

Post-Capitalism with Digital Transformation

- from deregulation to regulation conversion
- from the tragedy of common to the comedy of Common
- from technology innovation to business model innovation

Prof. Dr. JinHyo Joseph Yu

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Tenured Principal Researcher and professor of DGIST

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Founding EIC of Journal of Open Innovation: Technology, Market, and Complexity

(<https://www.sciencedirect.com/journal/journal-of-open-innovation-technology-market-and-complexity>)



Journal of Open Innovation Technology, Market, and Complexity



FOUNDING EDITOR-IN-CHIEF
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Aims & Scope

Aims

Journal of Open Innovation: Technology, Market, and Complexity (JOIn) (ISSN 2199-8531) is a multi-disciplinary, peer-reviewed open access journal in the field of open innovation studies. JOIn publishes original research and review articles from theoretical and methodological to applied work on open innovation, open business models, entrepreneurship, complexity, and evolutionary change in management, economy, or engineering, etc. The aim of the journal is to overcome the growth limits of capitalism for the sustainability of human economic life by Schumpeterian/Keynesian/political economics, complexity theory, and other new creative approaches.

Scope

Topics of interest include, but are not limited to, the following:

- Economics;
- Management;
- Business model design;
- Public policy and administration;
- Politics;
- Sociology;
- History of science;
- Philosophy of science;
- Science communication;
- Natural science;
- Open innovation engineering;
- Non-traditional methodologies such as simulation(agent-based modeling/system dynamics, etc.), grounded theory approach(deep interview, focus group interview, participant observation, etc.), natural experiments, network analysis, and Q methodological research;

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- Please publish your paper at our journal.
- The papers which are published earlier will be cited very highly, and the authors will be highly appreciated by the EIC of the journal.
- We invite creative social and engineering papers.

Reference:

Chesbrough, Henry W. 2003. Open Innovation: the New Imperative for Creating and Profiting from Technology. Boston: Harvard Business School Press.
Ostrom, E. (1990). Governing the commons: The evolution of institutions for collective action. Cambridge university press.
Hess, C., & Ostrom, E. (2007). Understanding knowledge as a commons. The MIT Press.
Potts, J. (2019). Innovation commons: The origin of economic growth. Oxford University Press.

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From Deregulation to Regulation Conversion Under the digital transformation



Regulation architecture of open innovation under digital transformation: Case study on telemedicine and for-profit-hospital

JinHyoo Joseph Yun^{a,b,*}, Xiaofei Zhao^{a,b}, Zheng Liu^c

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^b Open Innovation Academy, South Korea

