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Ofra Goldstein-Gidoni, PhD

Head, the Zvi Yavetz School of Historical Studies
Department of Sociology and Anthropology &
Department of East Asian Studies Tel Aviv University,
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CURRICULUM VITAE

EDUCATION

- 1983- 1986 Tel-Aviv University (Sociology and Anthropology and Theater Arts) B.A
- 1984-1988 Tel-Aviv University (Sociology and Anthropology)
M.A.(MAGNA CUM LAUDE)
- 1990-1993 University of London (SOAS) (U.K) (Anthropology and Sociology)
Ph.D.

Thesis: "The Movement for Transformation of Self: An Anthropological Analysis of Language, Ideology and Symbols in Organization for Behavior Shaping"

(Supervisors: Professor Haim Hazan and Professor Yonathan Shapiro)

Dissertation: "Packaged Weddings, Packaged Brides: The Japanese Ceremonial Occasions Industry"

(Supervisors: Professor Brian Moeran and Professor Nancy Lindisfarne)

ACADEMIC AND PROFESSIONAL EXPERIENCE

- 1984-85 Research Assistant, Department of Sociology and Anthropology, Tel-Aviv University
- 1986-88 Instructor, Department of Sociology and Anthropology, Tel Aviv University
- 1987-88 Tutor, Sociology, The Open University.
- 1989-91 Research Fellow, Department of Anthropology, Osaka University, Japan
- 1990-91 Doctoral Research Fellow, Department of Anthropology, Osaka University
- 1993-94 Adjunct Lecturer, Department of Labor studies, Tel-Aviv University
- 1993-94 Adjunct Lecturer, Department of East Asian Studies, The Hebrew University
- 1993-95 Post-Doctoral Research Fellow, the Truman Institute, The Hebrew University, Jerusalem (supervisor Prof. Eyal Ben-Ari)
- 1994-5 Post-Doctoral Research Fellow, Department of Sociology and Anthropology, Tel Aviv University (supervisor Prof. Haim Hazan)
- 1995-2002 Lecturer (Assistant Professor), Departments of Sociology and Anthropology and East Asian Studies, Tel Aviv University
- 2002-2012 Senior Lecturer & Tenure, Departments of Sociology and Anthropology &

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2003-2007	East Asian Studies, Tel Aviv University
2006	Editorial Board Member, <i>Israeli Sociology</i>
2005-2006	Visiting Scholar, Center for Japanese Studies University of Michigan
2012	Toyota Visiting Professor, Center for Japanese Studies, University of Michigan
2010-2013	Visiting Scholar, German Institute of Japanese Studies (DIJ) Tokyo
2012-	Chair , Department of Sociology and Anthropology Associate Professor, Departments of Sociology and Anthropology and East Asian Studies, Tel Aviv University
2014-2018	(Co)Chair, Yad Hanadiv Rothschild Grant for Asian Studies (Department of East Asian Studies
2018	Visiting Professor Sophia University, Tokyo
2019-2024	Chair , PhD Departmental Committee (Sociology and Anthropology)
2017-	Regional Champion , Editorial Board member, <i>Social Science Japan Journal</i> , Oxford University Press
2021-	Secretary General , JAWS (Japan Anthropology Workshop)
2023-	Head , The Zvi Yavetz School of Historical Studies

