

Title	事業の持続可能性を高める高付加価値対人サービス深化モデルの研究
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Abstract

This paper is aimed at creating a business model that promotes corporate sustainability. It is based on the analysis of transitions of service receiver's value and the relationship among stakeholders.

Continuous relationship between service provider and service receiver makes mutual dependency, mutual trust, and service maturity which contribute to the business sustainability.

This paper utilizes case study method from economic, social, and knowledge perspective. It proposes the effective elements to organize reproducible business model.

We conducted case studies for five companies, i.e., Starbucks Coffee Japan, Club Tourism International Inc., Eyesight Support Service, The People's Supermarket, Takeo Citi Library, 21st Century Museum of Contemporary Art, Kanazawa, which focus on service relationship between service providers and service receivers to realize sustainable business operation.

As a result of this research, we found six P's elements are working effectively, including basic three P's elements, i.e., Product, Physical Evidence, People, and additional three P's elements, i.e., Perspective, Personalization, Program for synthesis. We also found that the additional three P's promote personal sensibility value and social empathetic value, rather than merely satisfying functional value of service. This changes relationship between service provider and service receiver, and develops the corporative ownership in service receiver for the business promotion.

Keywords

service business model, sustainability, community, social capital, the Third Place, knowledge creation.