^c University of Greenwich, UK

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Deregulation

Telemedicine

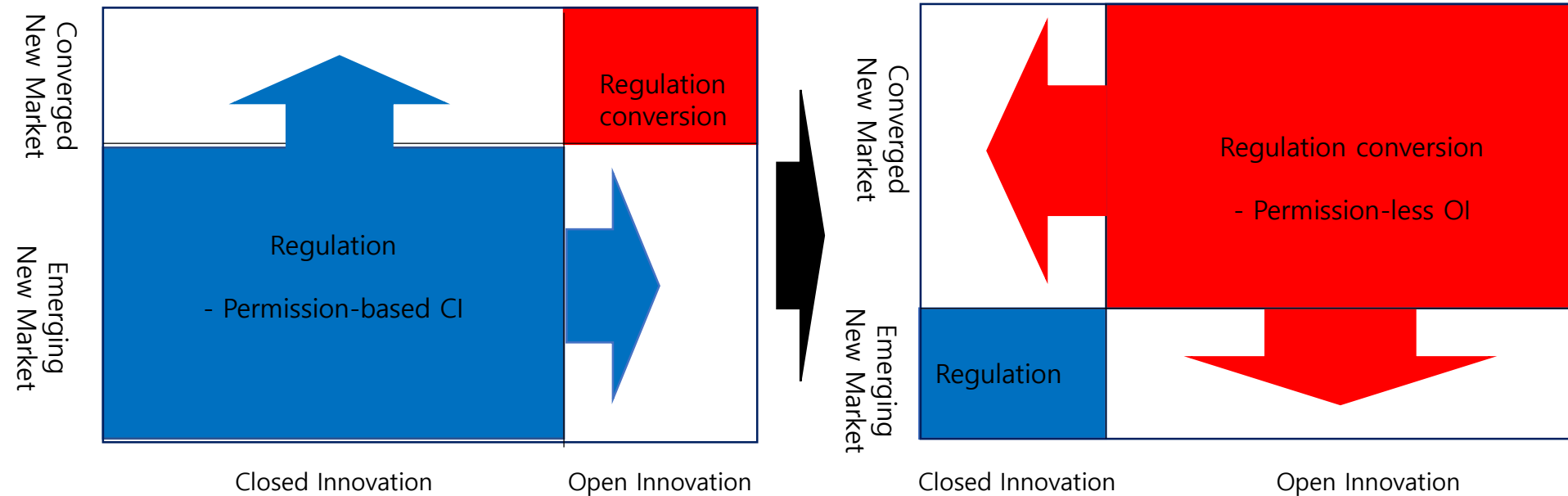
For-profit-hospital

Open innovation

ABSTRACT

This research seeks to answer the following research question “*What kind of regulation architecture can stimulate creative destruction and growth of two different types of new industries like telemedicine, and for-profit-hospital?*” Online interview method was used to investigate the telemedicine industry and for-profit-hospitals at Daegu-Gyeongbuk province in South Korea and Cardiff-Wales in the UK. Findings provided following grounded theories. First, the way to create a converted new industry is not deregulation but regulation conversion. Though, deregulation helps to expand the modern market, it could disturb the emergence and growth of new