FELLOWSHIPS, GRANTS AND AWARDS

1988-1991	Japanese Government (Monbusho) Scholarship (Osaka University), (Studies and research in Japan)
1991	Japan Foundation Award (University of London, SOAS)
1992-1993	Sanwa Bank Foundation Grant (University of London, SOAS),(Write-up funds, doctoral dissertation)
1993-1994	The Truman Institute (The Hebrew University), Post-Doctoral Grant
1994-1995	The Israeli Council for Higher Education (Tel Aviv University), Post- Doctoral Grant
1999-2001	Research Grant, Israel Science Foundation (ISF, PI), “Falling in Love with a Total Stranger: Producers of Images of Japan in Israel” (\$ 30,000 annually for 3 years).
2002-2005	Research Grant, Israel Science Foundation (ISF, CO), “Incorporating ‘Eastern Spirituality’ Practices in Israeli Mainstream Setting: A Case Study in Cultural Appropriation” (\$ 40,000 annully 3 years, personal budget).
2003	Japan Foundation Fellowship Grant (Sophia University, Tokyo PI), “Changing Gender Roles in Contemporary Japan: Home, Motherhood and Work”
2005	Research Grant, Institute of Social Research (Tel Aviv University), (Japanese housewives) (15,000IS)
2005-2006	Toyota Visiting Professorship , (Center for Japanese Studies, University of Michigan 75000\$)
2007	Research Grant, Institute of Social Research (Tel Aviv University), (New Roles for Japanese women) (5,000IS)
2008	Center for Japanese Studies, University of Michigan, Travel Grant, (\$ 700)
2009	Research Grant, Institute of Social Research (Tel Aviv University) “New Orientation of Housewives”: Gender Roles in Japan of the 2000s 15,000IS)
2010	Tel Aviv University Internal Grant “Gender Roles and Women’s Cultural Images in Japan Today: A Critical Analysis of the Function and Impact of

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- the 'State' and its Agencies." (19,000IS)
- 2011 The Berg Encyclopedia of World Dress and Fashion (Goldstein-Gidoni 2010 "Bridal Dress in Japan") won the prestigious Dartmouth Medal - the most important award for Major Reference
- 2014-2017 Research Grant, Israel Science Foundation, **(ISF, PI)** "Ikumen: New Fatherhood in Japan," (\$ 30,000 annually for 3 years)
- 2019 Research Award, Faculty of Social Sciences, Tel Aviv University
- 2019-2022 Research Grant, Israel Science Foundation **(ISF, PI)**, "Work-Life Balance and the Japanese Family: Discourse and Practice," (125000IS annually for 3 years)
- 2019 Publication Award, Faculty of Social Sciences, Tel Aviv University
- 2020 Publication Award, Faculty of Social Sciences, Tel Aviv University

PUBLICATIONS

BOOKS & MONOGRAPHS

Goldstein-Gidoni, Ofra. *Packaged Japaneseness: Weddings, Business and Brides*. London and Honolulu: Curzon Press and Hawaii University Press. 1997. (195 pp.).

Goldstein-Gidoni, Ofra. *Housewives of Japan: An Ethnography of Real Lives and Consumerized Domesticity*. New York: Palgrave Macmillan (1st and 2nd edition, hardcover, paperback), 2012 (2015) (273 pp.)

Goldstein-Gidoni, Ofra. Forthcoming. Russian translation of *Housewives of Japan: An Ethnography of Real Lives and Consumerized Domesticity*. Boston: Academic Studies Press

REFEREED ARTICLES

Goldstein-Gidoni, Ofra, Forthcoming. "The COVID-19 Crisis as a Double-Edged Revealer: Japanese Employees' Hope for Change in Corporate Warrior Culture and the Gendered Impediments to Such Change." *Social Science Japan Journal* (accepted for publication).

Goldstein-Gidoni, Ofra. 2022. "We are not Ikumen, We are Self-Reliant Househusbands: Crafting a Stay-At-Home-Father Identity in Japan." *Current Anthropology* 63(5): 541-569.

Zaidman, Nurit and Ofra Goldstein-Gidoni. 2021. "The translation of selfspirituality into organizations." *Social Compass*, 68(1): 130-147.

Goldstein-Gidoni, Ofra. 2020. "Working Fathers in Japan: Leading a Change in Gender Relations?" *Gender, Work and Organizations* 27 (3) 362-378.

Goldstein-Gidoni, Ofra. 2019. "The Japanese Corporate Family: The Gender Contract in Changing Society," *Journal of Family Issues* 40 (7): 835-864.

