

“Ka-Ki-Ku-ke-Ko” Businesses will Save Local Regions

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Economic Growth

- OECD 1.68% twice in 2050
- Non-OECD 2.47% five times in
2050
- 185 countries will become middle class
countries among 204 countries and
regions

- 20th century world economic regime
polarization : few developed countries
and many developing countries
- 21st century world economic regime
a large number of middle class countries
competing each other to transform
toward developed countries

Business Model

- Middle income population of developing countries will be 1.2 billion by 2030. Larger than the total population of US, EU, and Japan
- Model a: one-size-fits-all standard
- Model b: one-finds-own-size standard

Architecture

- Modular form architecture
- Because the module that is part of each has features a self-contained, but also formed a product gather a posteriori the parts that had been designed separately in advance, it is a product worthy as a whole.
- integral architecture
- The delicate balance between the parts as a result of a number of inter-granular design parameters were adjusted to provide the product as a total system.

Two-sided markets

markets where platforms enable interactions between end-users, and try to get the two (or multiple) sides “on board” by appropriately pricing each side (Rochet and Tirole, 2003)

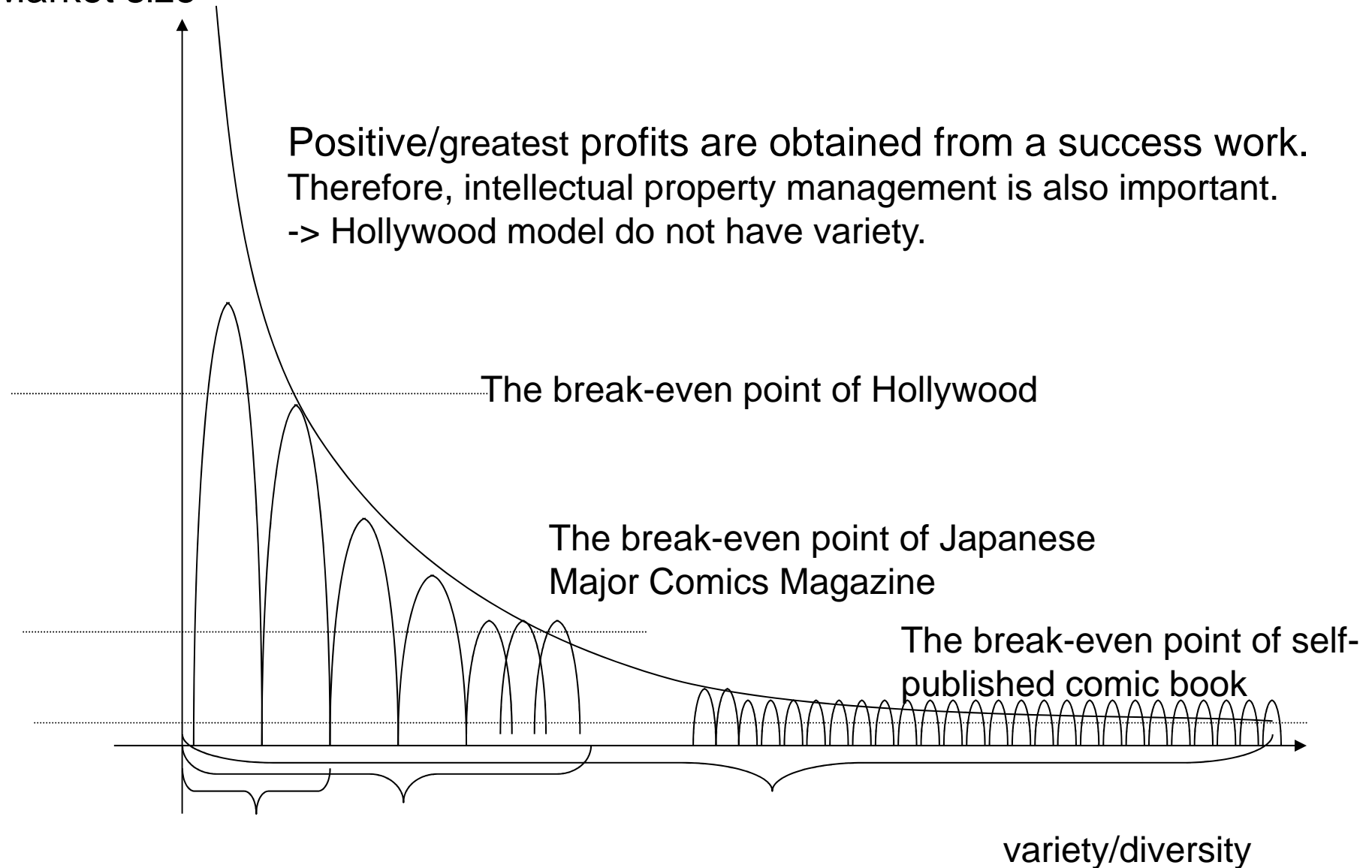
- System competition (Silicon Valley/Hollywood model)
 - Self-destruction process of markets
 - Standardization (dialog innovation)
- Dialectic innovative markets (Moe model)
 - many creators, deep specialization
 - small-sized markets

