

## SUMMARY OF MASTER'S DISSERTATION

Student Identification Number	80934588	Name	Yoshiyuki Sugiyama
<p>Title Design</p> <p style="text-align: center;">Open Business Model for Japanese Manufacturing SMEs</p>			
<p>Abstract</p> <p>Japan is rapidly losing its international competitiveness in the 2000s. The purpose of this paper is to analyze the industry structure model focusing on manufacture industry in Japan, and on the visualization of changes over time, to identify the impact of domestic and international factors. Then, for internal and external environmental changes, it is to clarify the issues of industrial structure in Japan. Further, intended for domestic SMEs, from the perspective of the whole industrial structure, structuring the problem situation, it is to define the requirements that domestic SMEs create and obtain a new value. Finally, they don't depend on a large company, it is to propose a business model to support autonomous management of SMEs.</p> <p>To investigate the current issues of domestic manufacturing, First, executives of manufacturing companies were interviewed. As a result, we found that, SMEs don't depend on large companies, must be independent management. Therefore, within the limited resources, they must develop their own product and market, and be capable to create and obtain new value.</p> <p>According to previous research and case studies, in order to create innovation, actively conducting external communications and building a diverse network are necessary. Further, it need "ba" that can be maintaining relationship, sharing ideas and information, providing reliability and transparency that can promote cooperative action. ICT and social media are considered to be effective tools to create "ba".</p> <p>By using the AHP, SME owners were asked to select from several social media application network tools. As a result, "facebook" ranks the highest in the evaluation, which shows us. In addition, because the friendships are visualized, it could increase the reliability in business. Then, they were verified in interviewing owners of domestic SMEs.</p> <p>As a result, because SMEs have low awareness, they should increase the contacts with the market, in order to connect more consumers. For solving this problem, it created the requirements of a new system utilizing human networks in social media. By using it under real environment, the effectiveness was verified. Finally, business model and the system concept were designed, and we defined the content of the assessment for quantitative monitoring of their effectiveness.</p>			
<p>Key Word (5 words)</p> <p>Open Innovation, Social Network, Social Media, Social Capital, SME</p>			