markets. Second, the regulation can be an essential policy method to create emerging new markets when there are enough (potential) suppliers owing to technological developments or the accumulation of a new workforce equipped with new technologies. According to the UK for-profit-hospitals, regulations for consumer protection and decreasing transaction costs or complexity in the new market could trigger market creation. Third, digital transformation has motivated open innovation dynamics in all industries. The expanded open innovation dynamics with digital transformation can promote, most of all, the appearance of converted new industries like telemedicine.

Transaction of Major New Market with **Digital Transformation**



Appearance of Telemedicine with digital transformation

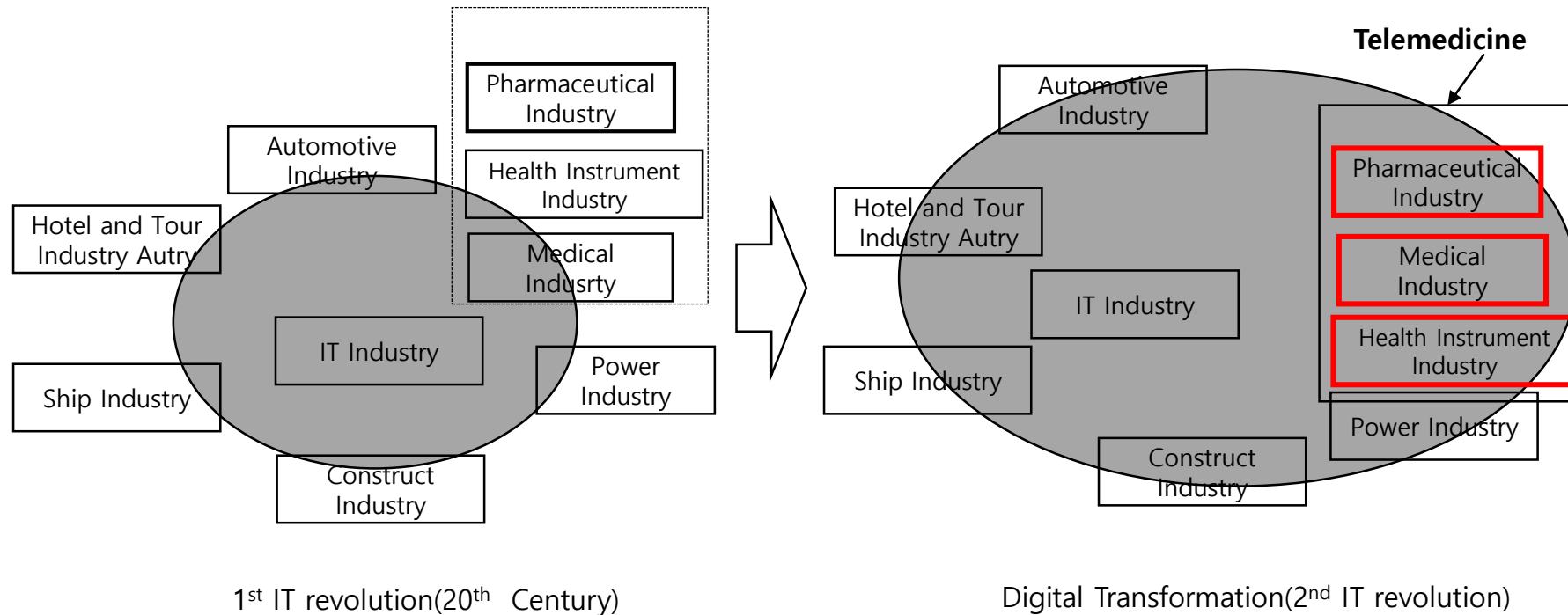
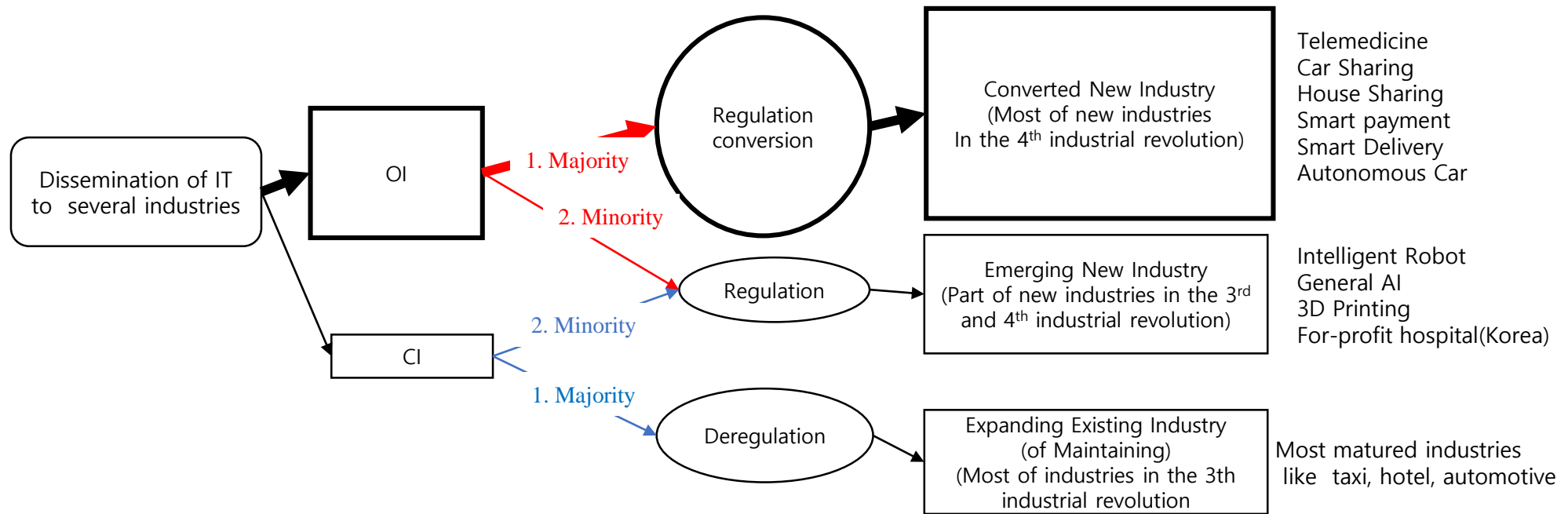


