

Shigemi YONEYAMA

Director of Research, 2st Theory-Oriented Research Group,  
National Institute of Science and Technology Policy (NISTEP)



### **Educational Background**

1992                      Doctoral Program, Graduate School of Commerce, Hitotsubashi University

### **Experiences**

2010-Now              Director of Research, 2st Theory-Oriented Research Group, NISTEP  
(present)

2005                      Affiliated Professor, National Graduate Institute of Policy Studies (present)

2004                      Visiting Scholar, INSEAD (l'Institut Europeen d'Administration des Affaires)

2004                      Professor, Faculty of Economics, Musashi University

1998                      Associate Professor, Faculty of Economics, Musashi University

1994                      Fulbright Visiting Scholar, Haas School of Business, University of California  
at Berkeley

1994                      Associate Professor, Faculty of Management and Commerce, Seinan Gakuin  
University

1992                      Assistant Professor, Faculty of Management and Commerce, Seinan Gakuin  
University

### **Research Field (Expertise)**

Management of Technology and Innovation

### **Selected Publications and Papers**

Shigemi Yoneyama, Dai Senoo and Toshiya Watanabe (2010), "Marketing of technological knowledge: an empirical analysis of licensing activities of university TLOs in Japan", International Journal of Technology Marketing, Vol.5-2, pp.127-144.

Shigemi Yoneyama (2009), "Intellectual property and competitive advantage of the firm." Journal of Intellectual Property Association in Japan, Vol. 6-1, pp. 22-29. (in Japanese)

Shigemi Yoneyama (2009), "Strategic capabilities of mobilizing intellectual properties." Tokugikon (Japan Patent Office), No. 255, pp. 36-44.(in Japanese)

Dai Senoo, M. Fukushima, S. Yoneyama, and T. Watanabe (2009), "Strategic Diversity of Japanese University Technology Offices." International Journal of Knowledge Management Studies, Vol. 3-3, pp. 60-78.

Ingyu, Oh, Hun-Joon Park, Shigemi Yoneyama, and Hyuk-Rae Kim (2005), Mad Technology: How East Asian Companies Are Defending Their Technological Advantages, Palgrave Macmillan.

**The others (Secretariat)**

Technology commercialization, Intellectual property and appropriability of Innovation,  
Globalization of R&D activities, Product and business development in Asian countries, etc.