

Brown Bag Seminar

No. 065

Recorded data will be uploaded

Online
(Zoom)



2022 **9.14** (wed.) **12:10** - **12:50**

12:10-12:15

◆ Introduction

12:15-12:40

◆ Seminar
(Presentation)

12:40-12:50

◆ Q&A

Scan here for Registration

https://temdec-med-kyushu-u-ac-jp.zoom.us/webinar/register/WN_Vs3h41DZRcqlgXI65yy3w

Supported by Kyushu University, Q-AOS & TEMDEC

Yunus Social Business -As a Social Problem Solving Business

Chair: **Assoc. Prof. Fumihiko YOKOTA** (Research Promotion Coordinator of Q-AOS)

Professor Masaharu Okada

Yunus & Shiiki Social Business Research Center, Kyushu University



Do people engage in economic activities for the sole purpose of making money? Are good intentions and business completely incompatible?

Dr. Muhammad Yunus, who established 「the Grameen Bank」 to help the poor and was awarded the Nobel Peace Prize, pointed out that 「the greatest flaw in modern capitalist theory is that it misunderstands the nature of human beings.」 He states that human beings are both selfish and altruistic.

Economic theories built on only one aspect of human nature give rise to various social problems, such as disparities between rich and poor, environmental destruction, and the devastation of the mind. One of the solutions to these problems is a "social business company," a company whose management objective is to solve social problems. This is not an idealistic statement. It is a way of working that we should aim for at a time when the frayed edges of capitalism are becoming more noticeable.

Key Words

"Seven Principles of Social Business"

"Social Business"

"Social Problem Solving"

"Mumammad Yunus"

Born and growing up in Fukuoka City, after graduate Tokyo University, LLB, joining NTT where I spent 24 years mainly in charge of international project and legal/negotiation and investments as inhouse lawyer. Also, I spent two years in Seattle to attend to MBA program of University of Washington and eight years in New York where I had a foreign lawyer program at one of major law firm in US and worked at NTT America

In 2001, retiring NTT, I joined Kyushu University, teaching at the Law School, being General Counsel of Kyushu University. Since 2009, I have been in the project of Prof. Muhammad Yunus in the University, establishing "Yunus & Shiiki Social Business Research Center of the University in 2011.

In 2019, I have established Yunus Japan, being Representative Director

1985 MBA, University of Washington (Seattle, USA)

1993 Attorney at Law qualified in New York State.