Goldstein-Gidoni, Ofra. 2017. "The Joy of Normal Living as the Promise of Happiness to Japanese Women and their Families," *Asian Studies Review* 41(2): 281-298.

Goldstein-Gidoni, Ofra and Mariko Ishikawa. 2017. "2000 jidai no Royal Heights wa Tsumatachi no Okoku nanoka?" (2000s Royal Heights: Housewives' Kingdom, Is It?). *Kikan Minzokugaku (Ethnology Quarterly)*, 161: 21-26 (In Japanese).

Ofra Goldstein-Gidoni, PhD

Klamperer, Ayala and Ofra Goldstein-Gidoni. 2012. "Socialist Egalitarian Feminism in Early Postwar Japan: Yamakawa Kikue and the 'Democratization of Japan'" *U.S.-Japan Women's Journal* 42: 3-30.

Zaidman, Nurit and Ofra Goldstein-Gidoni. 2011. "Spirituality as a discarded form of Organizational Wisdom: Field based Analysis." *Group and Organization Management* 36 (5): 630-653

Daliot-Bul, Michal and Ofra Goldstein-Gidoni. 2010. "On Cultural Otherness in the Era of Globalization 3.0: Israeli Fans of Japanese Popular Culture and 'Japan'." *Encounters* 3 (fall).

Zaidman, Nurit, Ofra Goldstein-Gidoni and Iris Nehemia. 2009. "From temples to organizations: The Introduction and Packaging of Spirituality" *Organization* 16(4): 597-621.

Goldstein-Gidoni, Ofra. 2005. "The Production and Consumption of 'Japanese Culture' in the Global Cultural Market." *Journal of Consumer Culture* 5(2): 155-179.

Goldstein-Gidoni, Ofra. 2003. "'Yapan Ze Kan': Yapan Kealternativa Tarbutit Beisrael Shel Shenot Haalpaim" ('Japan is Here': Japan as a Cultural Alternative in Israel of the 2000s.) *Israeli Sociology* 5(1): 193-218, (In Hebrew).

Goldstein-Gidoni, Ofra. 2003. "Producers of 'Japan' in Israel: Cultural Appropriation in a NonColonial Context." *Ethnos* 65(3): 365-390.

Goldstein-Gidoni, Ofra and Daliot-Bul, Michal. 2002. "'Shall We Dansu': Dancing with the West in Contemporary Japan," *Japan Forum* Vol. 14 (1): 63-75.

Goldstein-Gidoni, Ofra. 2001. "Hybridity and Distinction in Japanese Contemporary Commercial Weddings," *Social Science Japan Journal*, 4(1): 21-38.

Goldstein-Gidoni, Ofra. 2001. "The Making and Marking of the 'Japanese' and the 'Western' in Japanese Contemporary Material Culture," *Journal of Material Culture*, 6(1): 67-90

Goldstein-Gidoni, Ofra. 2000. "The Production of Tradition and Culture in the Japanese Wedding Enterprise," *Ethnos*, 65(1): 33-55.

Goldstein-Gidoni, Ofra. 1999. Hakimono: Beniyat Zehut Migdarit Beyapan Hamodernit" (The Kimono: Constructing gendered Identity in Modern Japan), *Historia*, 3: 123-146, (In Hebrew).

Goldstein-Gidoni, Ofra. 1999. "Kimono and the Construction of Gendered and Cultural Identities," *Ethnology*, 38 (4): 351-370.

CHAPTERS IN BOOKS

Goldstein-Gidoni, Ofra. 2018. "Consuming Domesticity in Post-Bubble Japan," Katarzyna J. Cwiertka (ed.), *Consuming Post-bubble Japan*, Amsterdam: Amsterdam University Press, pp. 107-129.

Goldstein-Gidoni, Ofra. 2017. "Being Happy as a Woman: The Promise of Happiness for Middle Class Housewives in Japan," Holthus, Barbara and Wolfram Manzenreiter (eds), *Life Course, Happiness and Well-being in Japan*, London: Routledge, pp. 97-115.

