

Curriculum Vitae

Yoko URYUHARA, MBA, Ph.D.

I. CONTACT

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II. PROFILE

Yoko Uryuhara, MBA, Ph.D. is an associate professor of the Faculty of Commerce at Doshisha University. She is also appointed as a director of Japan Organ Transplant Network, a member of Science Council of Japan. Her research fields are social marketing and organizational behaviour. She worked for global pharmaceutical companies (Novartis, Eli Lilly) for 20 years and has engaged in clinical development, strategic planning, marketing, public relations, healthcare policies, etc. She aims at creating the evidence which contributes to solution of a social problem from a diversified viewpoint taking advantage of the education of both social science (marketing, management) and natural science (medicine, pharmacy), and an experience in actual business.

III. PROFESSIONAL EXPERIENCE

Apr. 2014 – Present	Doshisha University, Faculty of commerce; Associate Professor Teaching on Organizational Behavior, Strategic Management Research on social marketing, social infrastructure of transplant medical care
Apr. 2014 – Present	Kyoto University, Graduate School of Medicine; Lecturer (part-time) Teaching on Strategic Management
Apr. 2013 –Mar. 2014	Kyoto University, Graduate School of Medicine; Assistant Professor Research on social infrastructure of transplant medical care
Apr. 2012 –Mar. 2013	Kyoto University, Graduate School of Pharmaceutical Sciences; Researcher Research on strategy of pharmaceutical industry Doshisha University, Graduate School of Policy and Management; lecturer (part-time) Teaching on Human Resource Management, Technology Ethics
Oct. 2009 –Mar. 2013	Medical Value Creation (Consulting in the medical field); President
Sep. 2007 – Sep. 2009	Eli Lilly K.K.; Director of public relation and public policy, corporate affairs
Apr. 2002 –Aug. 2007	Novartis Pharma K. K.; Senior brand manager
Oct. 2001 –Mar. 2002	Novartis A.G. (Basel); Global brand manager
Apr. 1989 –Sep. 2001	Novartis Pharma k. k.; Staff of R&D department, Product Manager

IV. EDUCATION

2011-2013 PhD **Osaka University, Graduate School of Medicine, Osaka, Japan**
Research field: social infrastructure of transplant medical care

2008-2011	PhD	Kobe University , Graduate School of Business Administration, Kobe, Japan PhD in management: A study on fostering professionalism – A case of transplant coordinators- Research field: “Human Resource Management in Medicine”, “Strategic management in pharmaceutical companies”
2006-2008	MBA	Kobe University , Graduate School of Business Administration, Kobe Japan
1985-1989	B.Sc.	Shizuoka University of Pharmacy , Shizuoka, Japan

V. PUBLICATIONS (publications related to social marketing)

- Yoko Uryuhara "Behavioural change regarding the declaration of intent to donate organs: The Case of Share Your Value Project", *Broadening Cultural Horizons in Social Marketing - Comparing Case Studies from Asia-Pacific*, Springer, *in press*
- Yoko Uryuhara "Creating a better society with behavioral science -Solving social issues through social marketing- ", Bunshindo, *in press* (in Japanese)
- Yoko Uryuhara (2020) "Exploring the mechanism of prosocial behavior", *The Doshisha business review*, 71(5), 251-278. (in Japanese)
- Yoko Uryuhara (2020) "Results of An International Comparative Study of Attitudes in and Declarations for Organ Donation, *The Doshisha business review*, 71(4), 33-72. (in Japanese)
- Yuri Osako & Yoko Uryuhara (2019) "Development of an attractive tool to lead high school students to express their will", *Journal of Japanese Society for Clinical Renal Transplantation*. 7(2), 242-249. (in Japanese)
- Yoko Uryuhara (2019) "Promotion of declaration of intent for organ donation. A joint effort with local governments. - Behaviour change by maximizing leaflet", *Proceedings of the 6th World social Marketing Conference at Edinburgh, Scotland*.
- Takashi Yagi & Yoko Uryuhara (2018) "The Mechanisms of Behavior Change and its Policy Implications", *The Journal of Behavioral Economics and Finance*, 12, 26-36. (in Japanese)
- Yoko Uryuhara (2018) "An Empirical Research on Knowledge Contributing to Changes in Attitudes and Behaviors", *The Doshisha business review*, 71(2), 327-357. (in Japanese)
- Yoko Uryuhara (2018) "Literature Review on High-involved Type Prosocial Behavior", *The Doshisha business review*, 71(1), 197-222. (in Japanese)
- Yoko Uryuhara (2018) "Behavioral Change Induced by Social Marketing", *The Doshisha business review* 70(3), 407-435. (in Japanese)
- Yoko Uryuhara (2018) "An Empirical Study of Stages-of-Change Model by Action Research Method: Focus on Declaration of Intent to Donate Organs or Not", *The Doshisha business review* 69(6), 1205-1230. (in Japanese)
- Yoko Uryuhara (2018) " Effectiveness of Stages-of-Change Model on Declaration of Intent for Organ Donation. " *Proceedings of the International Social Marketing Conference 2018, Singapore*, 180-196.
- Takahito Yokota & Yoko Uryuhara (2018) "Exploratory development of an attractive tool to measure effects of awareness raising activities", *Journal of Japanese Society for Clinical Renal Transplantation* 6(1), 42-47. (in Japanese)
- Yoko Uryuhara (2018) " Success Factors for Social Systems to Increase the Number of Organ Donations — From the Perspectives of Mechanisms and Organizational Behaviors—. " *International Journal of Clinical Medicine*, vol. 9, 59-70.
- Yoko Uryuhara (2015) "The impact of corporate social responsibility on doctors' prescription intention" *Journal of Legal, Ethical and Regulatory issues*, 18(1), 116-129.
- Tomoaki Shimada & Yoko Uryuhara, Hidehiko Yuzaki (2013) "A Case Study on New Public Management in Hiroshima Prefectural Government," *Kobe University Discussion Paper Series*, No.2013-21, 1-29.

- Yoko Uryuhara (2012) "Organizational Actions to Foster Coordinators' Professionalism to Improve Organ Donation Process," *Proceedings of the 72nd Academy of Management Annual Meeting*, Boston, USA, 1-32.