

KMD Yoko Ishikura SPACE project presents,

“Davos experience in Tokyo” Series No. 3 Wednesday, April 10

Title **“Is the role and purpose of business to make money?”**

Background

We began “Davos experience in Tokyo” on February 1, 2013, in order to provide opportunities for people to discuss global agenda in English. It is because we felt that we need many more young people who can express their views on the issues we face today at international conferences, in order to develop solutions.

Many people participated in “Davos experience in Tokyo” on February 1. We live streamed the event and uploaded the ustream video so that many that could not register were able to catch a glimpse of the event. As many people expressed the interest to participate in discussion/debate on global agenda in English, we decided to make it into the “Davos Experience in Tokyo” series and continue as a part of SPACE project at KMD with the support of Wilson Learning Worldwide. SPACE project is one of the Real Projects at KMD and was initiated by Yoko Ishikura and her students in 2012.

Session No. 2 of “Davos Experience in Tokyo” took the form of Global Debate at KMD Forum on March 2. It was held at Keio Hiyoshi campus and two rounds of debates were held with active participation from the floor. The first round was done in Japanese under the title “IT innovation reduces jobs/employment.”

The second was done in English under the title of “Future schools need NO lectures.”

As we live streamed the event, not only participants from the floor, but some who were watching the live streamed event made comments and participated in the vote. (Some even came from Europe!)

Encouraged by the enthusiastic reactions from the people in the past two events, we decided to continue the “Davos Experience in Tokyo” series. Every month, we plan to hold discussion/debate in real space at Wilson Learning, followed by an informal networking get-together. We will continue to live stream the event so that people can also participate in discussion in the virtual space.

Objective

To provide opportunities for people interested in the global agenda and who want to participate in international conferences such as that of the World Economic Forum to discuss issues in English

To design intellectually stimulating environment so that we can develop deeper insights.

Outline of Session No. 3

Topic: Is the role and purpose of business to make money?

Business and capitalism has been under severe criticisms in recent years, partly triggered by the financial crisis in 2008 and subsequent slow “jobless” recovery. Though the stock market has been

moving to a record high, many do not feel that their standard of living has recovered and/or their future is brighter. Thus people have been skeptical as to the role of business in society. They seem to feel that business (& business people) is only interested in making money for themselves.

Professor Michael E Porter of Harvard Business School has expressed his view of the role of business and of capitalism through his concept of Shared Value. He has been featured in many conferences, interviews and journals.

Expected Output

Provide the opportunities for the following

1. To engage in intellectual discussion similar to the one held in Davos in English. By brainstorming the topics and issues generated from the discussion/interview by world leaders.
2. To participate in selecting the topic, analyzing, expressing your ideas and discussing issues, rather than just watching or listening
3. To meet with people who share similar interests and to collaborate

Date & Time

April 10 (Wed)) 18:30 Registration Open

Session 19:00 – 21:00

After the session, casual get-together is planned nearby for networking purposes. (For those who want to participate.)

Location

Wilson Learning Innovation Center 1-10-6 Roppongi, Minato-Ku, Tokyo

Map: <http://www.wlw.co.jp/company/address/index.html>

Program

1. Introduction of the Special Seminar & topic by Yoko Ishikura, KMD
2. Watch video related to the topic.
3. General discussion for topics and issues (Facilitated by Yoko Ishikura)
4. Group breakout session & report back
5. General discussion & wrap-up

Note for those interests

1. Program is conducted in English
2. After the session, we will have casual get-together for networking.

Fee

3,000 yen for the main program. 3,000–4,000 yen for the get-together. (Preliminary)

Registration

For registration, please go to the following site. (Some parts are in Japanese, but most in English) <http://goo.gl/qqLxs>

Facilitator

Yoko Ishikura, Professor, Graduate School of Media Design, Keio University

Dr. Ishikura received her MBA from Darden School, University of Virginia; and DBA from Harvard Business School. Her expertise is in global business strategy, competitiveness and innovation.

She was a professor at Graduate School of International Corporate Strategy, Hitotsubashi University, at Aoyama Gakuin University in Tokyo and was a consultant at McKinsey and Company Inc. Japan. She is currently a non-executive Director of Fujitsu Ltd., Nissin Foods Holdings and Lifenet Insurance Co.

Professor Ishikura has been a frequent speaker at management conferences, seminars, and workshops throughout the world. Currently she is a Vice Chair of Global Agenda Council on Education & Skills, the World Economic Forum.

<http://www.yoikoishikura.com/english> Twitter: @yokoishikura

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Yoko Ishikura SPACE project, KMD

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