

Atrae's corporate culture featured in a case study at NUS Business School, and in Hitotsubashi Business Review

June 3rd, 2021

Atrae, Inc. (Headquarters: Tokyo, Japan; President & CEO: Yoshihide Arai; TSE First Section, Securities Code: 6194) has been featured in a case study at [NUS Business School's MBA program](#), and in [Hitotsubashi Business Review, Vol. 68 Autumn 2020 issue](#).



■ **Message from Yoshihide Arai, President & CEO of Atrae, Inc.**

We're proud and pleased to be featured in a case study at the NUS Business School MBA program, and in Hitotsubashi Business Review.

At Atrae, we have always strived to build an organization where motivated, driven members come together as a team to achieve our vision, just like a sports team. There aren't many companies like ours, so we've been improving ours through trial and error. Slowly but steadily, we've made progress towards achieving high levels of employee engagement and motivation, and we believe that such efforts led to NUS Business School and Hitotsubashi Business Review's

decisions to feature our company. We hope that these case studies become a catalyst for positive change in other organizations.

■ **Atrae's Philosophy and Organization**

Atrae's vision is to create a company that attracts people from all over the world. We put utmost importance on building an organization that we can always talk about to our loved ones with pride. As a result of such efforts, we were ranked No. 1 in the Japan Best Workplaces 2019 ranking (25-99 employees category), and No. 5 in the Asia's Best Workplaces 2019 ranking (small and medium category), conducted by the Great Place to Work® Institute.

■ **About NUS Business School**

The National University of Singapore (NUS) was founded in 1905. It has a history of more than a century, and is one of Asia's top-ranked institutions in various global university rankings. NUS Business School, which offers the MBA program, was established in 1955, and has maintained the highest rank among Asian MBA programs in the global MBA ranking. Their MBA is an innovative 17-month program that combines western business knowledge with Asian expertise, preparing students to become business leaders in Asia.

NUS MBA Rankings

- QS World University Rankings 2021: 1st in Asia
- QS Global MBA Rankings 2021: 3rd in Asia
- Financial Times Global MBA Rankings 2021: 14th worldwide
- QS Global MBA rankings 2021: 28th worldwide

Purchase here: <https://www.iveycases.com/ProductView.aspx?id=114915>

Atrae: Human Resources with Humanity

Joel Goh, Shoichi Sakatani, Nami Nishimura

■ **About Hitotsubashi Business Review**

Hitotsubashi Business Review is a quarterly journal (issued in March, June, September, and December) edited by the Hitotsubashi University Institute of Innovation Research and published by Toyo Keizai Inc. Since its renewal in Septe

mber 2000, it has become a reputable journal on management that links the theory of business administration with the frontlines of business.

Contributors are invited not only from top business scholars at Hitotsubashi University, but also from other universities, government offices, and the industrial world. Its content is beneficial to researchers and students of business administration studies as well as business people and executives.

Purchase here: <https://www.iir.hit-u.ac.jp/en/2020/09/18/br68-2-2020/>

Atrae: The Role of Internal Branding in the Holacracy Management

Satoko Suzuki, Associate Professor at the Hitotsubashi University Business School of International Corporate Strategy

■ Company Profile

Company name: Atrae, Inc. (TSE First Section, Securities Code: 6194)

Location: 8th floor, Joule A, 1-10-10 Azabujuban, Minato-ku, Tokyo, Japan

President & CEO: Yoshihide Arai

Website: <https://atrae.co.jp/en/>

Business area: *People Tech (Services: Green, wevox, Yenta, inow)

* People Tech is a term coined by Atrae to describe the company's philosophy of expanding people's possibilities through technology.

■ Links to Atrae's Services

Green: <https://www.green-japan.com>

wevox: <https://get.wevox.io/>

Yenta: <https://page.yenta-app.com/jp>

inow: <https://get.inow.jp/>

■ Contact Information

PR inquiries: pr@atrae.co.jp

Recruiting information: <https://speakerdeck.com/atrae/join-us>