

CURRICULUM VITAE

RYOTARO MIHARA

AFFILIATION: Associate Professor
Faculty of Economics
Keio University

CITIZENSHIP: Japan

EDUCATION

DATE	DEGREE	INSTITUTION
2017	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

2019– Fellow, Arch Research
(Research and Development team at Arch Inc.)
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

2025– Japan Society for the Promotion of Science KAKENHI Grant for ‘Research project on the visual works featuring spirits and devils in China, with special emphases on *The Legend of White Snake* and *The Investiture of the Gods*’ (Principal Investigator)
2022–2024 The Toyota Foundation Research Grant, ‘The Possibilities of Consumption Spaces and the Relationship with Leisure Activities: A Multi-Perspective Approach to the Media Environment and Urban Industrial Organization of the Anime Fan Experience’ (Project Member)
2021–2025 Japan Society for the Promotion of Science KAKENHI Grant for ‘Research project on the trans-Asian spread of the motif of *Hakujaden* (The Legend of White Snake) in the films and other visual art works created around East Asia’ (Principal Investigator)
2020–2023 Keio University Academic Development Funds for Individual Research, ‘Ethnographic Research on the Contemporary Dynamics of Japan-Asia

2018–2019	Cooperation in the Field of Creative Industries’ 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	University of Oxford 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	<i>Brokering Anime: How to Create a Japanese Animation Business Bridge between Japan and India</i> (working title), currently under review by scholarly presses
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REFREED ARTICLES

2025	‘Decolonising anime studies: a prolegomenon’, <i>Japan Forum</i> 37 (1): 29–52
2024	‘Intermediating <i>White Snake</i> and beyond: The contingent trans-Asian journeys of Chinese animation into Japan’, co-authored by Kazuo Yamashita and Tatsuo Yoshikawa, <i>Youth and Globalization</i> 6 (1–2): 27–51
2020	‘A coming of age in the anthropological study of anime? Introductory thoughts envisioning the business anthropology of Japanese animation’, <i>Journal of Business Anthropology</i> 9 (1): 88–110
2020	‘Involution: A perspective for understanding the Japanese animation’s domestic business in a global context’, <i>Japan Forum</i> 32 (1): 102–125

NON-REFEREED ARTICLE

2022	‘How an animation production studio survived the pandemic: The case of Graphinica, Inc.’, co-authored by Nao Hirasawa, <i>Journal of Business Anthropology</i> 11 (2): 225–234
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PUBLICATIONS IN JAPANESE

BOOKS

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

NON-REFEREED ARTICLES

2013	<i>Shiron: Kūru Japan to tsūshō seisaku</i> (‘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	<i>Uroboros no wa, aruiwa anime orientarizumu shiron</i> (‘The Ouroboros strip, or an essay on anime orientalism’), <i>Hitotsubashi Business Review</i> 58(3): 68–85

BOOK CHAPTERS

2024	<i>Shirarezaru nichiin gassaku anime: ‘Rāmāyana: Rāmaouji Densetsu’ kara miru nihonanime to ajia no kako genzai mirai</i> (‘The unknown Japan-India anime coproduction: Exploring the past, present, and future of Japanese animation in Asia through <i>Ramayana</i> :
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- 2024 *The Legend of Prince Rama*'), In *Anime to Basho no Shakaigaku* (Sociology of Anime and Places), Daisuke Nagata, Shintaro Matsunaga and Satomi Sugiyama eds., Pp. 103–121, Kyoto: Nakanishiya Publishing
- 2024 *Zenyaku sarenakatta Maggurei ronbun: Aruiwa 'Halōkiti wa wasupu' toiu bunkatekigyakusetsu no shashou ni tsuite* ('An incompletely translated McGray paper, or on the omission of the cultural paradox of "Hello Kitty is a WASP"'), In *Kurieitibu Japan Senryaku* (Strategies for Creative Japan), Nobuko Kawashima and Fumihiko Ikuine eds., Pp. 29–45, Tokyo: Hakuto-Shobo
- 2022 *'Nihon' kara 'Nihongo' e: Manga no kokkyou o koeta tenkai ni kakaru zaifutsu manga shuppansha kiūn no kēsusutadi* ('From "Japan" to "Japanese": A case study of French manga publisher Ki-oon regarding manga's transnational production and distribution'), co-authored with Mami Toyonaga, In *Manga Tankyu 13-kou* (13 Chapters for Exploring Manga Studies), Masahiro Koyama, Hiroaki Tamagawa and Ryuta Koike eds., Pp. 311–344, Tokyo: Suisaisha
- 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

