

# **SUGAWARA, Hideyuki**

Professor of International Business  
Graduate School of Business Administration  
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## **Education**

1990-1993 Doctor  
Graduate School of Commerce, Waseda University, Tokyo, JAPAN

1987-1989 Master  
Graduate School of Commerce, Waseda University, Tokyo, JAPAN

1982-1987 Bachelor  
School of Social Sciences, Waseda University, Tokyo, JAPAN

## **Academic Appointments**

2011 – Present  
Visiting Scholar, the Center for East Asian Studies, Stanford University, USA

2006 - Present  
Professor of International Business, Graduate School of Business Administration, Hokkai-Gakuen University, Sapporo, JAPAN

2010 - 2011  
Visiting Professor of International Trade, Otaru University of Commerce, Otaru, JAPAN

1998 - Present  
Research Fellow, Institute of Business and Industry, Waseda University, Tokyo

2004 - 2006

Associate Professor of International Investment, Faculty of Social Sciences,  
Kyorin University, Tokyo, JAPAN

2003 - 2004

Visiting Research Fellow, Foster School of Business, University of Washington,  
Seattle, USA

1997 – 2003

Associate Professor of International Investment, Faculty of Social Sciences,  
Kyorin University, Tokyo, JAPAN

1998

Visiting Scholar, Department of Economics, University of Reading, Reading,  
UK

1995 - 1997

Visiting Lecturer of International Trade, School of Commerce, Nihon University,  
Tokyo, JAPAN

1994 - 1996

Assistant professor of International Investment, Faculty of Social Sciences,  
Kyorin University, Tokyo, JAPAN

### **Professional Activities**

2010-Present

Board member, Japan Academy of International Business Studies, Tokyo

2010-Present

Founder and Representative, Workshop of BOP Business Studies, Tokyo

2010

Program Advisor and Commentator, TV Program "Close-up Gendai: BOP

business", NHK (Japan Broadcasting Corporation)

2009-2010

Lecture, BOP Business Seminars, METI (Ministry of Economy, Trade and Industry) & JETRO (Japan External Trade Organization), at major eight cities in Japan

2009

Chair, Research Committee on Business Potential in the BOP market, METI (Ministry of Economy, Trade and Industry), Tokyo

2000-2002

Director, E-brain Corporation, Tokyo

1997-1998

Fellow, Japan Foundation

1990-1997

Managing Director & Senior Consultant, International Business Institute, Inc., Tokyo

### **Current Research Theme**

Poverty Alleviation through the Business Approach  
BOP Business Model of Japanese Company

### **Courses Taught**

International Business (Graduate and Undergraduate)

### **Professional Associations**

Academy of International Business  
Japan Academy of International Business Studies  
Japan Society of International Economics

## **Grants**

- 2011-2013 Telecommunications Advancement Foundation Research Grants, “Empirical Study on ICT Impact on the BoP Market”
- 2011-2012 Japan Private University Overseas Research Grants
- 2010-2013 Grants-in-Aid for Scientific Research by Japan Society for the Promotion of Sciences, “High Potential of the Japanese BOP Business”
- 2010-2011 Hokkai-Gakuen University Research Grants
- 2005-2007 Grants-in-Aid for Scientific Research by Japan Society for the Promotion of Sciences
- 2003-2004 Kyorin University Overseas Research Fellowship
- 2001-2003 Grants-in-Aid for Scientific Research by Japan Society for the Promotion of Sciences
- 1999-2000 Japan Academy of International Business Studies Research Grants

## **Selected Papers**

"Japanese Business and Poverty Reduction," *Society and Business Review*, Volume 5, Issue 2, pp198-216, 2010

"Business Approach to the Poor Four Billions," *World Economic Review*, Volume 54, 2010, pp57-66, Association for World Economic Studies, Japan..

"Source of BOP Business and High Potential of Japanese Companies," *Journal of International Business*, Volume 2, Issue 1, 2010, pp45-67, Japan Academy of International Business Studies

“Japanese Business in the BOP Market: Sources, High Potential and Some Issues,” *Journal of Development Policy Studies*, Volume 85, pp25-46, 2010, Center for Development policy Studies, Hokkai-Gakun University.

### **Academic Presentations**

“Japanese Companies as a Key Player of BOP Business at the Next Stage,”  
International Federation of Scholarly Association of Management, World  
Conference, Paris, July 9, 2010.

“Japanese Business in the Bottom Market: Sources, High Potential and Some  
Issues,” Academy of International Business, 2010 Annual Meeting, Rio de  
Janeiro, Brazil, June 29, 2010

"Market-based Approach to Poverty Eradication," The 68th Annual Meeting of  
the Japan Society International Economics, Chuo University, Tokyo, October 18,  
2009

"Multinationals Seeking the 21st Century-style Business," The 48th Annual  
Meeting, Japan Society of Business Administration, Hitotsubashi University,  
Tokyo, September 5, 2008

“Tapping into New Markets and Alleviating Poverty Simultaneously through  
Multinational Companies,” International Federation of Scholarly Associations  
of Management, 9th World Congress, Shanghai, China, July 28, 2008

### **Keynote Addresses**

"The Frontiers of BOP Business by the Japanese Companies," JETRO BOP  
Business Seminar, Sapporo, Japan, Nov.18, 2010,

"BOP Business Session: A New Trend of International Business," Japan  
Academy of International Business Studies, 2010 Annual Meeting, Sapporo,  
Japan, Oct 24, 2010

"Small and Medium Sized Companies Have a Chance to Win in BOP Business,"  
Osaka Foundation for Trade & Industry, BOP Business Seminar, Osaka, Japan,  
Oct 7, 2010

"Business Approach to the Base of the Pyramid: significance and issues,"  
Academy of Multinational Enterprises, 2010 Annual Meeting, Toyo University,  
Tokyo, Japan, July 10, 2010

"The Origins of BOP Business in Japanese Companies", International  
Symposium by Ministry of Foreign Affairs of Japan & Foundation for Advanced  
Studies on International Development, United Nations University, Tokyo,  
Japan, Nov. 17, 2009