

CURRICULUM VITAE

RYOTARO MIHARA

AFFILIATION: Associate Professor
Faculty of Economics
Keio University

CITIZENSHIP: Japan

EDUCATION

DATE	DEGREE	INSTITUTION
2017– 2009	PhD (Anthropology)	University of Oxford
2009	MA (Sociocultural Anthropology)	Cornell University
2003	BA (Cultural Anthropology)	University of Tokyo

DOCTORAL THESIS: Brokering Anime: How to Create a Japanese Animation Business Bridge between Japan and India

PROFESSIONAL EXPERIENCE

ACADEMIC POSITIONS

2020– Associate Professor, Faculty of Economics, Keio University
2016–2019 Lecturer, School of Finance and Management, SOAS University of London

NON-ACADEMIC POSITIONS

2018– Global Business Adviser, Arch Inc.
(Japanese Animation Planning & Producing Company)
2014– Adviser, JI Style Ltd./Anime Pop Mall Pvt. Ltd. (Venture Companies)
2003–2012 Ministry of Economy, Trade and Industry (METI: Japanese Government)
Deputy Director, Creative Industries Division (2011–2012)

GRANTS AND FELLOWSHIPS

2021–2025	Japan Society for the Promotion of Science, KAKENHI Grant for ‘Research project on the trans-Asian spread of the motif of <i>Hakujaden</i> (The Legend of White Snake) in the films and other visual art works created around East Asia’ (Principal Investigator)
2020–2022	Keio University Academic Development Funds for Individual Research, ‘Ethnographic Research on the Contemporary Dynamics of Japan-Asia Cooperation in the Field of Creative Industries’
2018–2019	Meiji Jingu Japanese Studies Research Grant, ‘The Trans-Asianising of Japanese Cultural and Creative Industries: Case Studies of Animation Projects in China, India and Beyond’
2014–2016	Swire Centenary & Cathay Pacific Scholarship
2013–2015	Japan Society for the Promotion of Science, KAKENHI Grant for ‘Empirical Research on Globalization of Creative Industries: Focusing on the Role of Inter-Cultural Gatekeepers’ (project member)
2007–2009	Japanese Government Long-Term Fellowship

PUBLICATIONS IN ENGLISH

BOOK

- In progress *Brokering Anime: How to Create a Japanese Animation Business Bridge between Japan and India* (working title), currently under review by scholarly presses

ARTICLES IN REFEREED JOURNALS

- 2020 'A coming of age in the anthropological study of anime? Introductory thoughts envisioning the business anthropology of Japanese animation', *Journal of Business Anthropology* 9(1): 88-110
- 2020 'Involution: A perspective for understanding the Japanese animation's domestic business in a global context', *Japan Forum* 32(1): 102-125

BOOK CHAPTER

- Forthcoming 'Addressing the "motion resistance" in transnational anime merchandising: How spatiality and materiality matter in the process of Indo-Japanese media conglomeration' (working title), In *Asian Media Conglomerates*, Keith Wagner ed., currently under review by scholarly presses

PUBLICATIONS IN JAPANESE

BOOKS

- 2014 *Kūru Japan wa naze Kirawarerunoka: Nekkyou to Reishou wo Koete* (Why is 'Cool Japan' so Criticized? Beyond Enthusiasm and Cynicism). Tokyo: Chūō Kōron Shinsha
- 2010 *Haruhi in USA: Nihon Anime Kokusaika no Kenkyū* (Haruhi in USA: A Case Study of a Japanese Anime in the United States). Tokyo: NTT Publishing

ARTICLES IN NON-REFEREED JOURNALS

- 2013 *Shiron: Kūru Japan to tsūshō seisaku* ('An essay on the relationship between "Cool Japan" and trade policy'), Research Institute of Economy, Trade and Industry Discussion Paper Series 13-J-051
- 2010 *Uroborosu no wa, aruiwa anime orientarizumu shiron* ('The Ouroboros strip, or an essay on anime orientalism'), *Hitotsubashi Business Review* 58(3): 68-85

BOOK CHAPTER

- 2020 *Nihon no Anime Bijinesu no Kaigaitenkai to Chuugoku: Kagigainen to shite no Burōkā* ('Exploring how Japan and China interact in the field of anime business: Broker as a key concept'), co-authored with Kazuo Yamashita, In *Anime no Shakaigaku* (Sociology of Anime), Daisuke Nagata and Shintaro Matsunaga eds., Pp. 148-157, Kyoto: Nakanishiya Publishing