Figure. Expanding of Digitalization Scope in Digital Transformation

Process Logic of regulation conversion 1



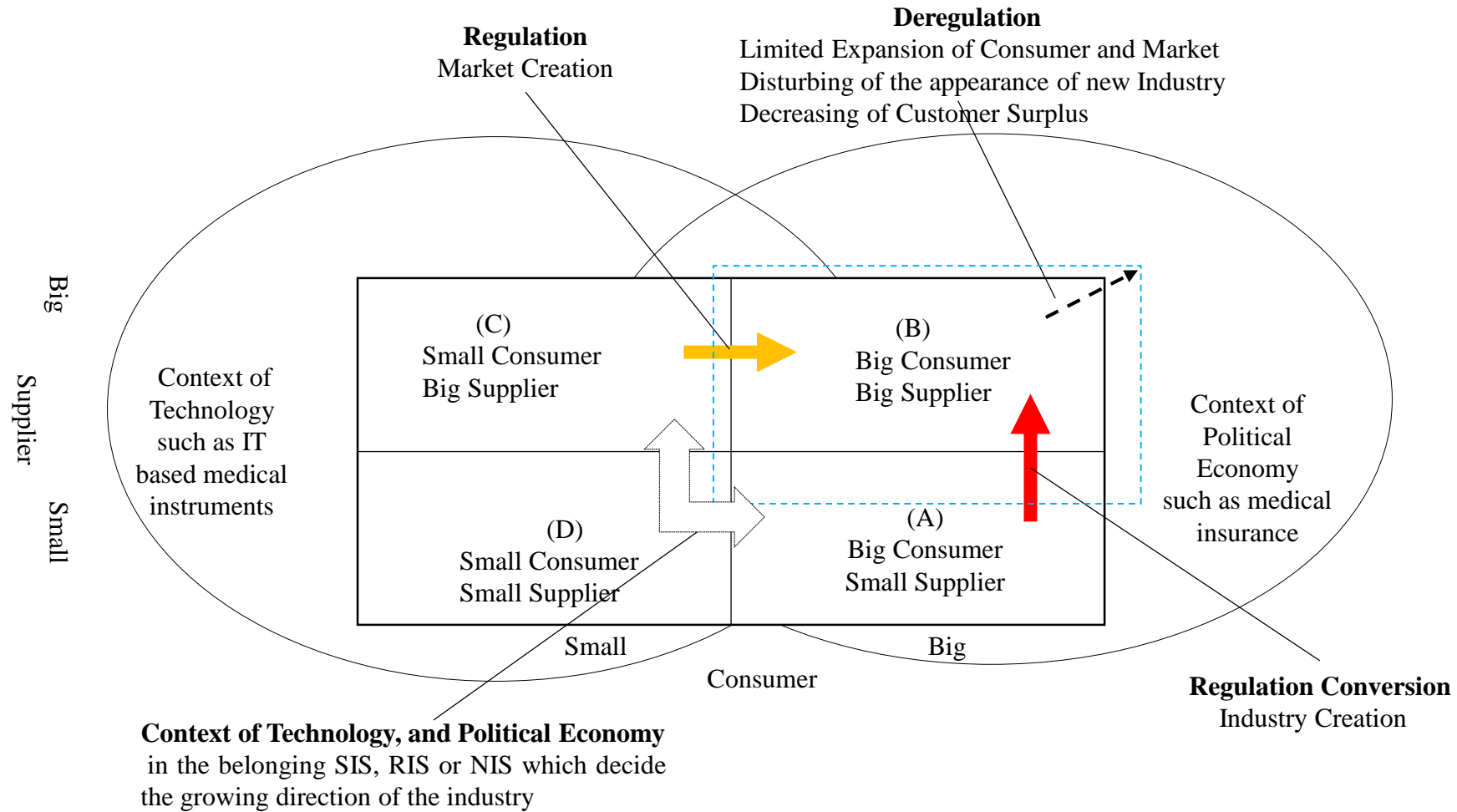
Contents

- Research Question
- Research Framework
- Telemedicine of South Korea
- Telemedicine of United Kingdom
- For-Profit Hospital of South Korea
- For-Profit Hospital of United Kingdom
- Summary of Research Results
