

# About GENKEN INSTITUTE

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## *GENKEN Institute of Management*

GENKEN Institute is one of the leading institutes that pioneered the Japanese management consulting business. Shigehiro Suzuki, a prominent figure among management consultants in Japan, left the Japan Management Association and established GENKEN Institute in 1965.

### <Management Consultancy>

Since then, GENKEN has enjoyed a top reputation by following the high ideals of its founder that creative management consulting contributes greatly to a society and successful business practices in industry. For about fifty years, GENKEN and its corporate clients have been overcoming the problems of business management with innovative solution and creating ways to achieve high ideals.

### <Think Tank Activities>

GENKEN organises and operates several research and study committees which include Japanese leading companies, journalists, writers and academics in order to discuss not only management and business issues but also social concerns.

GENKEN often conducts researches on not-for-profit basis in order to contribute to Japanese society by using Genken's unique expertise.

Among them are;

- Future prospects of the Soviet Union (1990)
- New aspects of Package Recycling in Germany(1993)
- How Bryansk struggled after the Chernobyl disaster. (2011)

\*Bryansk is the most radioactive area in Russia due to the Chernobyl disaster which occurred in 1986. Genken conducted this research in order to find social issues for policy-making to serve Fukushima.

This year, GENKEN launched a research project "How the 2012 London Olympics changed UK society" to help make a social proposal on "How the 2020 Tokyo Olympics can change Japanese society".

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