Ofra Goldstein-Gidoni, PhD

Goldstein-Gidoni, Ofra. 2010. "Bridal Dress in Japan" in Joanne B. Eicher (ed.), *Berg Encyclopedia of World Dress and Fashion*, Vol. 6. Oxford and New York: Berg

Goldstein-Gidoni, Ofra. 2005. "Fashioning Cultural Identity: Body and Dress in Japan," 153-166, in Jennifer Robertson (ed.), *A Companion to the Anthropology of Japan*, Malden, MA and Oxford, UK: Blackwell

OTHER PUBLICATIONS

Goldstein-Gidoni, Ofra. 2022. Reply: The Question of "Undoing Gender" (Reply to Commentary of ten leading scholars) *Current Anthropology*. 63 (5), 2022 (564-567).

Goldstein-Gidoni, Ofra. 2019 "Fieldwork in the Third Space: Thoughts on E-conversation as a Reflexive Ethnographic Tool" in *Wohin geht die Reise? (Where Does the Journey go to?)*, herausgegeben von Sabine Eggmann, in Susanna Kolbe und Justin Winkler (eds.). Basel: Akroama, (pp. 117-128). <http://www.geruchderzeit.org>

Book Reviews:

Goldstein-Gidoni, Ofra. 2024. Book Review: "Social Change in Japan, 1989–2019: Social Status, Social Consciousness, Attitudes and Values ed. by Carola Hommerich, Naoki Sudo, and Toru Kikkawa (eds.) *The Journal of Japanese Studies*, 50 (1), Winter 2024: 251-256.

Goldstein-Gidoni, Ofra. 2017. Book Review: "Economic Citizenship: Neoliberal Paradox of Empowerment" by Amalia Sa'ar. *Israeli Sociology* 19 (2):201-203 (in Hebrew).

Goldstein-Gidoni, Ofra. 2014. Book Review: "Coffee Life in Japan" by Merry White. *Journal of Japanese Studies* 40(2): 549-553.

Goldstein-Gidoni, Ofra. 2014. Book Review: "Dilemmas of Adulthood: Japanese Women and the Nuances of Long-Term Resistance" by Nancy Rosenberger. *Women's Studies International Forum* 47(A): 183-184.

Goldstein-Gidoni, Ofra. 2009. Book Review: "I'm Married to Your Company! 5 Everyday Voices of Japanese Women" by Masako Itoh. *Social Science Japan Journal* 12(1): 162-165.

Goldstein-Gidoni, Ofra. 2007. Book Review: "Beauty Up: Exploring Contemporary Japanese Body Aesthetics" by Laura Miller. *American Ethnologist* 34(2): 2031-2033.

Goldstein-Gidoni, Ofra. 1993. Book Review: "Japanese Sense of Self" by Nancy R. Rosenberger (ed.), (Cambridge: Cambridge University Press, 1992), *Ethnic and Racial Studies* 16(4): 754-755.

ACTIVE PARTICIPTION IN SCIENTIFIC MEETINGS (SELECTED)