Advanced Long tail model

Contents markets

Market size

Positive/greatest profits are obtained from a success work.
Therefore, intellectual property management is also important.
-> Hollywood model do not have variety.



Creative class (by R.Florida)

Talent

technology

tolerance

Moe means "a rarefied pseudo-love for certain fictional characters (in anime, manga, and the like) and their related embodiments."

Silicon valley/Hollywood model

–tolerance for getting new talents

Moe model

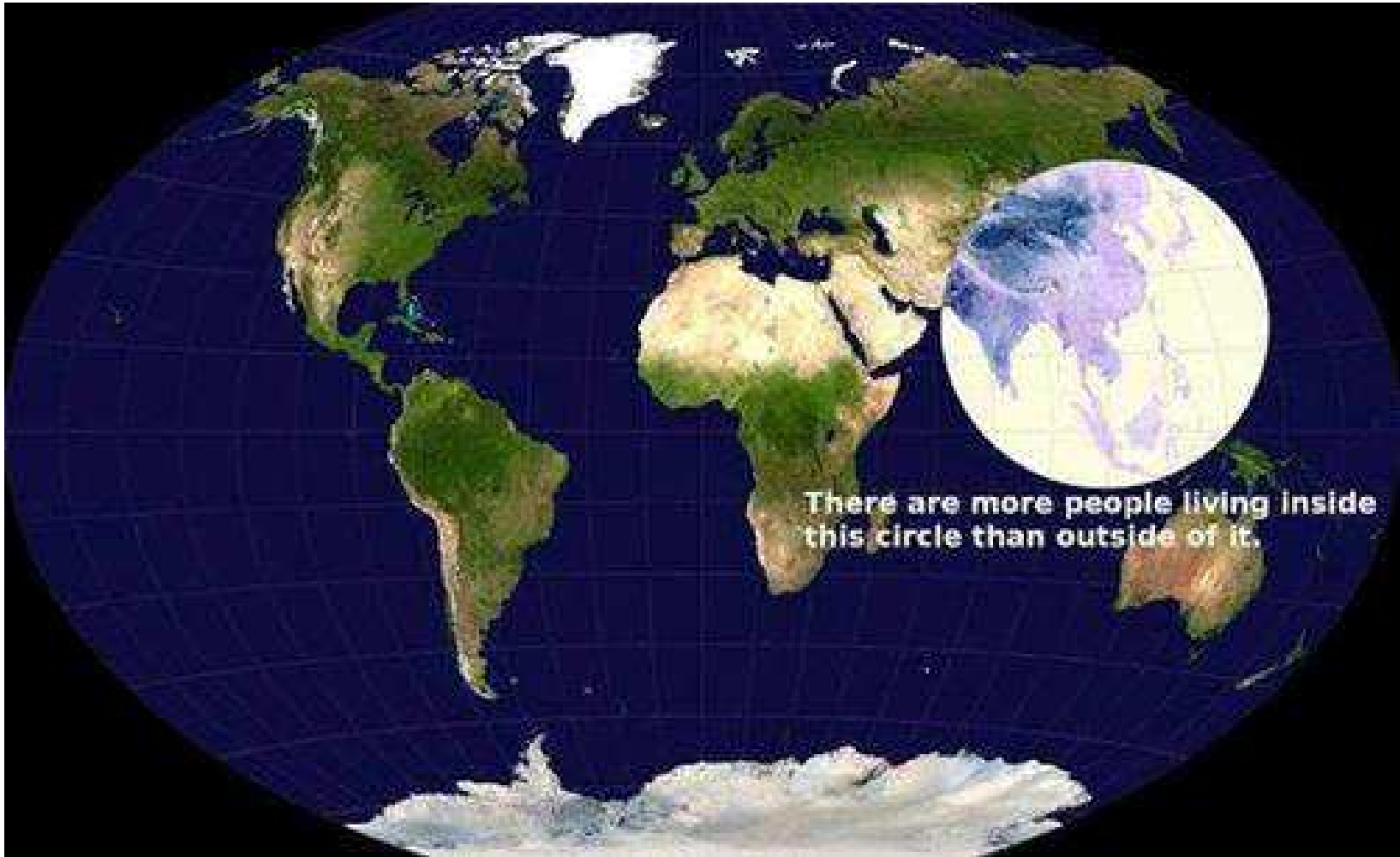
- tolerance for getting reputation

copy-tolerant models (open, quick evolution)





- Ka Kankou sightseeing
- Ki Kyouiku education
- Ku Kurashi life
- Ke Kenkou health
- Ko Komyunike-syon communications



Context orientation by countries

Low context communications
(explicit expressions)

High context communications
(tacit expressions)



Switzerland

Germany

Sweden

USA

France

UK

Greece

Arab

China

Japan



【IKEA】
Standardization
Of products



【Sushi】
Tacit interactions
between suppliers
And customers

見渡せば花も紅葉もなかりけり、浦の苫屋の空の夕暮れ
(藤原定家:1162-1241)

