

About This First Issue

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The business world is entering a time in which managers need to do more than maintain the status-quo; rather, they must be creative. Conventional wisdom in the field of business today indicates that the leaders who will bring about innovation in management will be management technologists with the most advanced knowledge and skills. Therefore, the education of new managers and the development of new management skills and techniques are of great importance not only for Japan but also for the entire world.

Mikio Mizuta, former Finance Minister of Japan, founded Josai University with a firm belief in the “fruition of the human spirit through education.” Keeping in mind this school motto, the faculty of Josai University implemented a Masters of Business Administration program in April 2003. This new MBA program has the unique title of “Business Innovation”, which reflects the two objectives of the program of both educating management students to think progressively and promoting groundbreaking scholarly research in business management. The program encompasses two major areas, management innovation and marketing innovation, and this enables graduates of the program to be well-trained in many aspects of contemporary business.

In conjunction with the MBA program, Josai University has begun publishing The Josai Journal of Business Administration with this inaugural issue. The goals of this journal are to enhance the academic content of the MBA program of Josai University and share research amongst interested colleagues in the area of management. Any scholar or management specialist with an interest in business innovation is invited to participate in this new venture, with the hope that this will make The Josai Journal of Business Administration an innovative and progressive publication.