

Curriculum vitae, Professor-em. Rien T. Segers (Helmond, 22-10-1947)

- Professor emeritus of Japanese Business Culture University of Groningen
- Founder and Director Center for Japanese Studies, University of Groningen
- Research Professor, Clingendael Institute of International Relations, den Haag
- Consultant Asian Business Strategies
- Academic Advisor cooperation with Asian universities and research institutions

Recent positions

- Visiting Professor OTRI, Osaka University, Japan, Aug – Oct 2022
- Visiting Professor Asian Business Strategies, Financial University of Hebei, China, Sept – Oct 2018
- Professor (“lector”) International Asian Business Strategies
Hanze University of Applied Sciences, Groningen, the Netherlands, May 2013-
April 2018
- Visiting Professor Asian Studies
University of Maryland, Baltimore, USA, Jan – April 2013
- Professor of Japanese Business Culture
Faculties Economics, Business and Arts
University of Groningen, the Netherlands, Dec 1999 – Sept 2012
- Founding Director and Professor
Center for Japanese Studies
University of Groningen, the Netherlands, Dec 1999 – Sept 2012

Education and degrees

- Gymnasium (Deurne, Noord-Brabant, the Netherlands) Sept 1960 – June 1967
- **BA**: Dutch Language and Literature (University of Utrecht, the Neth) Sept 1968 –
June 1971
- **MA**: Comparative Cultural Studies (University of Utrecht, the Neth) Sept 1971 – May
1973, *cum laude*, the highest distinction
- Graduate study of psychology (Yale University, USA) Aug 1974- April 1976
- Postdoctoral research (University of Konstanz, Germany) 1978-1979
- **PhD** in Psychology and Comparative Cultural Studies (University of Utrecht, the Neth)
Dec 1978
- **Command of languages**
Active and passive: Afrikaans, Dutch, English, French, German, Japanese
passive: Afrikaans, Classic Greek, Italian, Latin, Portuguese, Swedish

Current focus points in research and teaching

- *International Management for East Asian Businesses*
How should Boards and top managers of East Asian business cope with the current rapidly changing global context for doing business? Which strategies should they use? Recent products of my research in this field are my books *Multinational Management* (New York, Springer, 2019 second ed.) and *Asia: Reshaping the Global Economic Landscape* (Maastricht, Shaker, 2013).
- *The Future Place of Japan and China in the New World Order*
There exists a widely shared believe that we are standing on the threshold of a new world order. The old hegemony, Europe (the EU) and the USA, seem to be getting weaker (at least on a relative basis), while East Asia is rising and might become the world's top region. The core question of this project is: what is the future place and function of Japan and China within this new global power framework? This project has produced a number of results e.g.: the book *A New Japan for the Twenty-First Century* (New York, London: Routledge, 2018 paperback); another more recent result

is my forthcoming book *The Long March of Xi. Eight Lessons about the China Threats* (Amsterdam: Balans, 2023) in Dutch.

Guest professorships and lectures

I was invited as a guest professor at Departments of Asian Studies, International Business and Comparative Cultural Studies of various institutions and universities in the world, where I have given numerous lectures.

Europe:

Martin Luther University, Halle, Germany; University of Tartu, Estonia; University of Konstanz, Germany

United States:

New York University, Stanford University; Princeton University; University of Maryland, Baltimore

Africa:

University of Cape Town; University of Johannesburg; University of Stellenbosch, all in South Africa

Australia and New Zealand:

University of Sydney (Aus); University of Otago (N.Z.)

Asia:

China: Fudan University; Tsinghua; Hebei Financial University

Japan: University of Tokyo; University of Nagoya; International Research Center for Japanese Studies Kyoto; Osaka University

South Korea: Korea National University, Seoul

- ▶ As a result from the above guest professorships in many cases joint research and/or teaching programs were initiated

Peer reviewed books and articles

Author and co-author of 16 books in Dutch, German and English. Translations have appeared in Bahasa Indonesia, Chinese, Korean, Croatian, Malay, Finnish, French, Italian and Japanese.

Most recent books:

2023

Rien T. Segers, *The Long March of Xi* (Amsterdam: Balans) to appear in August 2023; in Dutch, to be translated into English and Japanese

2019

Rien T. Segers (ed.), *Multinational Management. A Casebook on Asia's Global Market Leaders* (New York: Springer Int.; 2nd ed 2019) in English

2013a:

Rien T. Segers, *The Inevitable Rise of Asia. The New World Order.* (Assen: Van Gorcum) in Dutch

2013b:

Rien T. Segers and Trevor Stam, *Reshaping the Global Economic Landscape: Chinese, Indian, Japanese and South Korean Outward Foreign Direct Investment* (Aix-la-Chapelle: Shaker Publishers) in English

2009a:

Rien T. Segers, *Japan and the Unescapable Asianization of the World* (Amsterdam: Balans) in Dutch; Engl transl in prep.

2009b:

Rien T. Segers, *The Netherlands after the Crisis. Leadership in a New World* (Amsterdam: Balans 2009) in Dutch

2008/2018:

Rien T. Segers (ed.), *A New Japan for the 21st Century. An Inside View of Current Fundamental Changes and Problems* (London, New York: Routledge); 2018 paperback ed.

2007:

Rien T. Segers, G.A. Bekker and H. Zhang, *Energy in China. An Introduction to China and Its Contemporary Energy Situation* (Groningen, the Netherlands: Energy Delta/Castel International Publishers)

Peer reviewed articles

Author of some 120 articles in peer-reviewed journals in eleven languages; most of the lectures are processed in the books above.

Honorary Doctorate for H.E. Dr. Hisashi Owada

On the initiative of the Center for Japanese Studies the University of Groningen conferred an honorary doctorate on H.E. Dr. Hisashi Owada, father of the Empress of Japan, former ambassador of Japan to the U.N. and President of the International Court of Justice in the Hague, the Netherlands. Professor Segers acted as his honorary promotor/advisor and conferred the doctor's degree to Dr. Owada in 1995.

Two distinctions awarded by the Government and Emperor of Japan

In January 2014 the Ambassador of Japan to the Netherlands awarded Professor Segers with a distinction: the Commendation of the Government of Japan for his contributions concerning business and cultural relations between Japan and the Netherlands.

In February 2020 the Emperor of Japan H.M. Naruhito conferred upon Professor Segers the Order of the Rising Sun (Golden Rays with Neck Ribbon) for his leadership in the dissemination of knowledge about Japan in Europe.