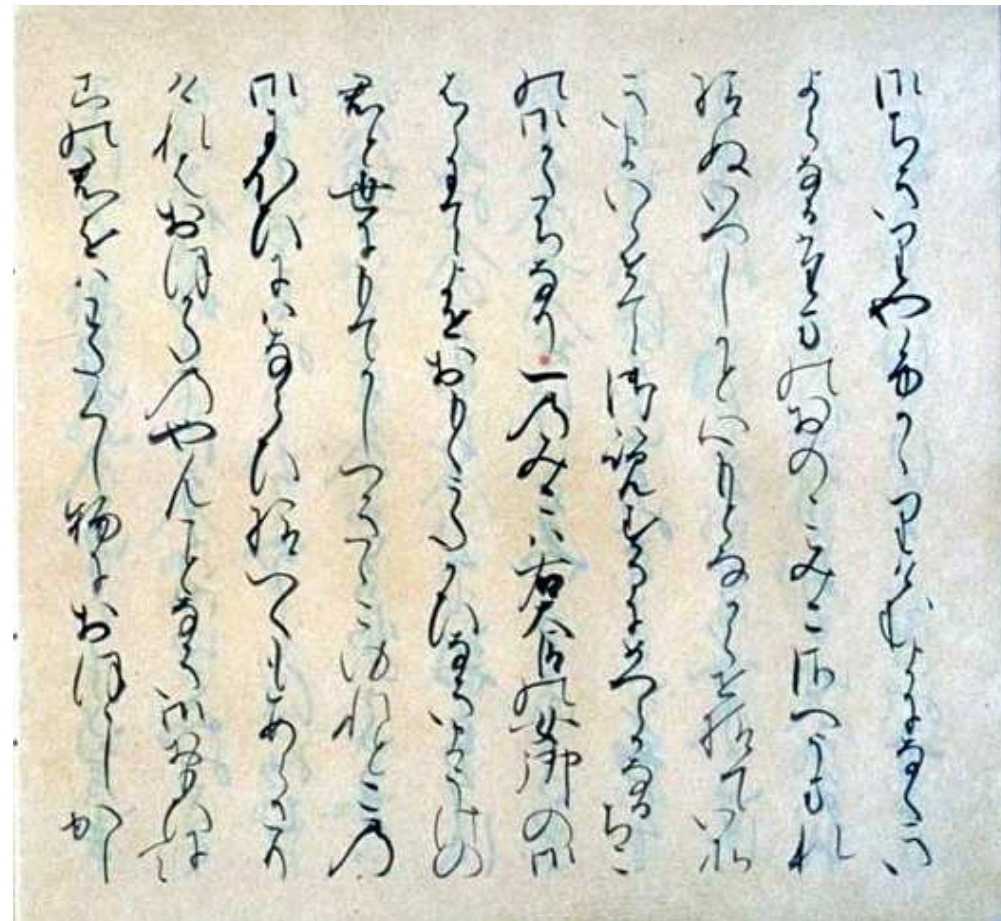
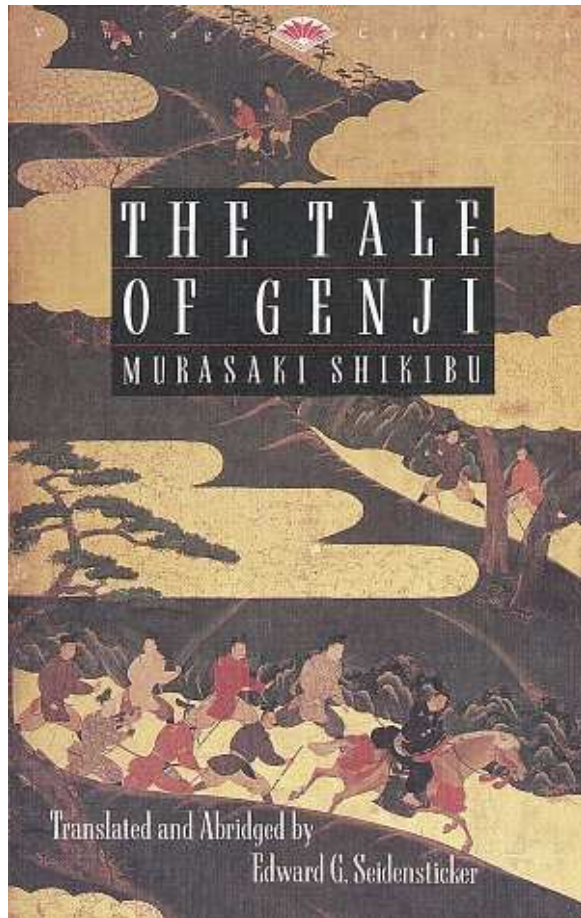
no spring blooms
no autumn leaves
when I look around
only a shack on the cove
in the twilight of one autumn day







The Tale of Genji (1021 before)

