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慶應義塾大学大学院経営管理研究科修士課程

学位論文（ 2016 年度）

論文題名

**Globalization of SME:  
How on-demand global-talent platform creates value for SME**

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## 論文要旨

所属ゼミ	浅川 和宏 研究会	氏名	唐橋 宗三
(論文題名)			
Globalization of SME: How on-demand global-talent platform creates value for SME			
(内容の要旨)			
<p>This paper's ultimate goal is to investigate my own business plan, called SPeakerz, by in-depth interviews, a nationwide survey, and key literature review. SPeakerz is a job matching service between global-talents and Japanese SMEs, at the beginning of this investigation, and this paper navigates lessons learned from literature reviews by scholars, a nationwide survey with sample of 6,503 SMEs in Japan, and series of interviews with business professionals including CEOs from SME and service-providers for SMEs. The focus of the whole process is to understand the pain and pain-killer for SME in the phase of globalization. For your information, the tentative hypothesis before this investigation is "on-demand global-talent platform creates value for Japanese SMEs." After this investigation process, the hypothesis has been modified through some key findings.</p> <p>First section of this paper introduces the motives for pursuing the topic "Globalization of SME" focusing mainly on how this research means personally and to society in general, in another words, intrinsic and extrinsic rationale of this research.</p> <p>Second section explains the "old" business plan before this investigation since the business model has changed dramatically after acquiring key information and knowledge through academic and fieldwork research, although the modification will not be mentioned in this section.</p> <p>Third part of this paper highlights key literature by scholars in the field of globalization of SME, global-talent, multi-sided platform, and start-up strategy.</p> <p>Fourth section introduces primary and secondary data crucial for this investigation. Primary data consists of a nationwide survey of 6,503 SMEs, in-depth interviews with SME owners, SME service-providers, and scholar meetings. Secondary data are derived from mainly public sectors in Japan to scientifically understand globalization of SME and global-talent. All data collection are conducted to acquire deeper understanding about the research topic.</p> <p>In the fifth section, key findings and results from all data will be elaborated, and these key findings introduced here are solely concentrated to globalization of SME and global-talent. Even though some results from primary data collection contains academic contribution to other topics such as open-innovation, this section will solely focus on key findings related to globalization of SME and global-talent due to the nature and ultimate goal of this research paper.</p> <p>At last but not least, research limitation and implication for future study are discussed at this closing section of this paper. As mentioned above, since this research's ultimate purpose is to investigate own business plan "SPeakerz", practical implication and updated business plan will be presented to conclude this research paper.</p>			