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The Early Stage Diffusion of Intellectual Patent Game

~ Action Research in NPO ~

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By development of information processing technology in recent years, the systems with which the network formation between individuals, such as the Internet, is assisted increase in number, and many new networks using these are created. In such change of a time, it is demanded that using effectively the product created by the new formed network.

In this research, the model through which an innovation is efficiently spread in early stage diffusion activities is proposed.

Specifically, the network connection type diffusion model which belongs between a distributed diffusion model and a concentrated type diffusion model is proposed through the diffusion activities of the “Intellectual Patent Game” which Business-IPR (NPO) created.

The network connection type diffusion model consists of the weak tied organization around the diffusion organization, and this model enables connection to an external network through the weak tied organization. It is important for the weak tied organization that it is an open organization, and it is open therefore, connection to many networks progresses smoothly.

Moreover, in the diffusion organization which forms a network connection type diffusion model, it is important that the member of the diffusion organization make it motivation to build the relationship with people and it works as culture of the diffusion organization.