- Comparing between regulation conversion and deregulation
- Implication

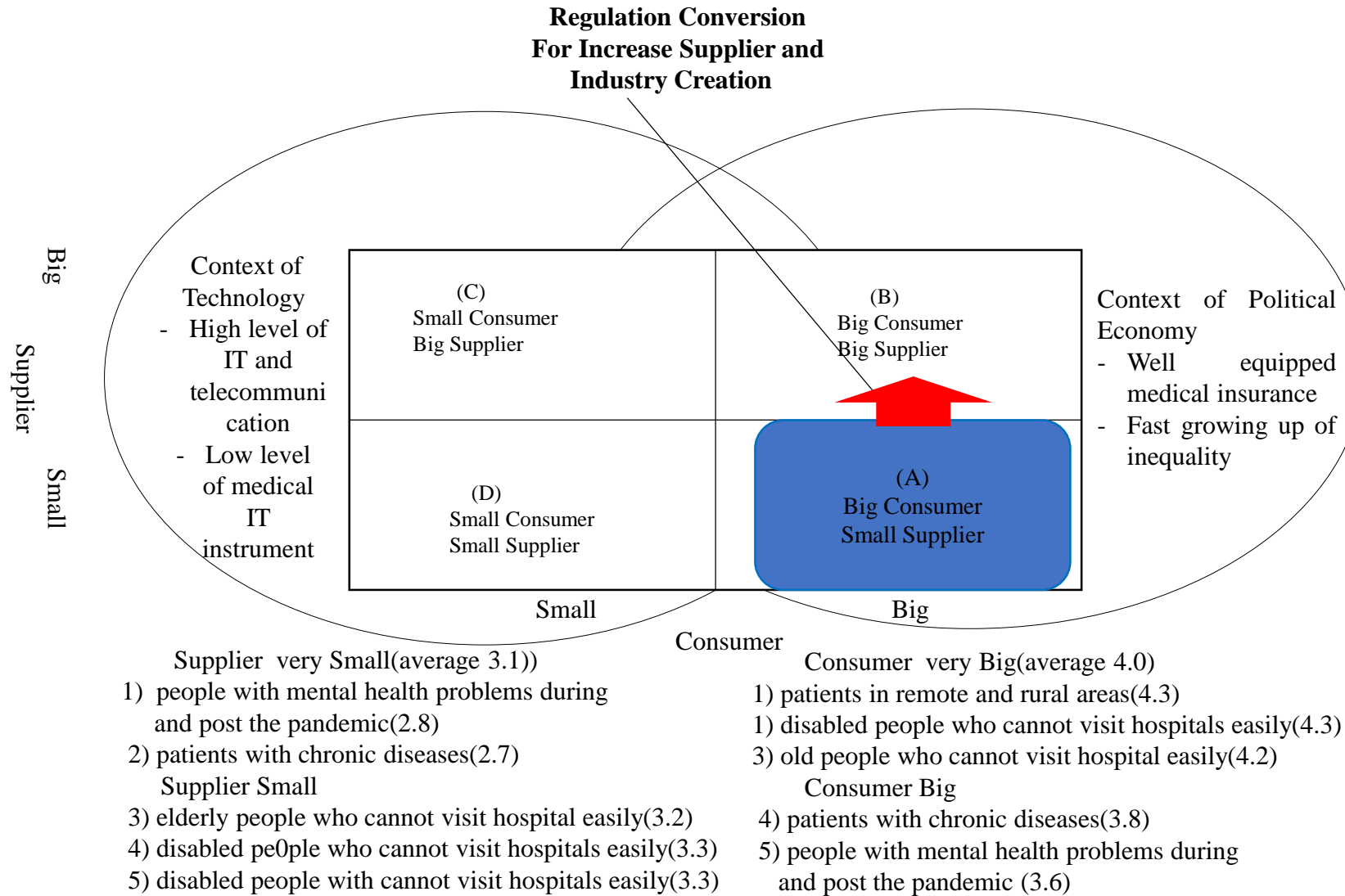
Research Question

- *“What kind of regulation architecture can stimulate creative destruction and growth of two different type of new industries like telemedicine and for-profit-hospital with open innovation dynamics under the digital transformation?”*