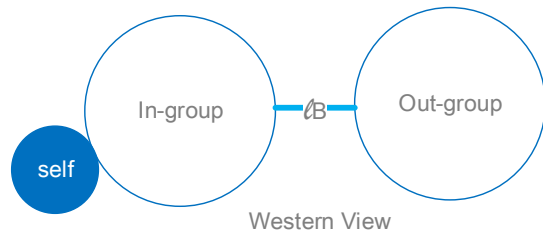
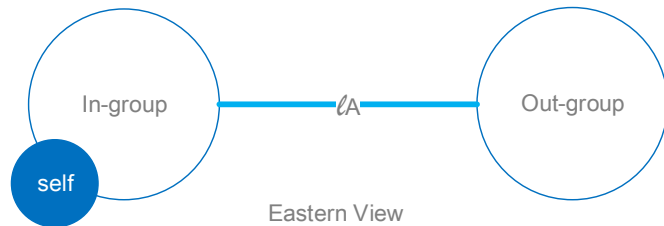


On-stage language

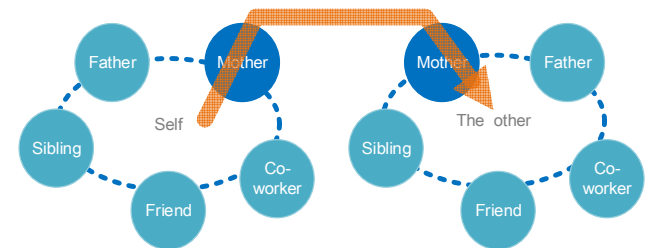
- Where did you go last night?
- Why didn't you attend the party last night?

Different views on self and others

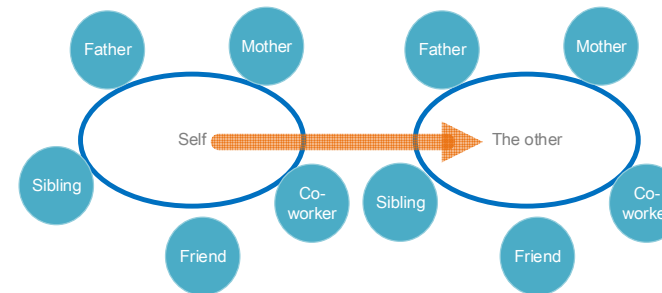
(Nisbette 2003, Markus and Kitayama, 1999)



