

Masanao KAWAKAMI

PERSONAL DATA

Current Rank: Professor

Employer: University of Hyogo School of Economics and Management

EDUCATION

Doctor of Business Administration	April 1998 – March 2001
Kobe University of Commerce, Graduate School of Business Administration, Hyogo, Japan	
Master of Business Administration	April 1996 – March 1998
Kobe University of Commerce, Graduate School of Business Administration, Hyogo, Japan	
Bachelor of Business Administration	April 1992 – March 1996
Kobe University of Commerce, Department of International Commerce, Hyogo, Japan	

ACADEMIC EXPERIENCE

Professor, University of Hyogo School of Economics and Management, 2019 to present.

Professor, University of Hyogo School of Management, 2012 to 2019.

Associate Professor, University of Hyogo School of Management, 2008 to 2012.

Associate Professor, Fukushima University Faculty of Economics and Business Administration, 2001 to 2008.

Special Visiting Professor, Romania America University, 2026 to present

Special Visiting Professor, SOAS University of London, 2023 to 2025

Visiting Professor, Business Break Through University, 2016 to present

PROFESSIONAL ACTIVITIES

Morohashi Museum of Art, Director, 2025 to present
Japan Finance Association, Secretary, 2010 to 2012.
Layers Consulting Co., LTD, Member of Advisory Board, 2021 to 2024
Xebio Holdings Co., LTD, Member of Advisory Board, 2015 to present.
Cross Sport Marketing Co., LTD, Outside Director, 2012 to 2015.

PUBLICATIONS

Books

Kawakami, M. (2025). *Emotion-Based Business Model*. Tokyo: Toyo Keizai Inc.
Kawakami, M. (2021). *Profiting Strategy*. Tokyo: Toyo Keizai Inc.
Kawakami, M. (2019). *Recurring Revenue model in Digital age*. Tokyo: Toyo Keizai Inc.
Kawakami, M. (2017). *Monetization as Strategy*. Tokyo: Diamond, Inc.
Kawakami, M. (2016). *The Elements of Business Model Thinking*. Tokyo: Shoeisha, Inc.
Kawakami, M. (2015). *Making your Business Model Different*. Tokyo: Nikkei BP, Inc.
Kawakami, M. (2014). *The 9 Questions to Create Your Business Model*. Tokyo: Shoeisha, Inc.
Kawakami, M. (2014). *Business Model Thinking*. Tokyo: Diamond, Inc.
Kawakami, M. (2013). *Building Profit Models*. Tokyo: Kanki Publishing.
Kawakami, M. (2013). *A Framework for Generating Profit*. Tokyo: Kanki Publishing.
Kawakami, M. (2011). *Grand design for Business Model Generation*. Tokyo: Chuokeizai-sha.

HONORS AND AWARDS

Recipient, Academic Award, The Japanese Institute of Certified Public Accountants, 2013
Recipient, Academic Award, Consumer Co-operative Institute of Japan, 2004
Recipient, Academic Award, Osaka Prefecture, 1992