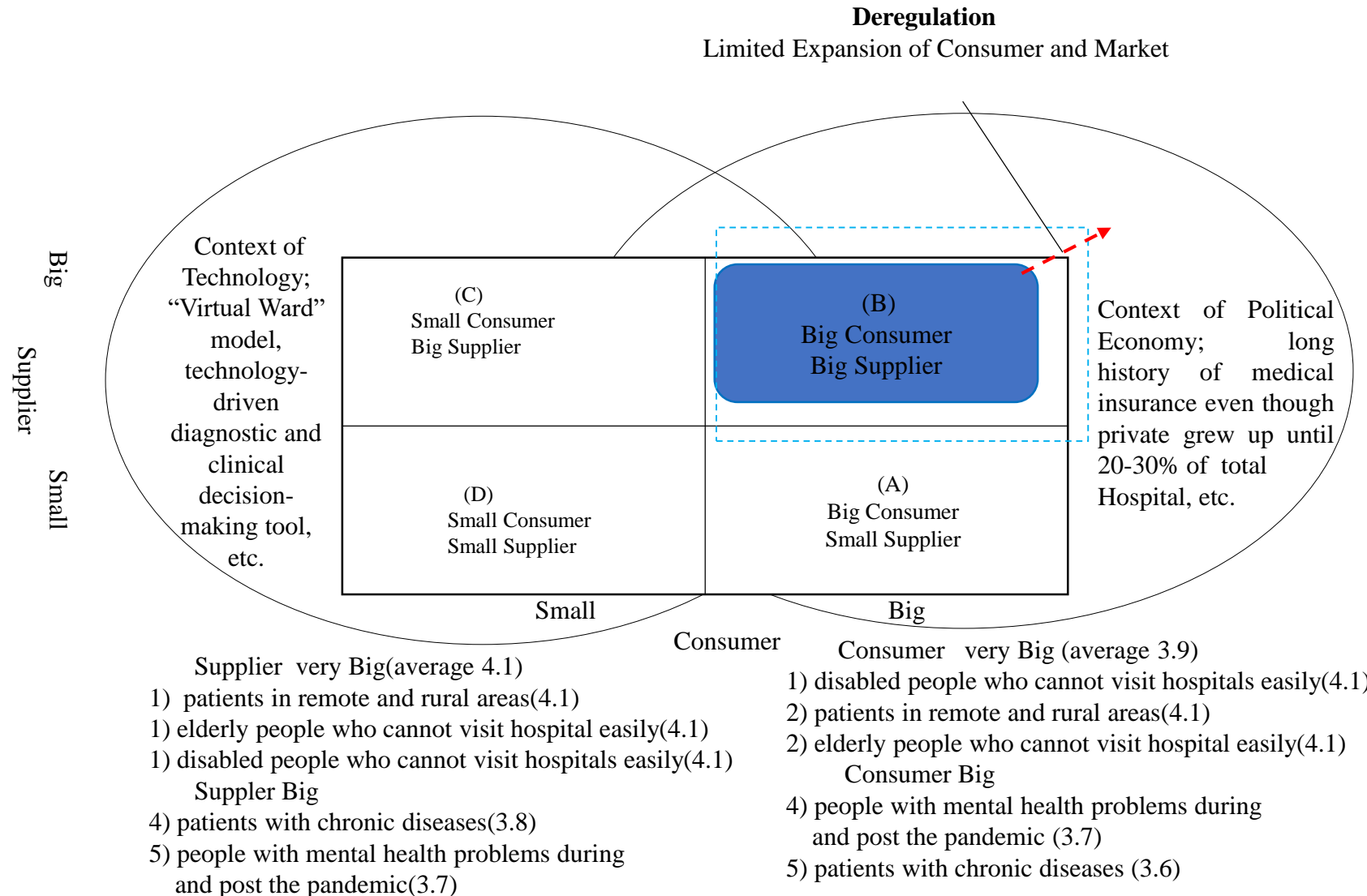
Research Framework



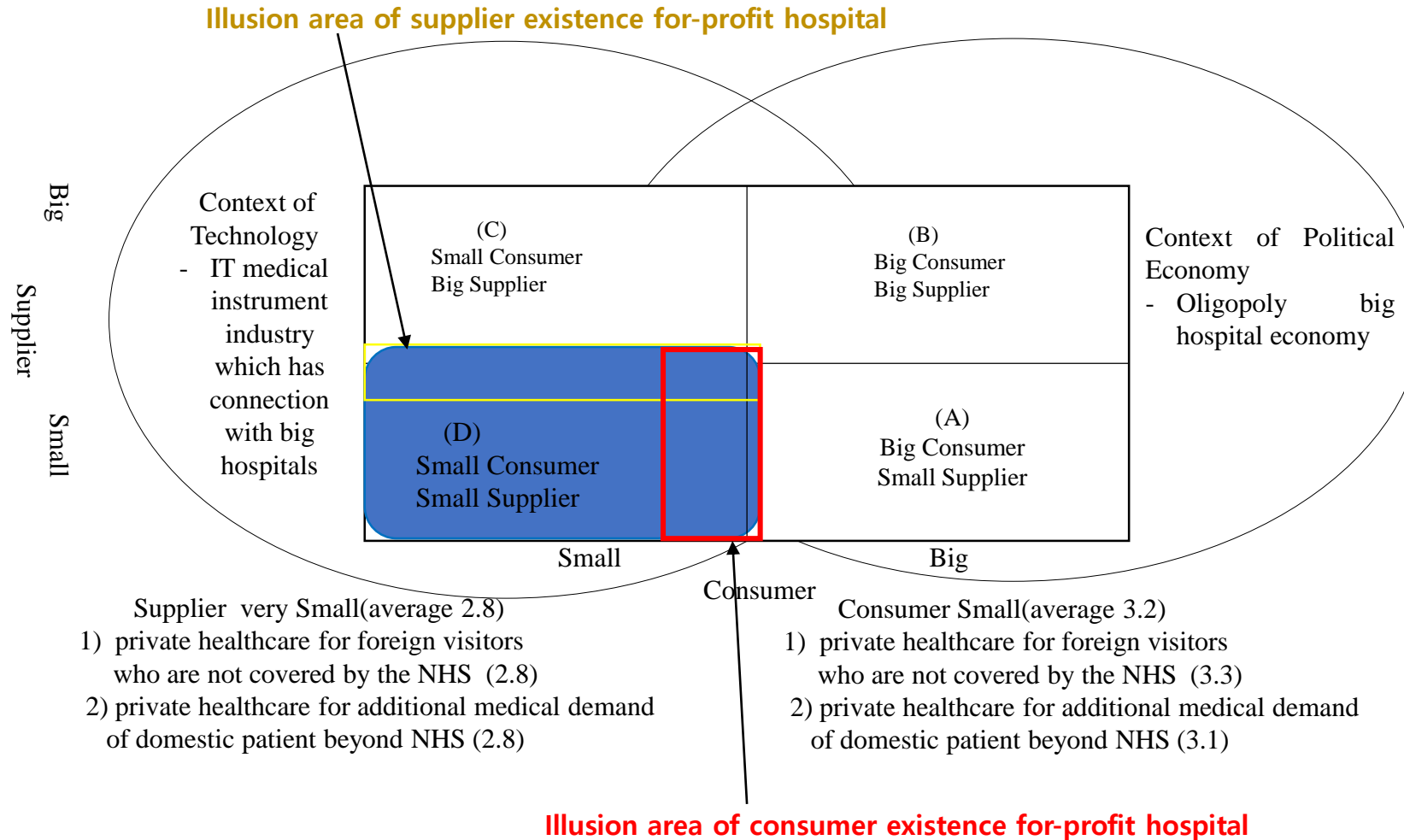
Telemedicine of South Korea



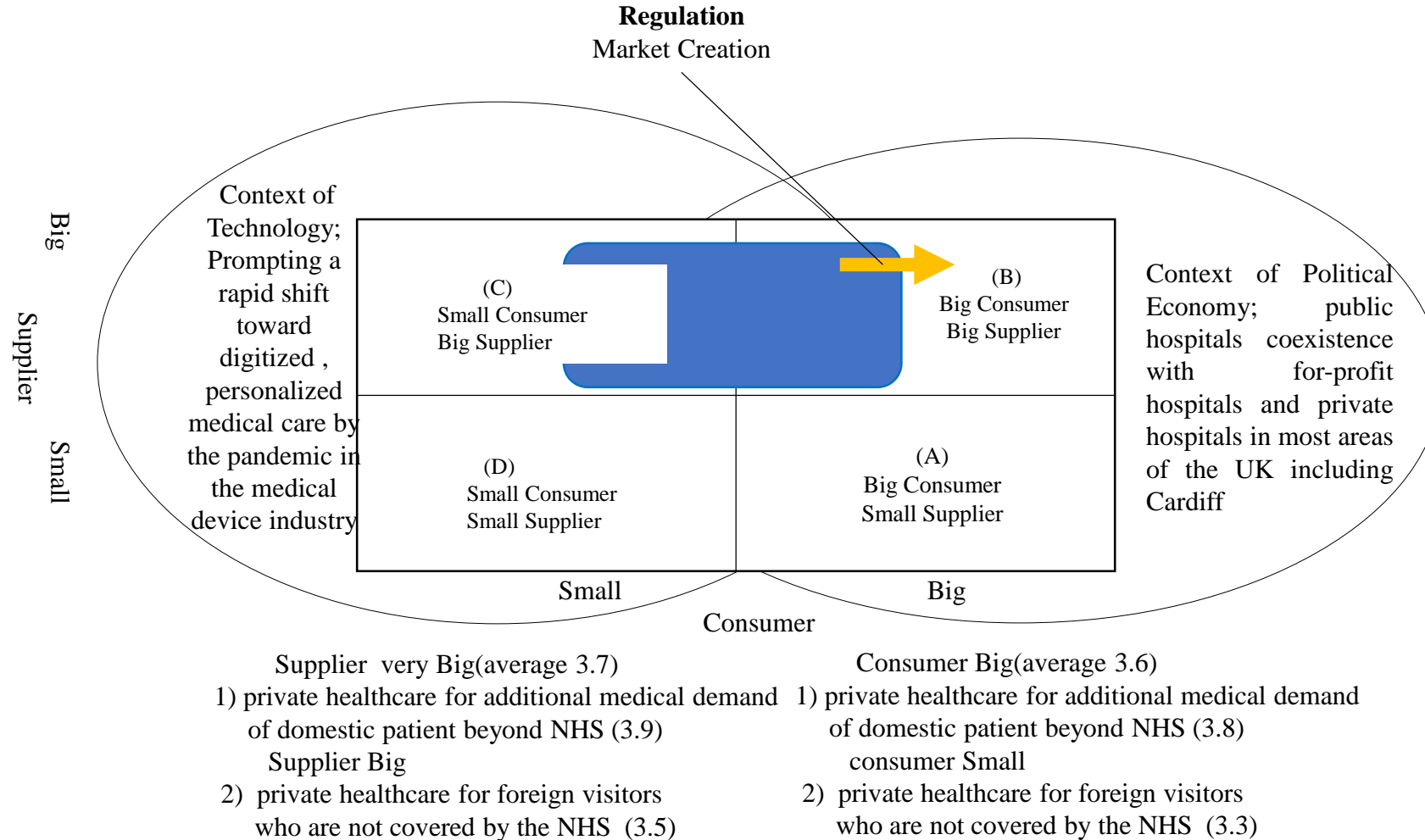
Telemedicine of United Kingdom



For-profit hospital of South Korea



For-profit hospital of United Kingdom



Summary of Research Results

Daegu- Gyeonbuk South Korea	Regulation Conversion To supply enough medical IT instrument	No customer requirement with illusion area of consumer No supplier requirement with illusion area of supplier
	Deregulation To expand the existing market and increase industry a little more	Regulation To create enough market by providing safety guidance to protect potential customers
United Kingdom Wales Cardiff	Telemedicine	For-Profit-Hospital

Fig. 8. Summary of research results.

Comparing between **Regulation conversion** and **Deregulation**

Table 5

Comparing regulation conversion and deregulation.

Contents	Reregulation Conversion	Deregulation
Goal	Constructing New Industry	Maximizing the modern market with the sacrifice of new industry and consumer surplus.
Effects	Emerging and Growing up of converted new market with the decrease of modern market	Short term growing up of modern market with the delay of growing of new market

Implication

- The way to create converted new industry is not deregulation but regulation conversion.
- Second, regulation can be an essential policy method to create new market, when there are enough (potential) suppliers due to technology developments, or accumulation of new manpower equipped with new technologies.
- **The expanded open innovation dynamics with digital transformation can promote the appearance of open business models for converted new industry**

From the Tragedy of Common to the Comedy of Common(1)