$\ell_A > \ell_B$



Eastern View towards others



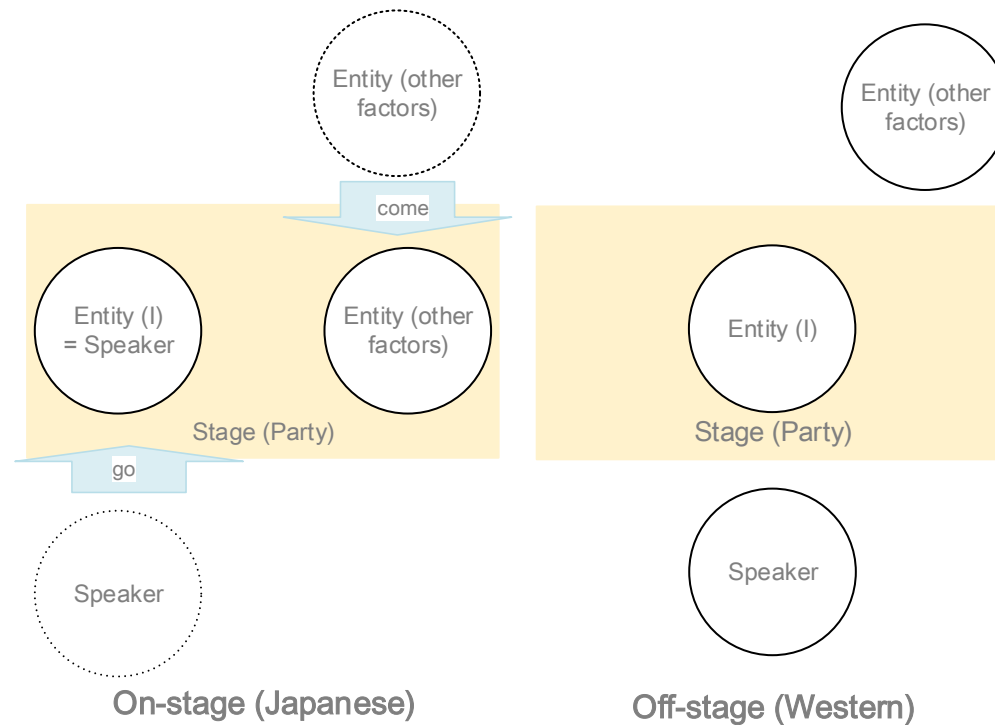
Western View towards others

Views on the relations among self, in-group and out-group factors

Views towards others

Off-stage and on-stage theory

(Langacker, 1990 and Sawa, 2009)



Omotenashi

「 A 」 o motte
「 B 」 o nasu

I go to Takama by my car

(... go to Takayama by my car)

I drive to Takayama

(てにおは: te ni o ha)

on-stage communications

The role of the stage

(Sharing the common meta model,
attaching large flexibility on the stage)

- neglecting subjects
- structuring the sentence by the
template of te-ni-o-ha
