It has been more than 30 years since Dr. Daniel Holland, an Associate Professor in the Management Department in the Huntsman School of Business who teaches entrepreneurship and strategy, served in Japan as a voluntary representative of The Church of Jesus Christ of Latter-day Saints. He has always hoped to return to the culture and people he grew to love, so the Fulbright Program’s post detailing Japan’s government initiative to focus on entrepreneurship caught his eye. He feels honored to receive a prestigious Fulbright Scholarship to teach in Kyoto, Japan, for a portion of the 2017-2018 academic year.

Through the U.S. Department of Education, the Fulbright Program sends U.S. scholars to foreign countries to open communication and build relationships between the U.S. and these countries through scholarly exchange. Fulbright
Awards have been the prize of distinguished scholars since the beginning of the program in 1946. Recipients include 58 Nobel Laureates, 82 Pulitzer Prize winners, 31 MacArthur Fellows, and 16 Presidential Medal of Freedom recipients, among others.

“Historically, Japan is a culture focused on the collective and with a disciplined consideration of others first. The ideas of standing out versus blending into the community as well as striking out on one’s own are foreign,” says Holland. He will help students understand an American perspective on entrepreneurship and what drives it in the United States, including topics such as healthy risk taking, overcoming fear of failure, creativity versus innovation, and cultural and family expectations. Holland uses games to reinforce concepts because they’re low-risk and immediately understood by most students. “Students want to win the game but impose rules on themselves, so we’ll use games to explore teamwork, mergers, the importance of gathering data, and how we subconsciously make up rules to make us fall into line where maybe rules don’t need to exist. I want to encourage them to break down cognitive barriers and learn how to do things differently next time,” says Holland.

Dr. Holland will divide his time between two universities in Kyoto, teaching five classes in entrepreneurship and strategy with a U.S. perspective at Kyoto University of Foreign Studies and Doshisha University. Kyoto is an ancient capital of Japan and current cultural center of the country that contains many world heritage sites, and is often voted one of the best cities in the world to visit.