Since the burst of the bubble economy in 1991, Japan has been diagnosed with a relatively low level of entrepreneurship – not only compared to pre-1991, but also to current levels in other developed countries. This talk discusses options to encourage more of the entrepreneurial spirit in Japan. It shows how government economic policies need to change and what society and the educational system do to squash and encourage entrepreneurial spirit. From an international perspective the talk analyses how the dreams of young people in the US, Japan, and Thailand differ and how this relates to the emergence of a new entrepreneurial spirit in Japan. Picking up the recent government push of Abenomics, the talk explores what opportunities exist for women entrepreneurs in Japan and how large organizations can encourage the entrepreneurial spirit. The talk concludes by showing how to unleash the creativity that is here in Japan.

Bob Tobin is Professor Emeritus at the Faculty of Business and Commerce, Keio University. The focus of his scholarship and teaching is leadership, entrepreneurship and business strategy. Many of the students in his seminar in entrepreneurship have started successful ventures in Japan. He is a frequent keynote speaker throughout Japan, Asia and the United States. In addition to teaching at Keio, he has been a visiting professor at Chulalongkorn University in Thailand and a member of the MBA faculty at Pepperdine University in California. His recent book, What Do I Want To Create Today [BenBella Books 2014], was chosen by Best Magazine as one of the best 5 business gift books for young people. The book will be available at the conclusion of the program.

Hiroyuki Okamuro is Professor at the Graduate School of Economics, Hitotsubashi University and a visiting research fellow at the National Institute of Science and Technology Policy (NISTEP). He received his M.A. from Hitotsubashi University and his Ph.D. in Economics (Dr. rer. pol.) from the University of Bonn. His major research interests are entrepreneurship and innovation. He has published numerous papers in international journals on these topics. Currently he is vice-president of the Japan Academy of Small Business Studies (JASBS) and associate editor of the Journal of Small Business Management.

The presentation will be held in English. It will take place at the DIJ. Admission is free, registration is necessary: forum@dijtokyo.org or