

## *About the Authors*

### **Akira Ishikawa (Introduction, Chapter 5)\***

Professor Emeritus at Aoyama Gakuin University. Senior Research Fellow at the University of Texas ICC Institute. Awarded a Ph.D. in Business Management from the Graduate School of Business Administration of the University of Texas. Completed postdoctoral studies at MIT. Fields of expertise include management science, management accounting, crisis management, research and development management, and accounting and finance for contents businesses. Principal book: *Theory of Strategic Budgetary Control*, Dobunkan, 1993. Thesis: Understanding Intellectual Capital and the Modeling Approach to Intellectual Capital Management, *Aoyama Management Review*, 2003. Over 70 publications comprise translations or works in which the author has written or edited. Over 400 theses published. Further details of the author can be found at <http://www.brainsbank.net/ishikawa>.

### **Junpei Nakagawa (Chapter 2)**

Associate Professor at the Business Administration Department of Komazawa University. Acquired units for a Ph.D. degree in Economics from the Graduate School of The University of Tokyo. Fields of expertise are institutional economics and organizational theory. Principal book: *Institutions and Organizations* (co-author,

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### **Hiromichi Yasuoka (Chapter 3)**

Senior consultant at the Financial Business Consulting Department of the Nomura Research Institute. Awarded an M.S. in Science and Engineering from the Graduate School of Keio University. Awarded a D.B.A. from Newport University in California, USA. After leaving NRI, started up a new e-business at SQUARE (currently SQUARE ENIX). Engaged in business consulting at Arthur Anderson (currently Bearing Point). Joined NRI again to consult on creating CRM marketing strategies and on operational reforms. Principal books: *Enterprise Currencies of 2010 — The Point Economy of the Googlezon Age* (co-author) and *Enterprise Currency Marketing* (co-author), Toyo Keizai Shinposha, etc.

### **Tetsuro Saisho (Chapter 4)**

Associate Professor at the College of Economics, Kanto Gakuin University. Awarded an M.B.A. in International Politics, Economics and Business from the Graduate School of Aoyama Gakuin University. Awarded a Ph.D. in Science and Engineering from the Graduate School of Chuo University. Fields of expertise are information systems, information security, management information, and corporate strategy. Principal book: *Installation and Deployment of Information Security Management*, Kanto Gakuin University Publishing Society, 2006. Thesis: Changes in the Environment Surrounding Corporations and System Risk Management, *Japan Society of Security Management Magazine*, Vol. 19, No. 1, pp. 25–43, September 2005, etc. Recipient of the 12th Japan Information-Culturology Society Award in 2006.

**Hideto Maeda (Chapter 6)**

Senior Brand Manager at the Functional Tea Group of the Brand Marketing Department of Coca-Cola Japan. Awarded an M.S. in Medicine from the Graduate School of Keio University. Entrusted with the development of skin care products for countries in Asia (including Japan) and in Europe at the Skin Beauty Care Product Group of the R&D Department of Procter and Gamble Far East Inc. Joined the Business Knowledge Department of Coca-Cola Japan in 2001 and since then has been handling a wide range of tasks, ranging from the construction of consumer models to searching for new materials and branding.

**Yoshisuke Yamakawa (Chapter 7)**

Representative Chairman of the Board of ALBERT Inc. Graduated from the Materials Chemistry Department of the Engineering Department of Yokohama National University. After engaging in development and product planning at the Recording Medium Business Unit of TDK Corporation, moved to Maruman Co., Ltd., and consecutively held the positions of Marketing Manager and Executive Director at the company's Consumer Electronics Business Unit. Established M&C Corporation in 1995 and took office as the firm's Chief Executive Officer. In 2000, established Inter-scope Inc., and in July 2005, established ALBERT Inc.

**Akihito Sudo (Chapter 8)**

Enrolled in the later stage of the Ph.D. curriculum of the Interdisciplinary Graduate School of Science and Engineering of the Tokyo Institute of Technology. Awarded a B.S. in Physics and an M.E. in Pure and Applied Physics from Waseda University. Former employee of Nomura Research Institute. Field of expertise is information engineering (the fundamental technology of artificial

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### **Atsushi Tsujimoto (Chapter 9)\***

Assistant Professor at the Interfaculty Initiative in Information Studies at the University of Tokyo. Acquired units for a Ph.D. degree from the Graduate School of Humanities and Sociology of the University of Tokyo in September 2006. Fields of expertise are informational organization theory (fundamental informatics, <http://www.digital-narcis.org/>) and risk management. Principal book: *Risk Management 99* (co-author), Shumpusha Publishing, 2006. Thesis: Fire Hazards That Impact the Environment and Risk Management — Reorganizing the Communication Process in Organizations Handling Hazardous Materials (Young Investigator Excellence Award 2006), *Crisis Management Review*, No. 14, pp. 43–50, March 2006, etc.

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