BUSINESS CASE

- 2010 *Bandai Entateinmento: Hokubei anime shijō ni okeru aratana bijinesumoderu no mosaku* ('Bandai Entertainment: in search of new business models in the North American anime market'), co-authored with Mayuka Yamazaki, *Hitotsubashi Business Review* 58(3): 140-153

**SEMINARS, COLLOQUIA, CONFERENCES
(SELECTED)**

- June 2021 'Past, present, and future of storyboarding in Japanese animation', paper jointly presented with Jun Kato and Nao Hirasawa for session 'Anime', Society for Animation Studies 2021 Conference, Online.
- March 2021 'Research on anime storyboards for individual and collaborative creativity', poster jointly presented with Jun Kato, Kazuya Murata, Kenta Hara and Nao Hirasawa, The 1st International Symposium on Intelligence Design, Online. Won the Best Poster Award.
- September 2020 'Examining the contemporary dynamics of Japan-China interactions in the cultural and creative industries', paper for roundtable 'Examining the Contemporary Dynamics of Japan-China Interactions in the Cultural and Creative Industries', Association for Asian Studies Annual Conference in Asia 2020 (AAS-in-Asia 2020), Online.
- November 2019 'Anime has been hiding from the world': How Orientalism works in contemporary Anglophone anime studies', paper for panel 'Disciplines, Theories, and Meta-Reflection', International Symposium: Theorizing Anime: Invention of Concepts and Conditions of Their Possibility, Tokyo: Waseda University.
- May 2018 'The liminal position of a broker that converges the conflict between art and commerce: From the case of a trans-Asian anime business project bridging Japan and India', paper for session 'East Asian Creative Industry in a Global Context', The Fourth Global Creative Industries Conference, Hangzhou: Wider Gaming Culture and Entertainment Center.
- March 2018 'Bridging business customs: Brokers for cross-cultural management in Asia', paper for session 'Border Theories', Association for Asian Studies Annual Conference 2018, Washington D.C.: Marriott Wardman Park.
- September 2017 'How can Japan (Re)establish its politico-economic position *vis-à-vis* the Asia region? A case study of an entrepreneurial Indo-Japanese creative business project', paper for panel 'Japan and Asia', 15th International Conference of the European Association for Japanese Studies, Lisbon: Nova University.
- June 2017 'How to export Japanese animation products to India: A case study of a trans-Asian creative venture business project', paper for workshop 'Insights into Cultural Industries: New Approaches through Business and Economic Perspectives', The 4th ECIPE-Korea Project International Workshop, Brussels: European Centre for International Political Economy.
- July 2014 'The global presence of Japanese popular culture as one of the cultural waves from Asia', paper for panel 'New Cultural Waves from Asia', XVIII ISA World Congress of Sociology, Yokohama: Pacifico Yokohama.

PROFESSIONAL ORGANISATIONS

American Sociological Association
 Association for Asian Studies
 Business Anthropology Network
 European Association for Japanese Studies
 Society for Animation Studies

ACTIVITIES AND COMMITTEES

KEIO UNIVERSITY

2021– Curriculum Committee, Faculty of Economics
 2020– Assistant Academic Advisor, Faculty of Economics

SOAS UNIVERSITY OF LONDON

2016–2019 Programme Convenor and Personal Adviser, BSc International Management (Japan and Korea), BSc International Management (Japan) (Year Abroad) and BSc International Management (Korea) (Year Abroad)
 2016–2019 Tutor, Japan Year Abroad Exchange Programme

OTHERS

2017–2018 Location hunting coordinator (London), *Phantom in the Twilight* (Japan–China international co-production animation programme)
 2015– Founder and Chairman, Society for Japanese Animation Industries Studies
 2014– Global promotion representative, *VOCALOID Opera AOI with Bunraku Puppets* (a 30-minute-length opera film in which Bunraku puppets and puppeteers perform with the songs of VOCALOID, the singing voice synthesis software developed by Yamaha Corporation)
 2013–2014 Committee Member, KAIKA Project, Japan Management Association
 2013, 2015 Executive Committee Member, World VOCALOID Convention
 2010 Commentator, *Japan Unlocked* (NHK World TV programme)