culture, Sports, Science and Technology for 2000-2001 fiscal years, "Business Model Development Office" has been launched in March 2001. Other industry-university collaboration efforts have been achieved in forms of business method patent application, licensing agreement, and consulting contract. Alongside with the decision to open "Marunouchi Satellite Office" at the Marunouchi Academic Suites (MAS), voluntary faculty staff established NPO Global Business Research Center (GBRC) on March 22, 2002, in order to carry out flexible activities otherwise difficult to conduct within the university, and to fulfill the function as core in MAS. Administration of the Marunouchi Satellite Office was entrusted to GBRC on August 2, 2002, by an agreement signed between Graduate School of Economics and GBRC. The office opened in September 2002 as the first satellite office of national university operated by NPO, with the grand opening of Marunouchi Building.

Educational research program in Graduate School of Economics is becoming flexible and colorful by utilizing GBRC's liaison function. For instance, international collaborative research with MAS based world's top business schools, which GBRC exchange information on daily base; continuing education on management; commissioned research from industrial firms; multi-client type joint research project; internship program utilizing academic intellectual asset.

Information

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URL	http://www.gbrc.org	E-mail address	info@gbrc.jp
Established	Registration of establishment, March 22, 2002		
Purpose of Establishment (Excerpt)	GBRC provides the platform of daily communication with world's best business schools and collaborative research with industrial firms. Its aims are 1) to establish educational research network of world-class business knowledge, 2) to provide researchers, particularly younger researchers, an educational research environment of world's best business knowledge, 3) to bring up researchers of international standard through global internship, 4) extension and education of business knowledge by feedback to society		