

Title	革新をもたらす要素の数値化について
Sub Title	Quantifying societal and economic factors on innovation
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Abstract	<p>1: We finished the groundwork for the largescale innovation project tying emotional response to innovation (creating an objective definition of innovation). The main hurdle is how to involve participants in the wild during the COVID-19 pandemic. The solution is has been obtained with the development of a self-logging tool. We are currently applying for ethical approval to run the in-the-wild study. The participants will be wearing sensing devices such as the Narrative Clip 2 and J!NS MEME wearable glasses. The goal is to measure innovation and confidence in innovation throughout the day by using electrooculography.</p> <p>2: We completed a grounded theory review of innovation and sustainability communication in large multinational corporations. The comprehensive review looked at 72 corporations across 8 industries and found homogeneity and obfuscation leads to a breakdown in communication with consumers. The final paper is currently under journal review.</p> <p>3: We completed a survey of innovation economy professionals in English and Japanese after receiving ethical approval from KMD. The survey was then followed up by semi-structured interviews from 12 participants. The results indicate a schism between younger and older professionals, indicating that older professionals have stronger social progressive priorities. The results challenge the current understanding in innovation studies. A follow-up analysis is being planned to confirm the results.</p>
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革新をもたらす要素の数値化について						
研究課題 (英訳)						
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1. 研究成果実績の概要						
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3. 本研究課題に関する発表						
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