

Academic director appointed at Centre for Japanese Studies

The University of Pretoria's Gordon Institute of Business Science (GIBS) today announced the appointment of professor Seiichiro Yonekura as the academic director of the Centre for Japanese Studies (CJS).

The CJS was established at GIBS in January 2011 as a legacy project of the 2010 Japan South Africa Centenary Celebrations. The first centre of its kind to be established in South Africa, it is intended as a hub for business and academic interactions between South Africa and Japan, and to contribute to promoting mutual understanding between the two countries.

Professor Yonekura is a charismatic thought leader on social innovation and entrepreneurship. His dynamic style of teaching has attracted many students, entrepreneurs and business executives in Japan and beyond. In addition to his new role at GIBS, he is currently director and professor at the Institute of Innovation Research, Hitotsubashi University; dean of Nippon Genki-juku, Roppongi Academy Hills, and chief editor of the Hitotsubashi Business Review.

A prolific author

He holds a PhD from the Harvard Graduate School of Arts and Sciences, an MA in Japanese Business History from Hitotsubashi Graduate School of Social Studies, and a BA in Japanese Economic History and BA in Japanese History, both from Hitotsubashi University. He is a prolific author having published more than 20 books and numerous articles on a wide range of subjects.

Professor Nick Binedell, dean and founding director of GIBS said: "The activities and programmes of the Centre for Japanese Studies continue to enhance our knowledge about Japan with a focus on the business community. This appointment will, without doubt, contribute to further achieving our objectives of building our understanding and knowledge of South African and Japanese business, our mutual economic interests, as well as the many issues relating to South Africa and Japan in the African economy."