- 2005 “Professional Housewives: Ethnographic Encounters in and with Japan.” Presented at the 104th Annual Meeting of the American Anthropological Association, Washington D.C. USA.
- 2007 “Charisma Housewives and Fashionable Mothers: Symbols of Ideological Change in Contemporary Japan?” Presented at the AJJ meeting, Tokyo
- 2007 Housewifery and Materiality: Domesticating Charisma in Japan today. Paper presented at the JAWS Meeting, Oslo.
- 2008 “Guarding the House (*ie o mamuru*): Men as Breadwinners and Women as Housewives in Japan Today.” Presented (in Hebrew) at the IAA Annual Meeting , University of Haifa.
- 2011 “Elegant Cooking: Desserts Queens and Charisma Housewives as Epitomes for the 'New Housewife' in Contemporary Japan.” Presented at the 10th Annual Conference of Asian studies in Israel, The Hebrew Universty.
- 2012 (with Daliot-Bul, M.) “Cultural Otherness in the Era of Globalization 3.0: The New Israeli Cosmopolitans and Japan.” Presented at the International Symposium on Sixty Years of Diplomatic Relations: Japan and Israel: Regional, Bilateral, and Cultural Perspectives
- 2012 “Lifestyle Migration, Urbanite Farming in rural areas and Alternative Approaches to the Countryside: Case studies from Japan and beyond.” Panel chair and organizer. The 11th Annual Conference of Asian studies in Israel, Tel Aviv University.
- 2013 “Space, Place and Boundary in Fieldwork: E-conversation as a Reflexive Ethnographic Tool.” The Annual Meeting of the Israeli Anthropological Assoiation. Jerusalem
- 2015 “*Ikumen*: ‘New Fathers’ and the Corporate Gender Contract in Postbubble Japan.” Presented at the JAWS conference, Istanbul
- 2016 “Dislocating Hegemonic Gender Constructs in Contemporary Japan: The Corporate Gender Contract in Light of the ‘New Father’”. Endangered Bodies: Asian Fromations, International Conference, Tel Aviv University (conference organizer)
- 2017 “From *Ikumen* to *Ikuboss*: Family-Company Relationship in Post-Bubble Japan.” The 3Rd Biennale IAJS Conference: The Hesei Era in Retrospect, Univeristy of Haifa.
- 2019 “Undoing Gender? ‘Working Fathers’ and ‘Working Househusbands’ in Japan.” New Frontiers in Gender Studies, Interbational Workshop, Tel Aviv University.
- 2019 “Househusbands and Breadwinning Mothers in Times of Transformation: Empirical Perspective for the Potentiality of Undoing Gender in Japan,” accepted for presentation, June 2019, Gender, Work & Organization 11th Biennial International Interdisciplinary Conference, June 2020.

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- 2021 "Covid-19 and the Japanese Organizational Culture: Crisis as a Turning Point" The Annual Meeting of the Israteli Sociological Association (online)
- 2021 "Can Organizations Undo Gender? - Covid-19 as a Wake-up Call for the Japanese Gendered Organizational Culture" Gender, Work & Organization 11th Biennial International Interdisciplinary Conferencenc Transforming Contexts, Transforming Selves: Gender in New Times, University Of Kent (online)
- 2022 "Collaborative Ethnography in the Digital Age: The Virtual space as a Reflexive Dialogical Space"; "Reproductive Ethics Amidst Transitions in the Political Ecology of Reproduction", International Panel Discussant, The Annual Meeting of the Israeli Anthropological Assoiation, The Max Stern Yezreel Valley College (June)
- 2022 **Chair of the Annual Meeting**, presented: "COVID-19, Flexible Working and Ideal Worker Culture in Japan: Discourse and Practice" Japan Anthrpology Workshop (JAWS), Barcelona (July)

SELECTED INVITED TALKS

- 2006 "From *senkyō shufu* to *karisuma shufu*: Continuity and Change in the Lives of Japanese Housewives." Center for Japanese Studies, University of Michigan, USA.
- 2012 Roundtable: Success and Failure of Social Protest: A Cross-Cultural Perspective, Moderator and discussant. The 11th Annual Conference of Asian studies in Israel, Tel Aviv University.
- 2012 "Housewives and *Sararīman* in Postbubble Japan: Are we facing a New Gender Contract?" DIJ Social Science and DIJ History & Humanities Joint Study Group, DIJ (German Institute of Japanese Studies), Tokyo.
- 2013 "Housewives and *Sararīman* in Postbubble Japan: Are we facing a New Gender Contract?" Noon Lecture Series, Center for Japanese Studies, University of Michigan.
- 2014 "'Being happy as a woman': The Meaning and Implications of Being Happy among Japanese Housewives in Post-Bubble Japan, presented at the International Conference Deciphering the social DNA of Happiness: Life course perspectives from Japan, University of Vienna.
- 2014 "Housewives, Salaryman and *Ikumen* in Post-Bubble Japan: A changing Gender Contract?," invited by the Japanese government, presented at the Japanese Embassy, Tel Aviv.
- 2016 "Professional Housewives, Salaryman and *Ikumen* in Contemporary Japan: Are We facing a New Gender Contract?," Modern Japanese Studies Program (MJSP), Hokkaido University, Sapporo, Japan.
- 2017 "From *Ikumen* to *Ikuboss*: Family-Company Relationship in Post-Bubble Japan," Institute of Comparative Culture, Sophia University, Tokyo, Lecture Series.

