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学位論文（ 2017 年度）

論文題名

The Competitive Advantage in IoT Business: NEC vs GE

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論文要旨

所属ゼミ	浅川 研究会	氏名	倉本 祐二郎
(論文題名)			
The Competitive Advantage in IoT Business: NEC vs GE			
(内容の要旨)			
<p>The aim of this thesis is to seek the cause of that Japanese IoT vendors are behind the U.S. IoT ones. The reasons I thought are two divisions: the conventional issue of organization, and the platform issue of IoT business. In this thesis, I compared the representative IoT companies in each country; Nippon Electric Company (NEC) and General Electric company (GE). These companies have taken an alliance of Industrial IoT business. In terms of the conventional issue of the organization in Japan, there are three reasons. First, the CEO's tenure of Japan is shorter than the one of U.S.. Second, Japanese companies have lack of Risk-Taking. Lastly, the different culture between Japan and U.S. affects their business. Moreover, in terms of the Platform issue of IoT business, NECtheWISE, an application made by NEC, works on the Predix, an IoT Platform made by GE, so GE has the competitive advantage to NEC on the platform strategy. After proving these causes, I state my suggestion for NEC to make the way to innovate with the WISE in IoT business for the future.</p>			