

学術研究実績報告書

申請書との変更点およびその理由(内容、日程、実施場所、参加者等に変更があれば記入)

The research has been delayed because of Covid-19 situations, and it has some challenged in conducting field observations and interviews. Thus, it took more time than original plan (Dec.01, 2020-April.30, 2022); however, it was conducted by the end of August of 2022.

研究実績概要

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共同研究者(氏名・所属機関・職名):

研究課題名: Innovator's Dilemmas: A Case of Design-Driven Entrepreneurship

研究期間: 2020年 12月 1日 ~ 2022年 8月 30日

概要: (1,000字以内で記述)

The objective of this research was to explore the meanings of design-driven entrepreneurship beyond technology-push and market-pull. To do this, I contacted Japanese start-up hubs in Tokyo, Osaka, Nagoya, and Fukuoka. Conducting field observations and qualitative interviews (Kvale & Brinkmann 2009) with multiple stakeholders, I realized the current stages of Japanese entrepreneurship culture and environments.

Tokyo and Fukuoka innovation hubs have more focused on international development. These two locations have invited diverse global human resources and technologies in revitalizing the established organizations and industries. In particular, Fukuoka represents a case of how the whole city itself can be the entrepreneurship experiment platform. These four field case studies and stakeholder's interviews consider design as a vehicle to reinforce the current body of knowledge and practices in the design-driven entrepreneurship process. During this process, I have encountered one challenge in collecting data, because of security culture in Japan. Whether successful design-driven entrepreneurship (DDE) requires open innovation culture and spirit. Nevertheless, it was still quite difficult to take corporate level interviews with the Japanese start-ups. Therefore, this study conducted many other companies in the United States and South Korea.

The result of field studies and qualitative interviews in Japan, United states, and South Korea presented to multiple universities (e.g., Beijing Institute of Technology, 2021; Pusan National University 2022; Hong Kong Polytechnic University 2022) and it was discussed in international research conference (KMIS 2021). Based on the feedback and comments from multiple academic researchers, this study seeks to make a better shape to submit it to one of international journals, targeting design and innovation. The title will be the challenges and issues of design-driven entrepreneurship.

Significance and expected result by this study can be summarized with the following two manners. First, it empirically discovered entrepreneurs' dilemmas, dealing with 1) what entrepreneurs' issues and challenges are in the multiple levels and 2) how they dealt with them effectively in the DDE process. Second, it gives a set of patterns of how entrepreneurs could generate effective interactions and knowledge artifacts to survive in the competitive entrepreneurship environments focusing on design meanings.

* 研究実績概要は「野村マネジメント・スクール研究助成実績報告書」および財団ホームページに掲載します