CONFERENCES (SELECTED)

- November 2024 *'Anime wa darenomonoka: Nihon anime no ajia tenkai* (Who owns anime? Expansion of Japanese animation in Asia)', presentation paper, Japan Business Model Association 2024 Fall Conference, Tokyo: Waseda University.
- November 2024 *'Nihon anime no ajia tenkai no saizensen: Chuugoku, indo, saujjarabia* (The front-line of the Asian expansion of Japanese animation: China, India, and Saudi Arabia)', presentation paper, Ritsumeikan Center for Game Studies Asian Entertainment Conference Vol. 01, Online.
- August 2023 *'Trans-Asianising the animated Hakujaden: From a milestone in the national history of Japanese animation to a local node of Asia-wide dissemination of the white snake motif'*, paper jointly presented with Tatsuo Yoshikawa and Kazuo Yamashita for panel 'The Politics of Transnational Japanese Media', 17th International Conference of the European Association for Japanese Studies, Ghent: Ghent University.
- July 2023 *'Exploring 'institutional Orientalism' at work in Anglophone anime studies'*, paper for panel 'Thinking with Animation', The Twenty-fifth Asian Studies Conference Japan, Tokyo: Sophia University.
- June 2023 *'The trans-Asianisation of the Japanese animation scene: A case study of Chinese animation's distribution in Japan'*, paper jointly presented with Tatsuo Yoshikawa and Kazuo Yamashita for panel 'Border Crossings', Society for Animation Studies 34th Annual Conference, Online.
- May 2023 *'Co-producing anime in Asia: Comparative case study on Japan's anime co-production with China, India and Saudi Arabia'*, paper for panel 'Economies of Anime', Mechademia International Conference in Kyoto, Kyoto: Kyoto International Manga Museum.

- 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 32nd Annual 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

Business Anthropology Network
 European Association for Japanese Studies
 Society for Animation Studies

ACTIVITIES AND COMMITTEES

KEIO UNIVERSITY

- 2024– Deputy Director, Keio Research Center for the Liberal Arts
 2023– Steering Committee for the Endowed Course 'Entertainment Business Management' (Akatsuki Inc.), Keio Research Center for the Liberal Arts
 2023– Principal Academic Advisor, Keio University International Center

2021–2024	Curriculum Committee, Faculty of Economics
2020–2022	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), School of Finance and Management
2016–2019	Tutor, Japan Year Abroad Exchange Programme, School of Finance and Management

THESES SUPERVISED/EXAMINED

PHD

2022	Artour Ivanovich Mitski, ‘Japanese Bangkok and Bangkok’s Japanese: The structures and practices of transnational belonging in a global city’ (Examiner), School of Languages, Cultures and Linguistics, SOAS University of London
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OTHERS

2022–2024	Consortium Member, Research Project on Promoting Japanese Food in the Overseas Market by Collaborating with Japanese Animation, Japan External Trade Organization
2021	Commentator, <i>Japanese Anime, Made In China</i> (NPR programme)
2017–2018	Location hunting coordinator (London), <i>Phantom in the Twilight</i> (Japan–China international co-production animation programme)
2015–	Founder and Chairman, Society for Japanese Animation Industries Studies
2014–	Global promotion representative, <i>VOCALOID Opera AOI with Bunraku Puppets</i> (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, <i>Japan Unlocked</i> (NHK World TV programme)