

Symposium: What makes Kyoto “effectual” ? -Entrepreneurial action and spirit-

The Kyoto Valley for Manufacturing and Innovation (JOHNAN) Endowed Chair has been holding open seminars, project-specific workshops, and lectures on "Business Design Theory" to learn effectuation theory and methods. In this symposium, we invite Professor Saras D. Sarasvathy, a proponent of effectuation theory, to discuss various issues in developing effectuation theory in companies and communities. In addition to Dr. Sarasvathy's keynote speech, we will have a dialogue with religious leaders, which is a popular theme in our monthly open seminar. We will also have a panel session with researchers of entrepreneurship in Japan, to discuss the theoretical basis and ways to further develop the activities of this chair and transform Kyoto into a city that attracts many people with entrepreneurial skills.

Date

13, March,2022

Venue

Zoom webinar, Myoshin-ji temple in Kyoto

Application: <https://peatix.com/event/3174387>

Program / Timetable

JST 9:00 - 13:15 (EST 19:00 - 23:15, 12, March,2022,) ,

Chair : Prof. Masaki Yamakawa, Kyoto University

Opening Remarks Prof. Keiji Imajo, Kyoto University - 5min -

Language: English/ Japanese (Translation to/from Japanese and English)

Session 1: Keynote speech Prof. Saras D. Sarasvathy, University of Virginia -40min-

Language: English/ Japanese (Translation to Japanese)

Tentative topics:

- 1) How to make Kyoto into a “effectuation city”?
- 2) Discuss effectuation from the micro perspective of entrepreneurial practice, the meso perspective of local policies and practices by corporate, and the macro perspective of community, culture, tradition, and philosophy.

Break JST9:45-9:55 (EST 19:45-19:55)

Session 2: Dialogue with religionists of Buddhism and Christianity - 90 min-

Language: English/ Japanese (Translation to Japanese)

Prof. Saras D. Sarasvathy, University of Virginia

Prof. Katsuhiro Kohara, Doshisha University [-web site-](#)

Rev. Daiko Matsuyama, Myoshinji temple [-web site-](#)

Prof. Mitsuyo Yamamoto, JOHNNAN Corp.(CEO), Kyoto University **Session Chair*

Topics : Effectuation and spirit

Through a dialogue between Professor Sarasvathy and the speakers of "Religion and Innovation," we will discuss the similarities between effectuation theory and religious practice, and the mindset required to entrepreneurs.

Break JST11:25-11:35 (EST 21:25-21:35)

Session 3: Panel Discussion - 40min -

Language: Japanese / English(Translation to/from Japanese and English)

Prof. Mari Yoshida, Kobe University

Prof. Jinichiro Yamada, Kyoto University

Prof. Hajime Takebayashi, Kyoto University **Session Chair*

Prof. Takebayashi and two researchers in entrepreneurial studies will unpack the issues raised in Prof. Sarasvathy's lecture and dialogue session. In this session, Prof. Yoshida introduces businesses born from lectures of business design theory, and we will discuss issues of new business creation in companies, and entrepreneurial development in the region.

Break JST12:15-12:25 (EST 22:15-22:25)

Session 4: Activity Report of the Kyoto Valley for Manufacturing and Innovation (JOHNNAN)

Endowed Chair –45min-

Language: Japanese

Closing Remarks Prof. Mitsuyo Yamamoto – 5min-

Language: Japanese