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- 2018 "Pioneers of Gender Change?: New Japanese Fathers between Home and Work" Inalco, Paris.
- 2018 The West in Japanese Imagination / Japan in Western Imagination: **150 Years to the Meiji Restoration**, Round Table: From Meiji to Heisei: Japan in the Post-Modern World, International Meeting, Tel Aviv University
- 2021 "A Decade to the Great East Japan Disaster", online (March 11).
- 2022 "Househusbands and Breadwinning Mothers: (Un)doing, Displaying and Challenging Gender in Japan," Graduate School of Asian and Pacific Studies, Waseda University, Tokyo (October 4)
- 2022 "Househusbands and Breadwinning Mothers: (Un)doing, Displaying and Challenging Gender in Japan," Faculty of Cultural Studies, Ludwig-Maximilian University of Munich (LUM), Keynote speaker (October 19).

UNIVERSITY AND EXTERNAL COMMITTEES

Faculty of Social Sciences, Sociology and Anthropology: Faculty representative, Board of Governors; Faculty representative, Tel Aviv University PhD Committee, 2018- 2021; The Yonathan Shapiro Foundation (2003-2005, chair 2004-5, chair 2007-2010), The Institute of Social Research (management member 2002-2005, 2010 – chair of board), The Horvitz Institute of Research (management member 2003-2010, 2010 - chair), Polak Grants committee (2006-2010), MA advisor (2008-2009); Department Chair, 2010-2013; Chair, Departmental PhD Committee, 2019- , ISF (Israeli Science Foundation) Committees.

Faculty of Humanities and East Asian Studies: The Thomas Arthur Arnold Fund for Excellence in Historical Research Committee member (2020-); Faculty representative, Tel Aviv University PhD Committee 2016-2017; Faculty (associate professors) representative, TAU Senate 2019- Steering Committee (1995-1999, chair), Pedagogical Committee (2000-2005, 2006-7, 2002-4 chair), The Shoul N. Eisenberg Chair for East Asian Affairs Pedagogical committee (2000-2005, 2007-); (Co) Chair, Yad Handiv Rotchild Grant for Asian Studies, 2014-2018

Israeli Anthropological Association: (committee member 1996-2003, 2007-2010), organization of annual conferences

East Asian Studies in Israel (annual meetings organizer 2002-2005, 2008 chair).

Reviewer For: Asian Anthropology, Current Anthropology, American Ethnologist, Social Anthropology, Ethnology, Journal of Consumer Culture, Gender & Society, Journal of Family Issues, Ethnic and Racial Studies, Theory and Society, Japanese Studies, Journal of Japanese Studies, Japan Forum, International Journal of Social Welfare; Social Science Japan Journal, Israeli Sociology (Hebrew), Theory and Criticism (Hebrew), Megamot (Hebrew); Callifornia University Press; Cornell University Press (book ms).

Reviewer for grants, member or head of grant committee: The Israel Science Foundation (ISF); Fullbright Post-doc Fellowship; Rotenshtreich PhD Excellence Grant Committee, Vatata

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Editorial Board: Israeli Sociology (2003-2007); Social Science Japan Journal (SSJJ), Regional Champion, (2017-).