- omotenashi (reading the contexts
of the stage)

Types of Omotenashi

Uses, needs	Implicit	「Omonpakari」 Japanese inn kaiseki	「Suriawase」 sushi, tea
	Explicit	「world standard」	「Mitate」 Ikebana
		Explicit	Implicit
		Value supplier	



omonpakari



suriawase



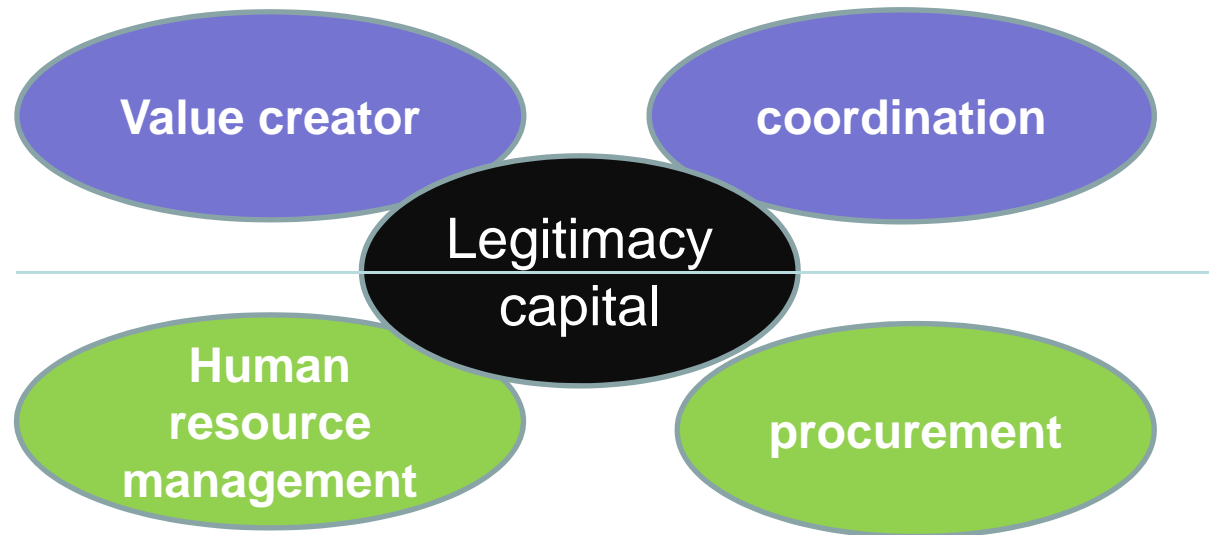
mitate



Gion model



Value Co-creation



New creative society (cook-one's-own-food conomy)

- Creation & Reputation (C&R)
The new concept replaced with R&D
- In the new creative society, the whole quality is enhanced by very various participants creating contents and criticizing(Reputation) with each other.

Learning through interaction