Under the Digital Transformation



European Planning Studies

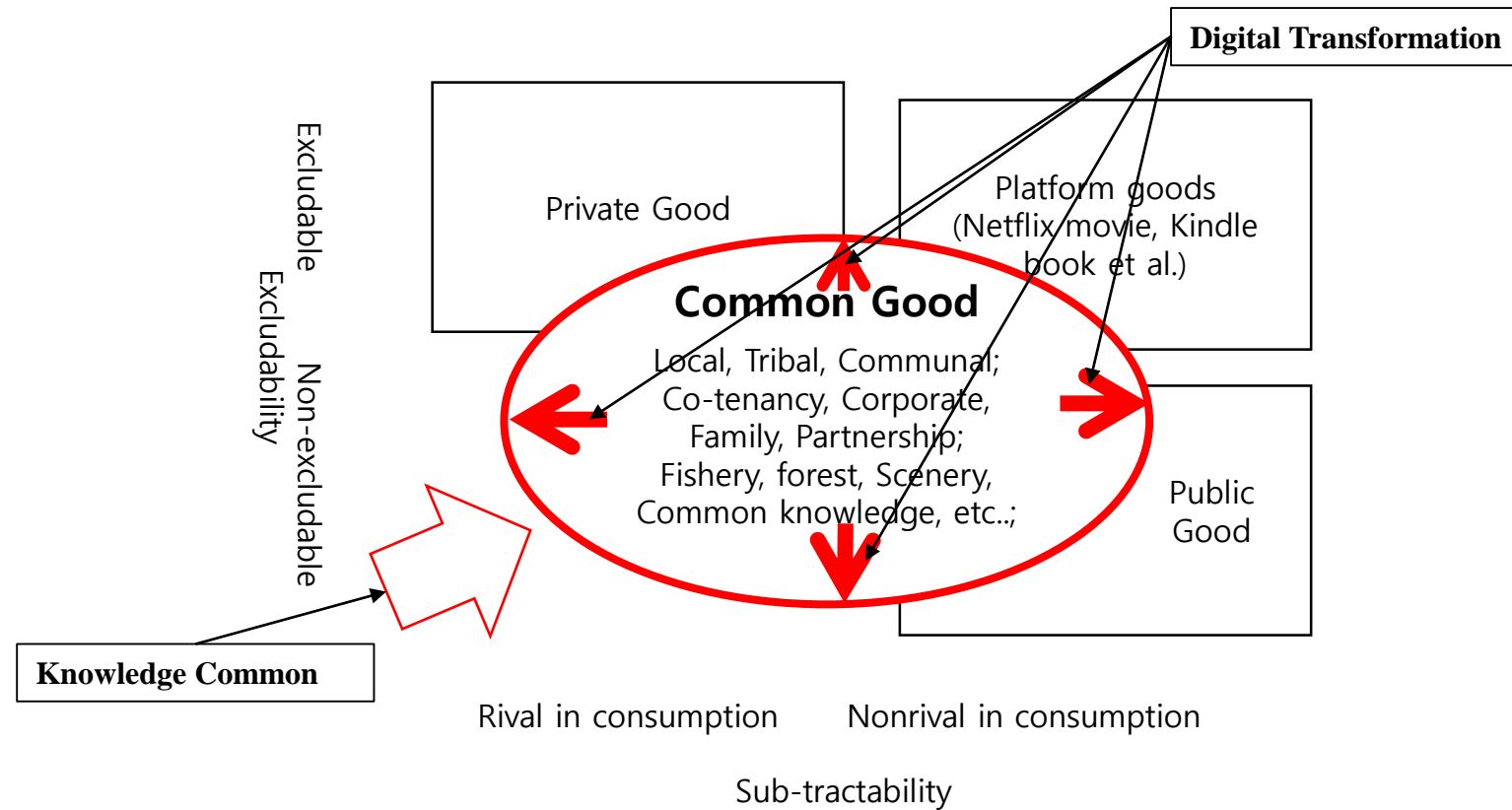
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The way to the 'comedy of commons' of a new business model-finding from Naples in Italy, and Jeju Island in South Korea

JinHyo Joseph Yun, Xiaofei Zhao, KyungBae Park, Valentina Della Corte & Giovanna Del Gaudio

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The Expansion of Common Goods with Digital transformation



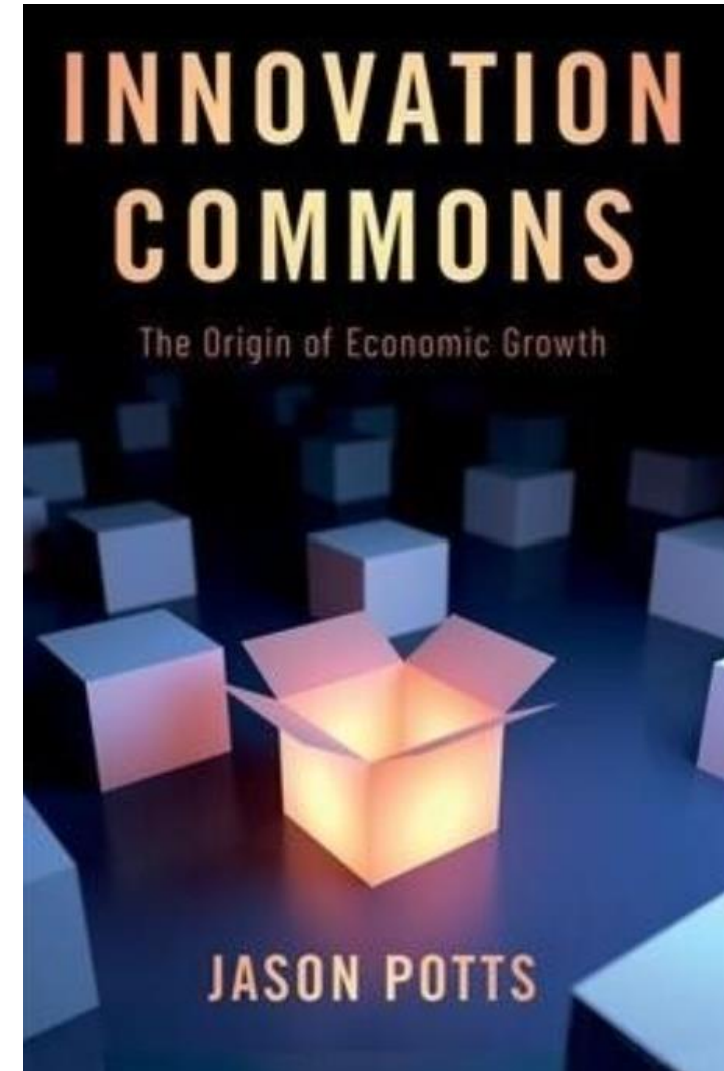
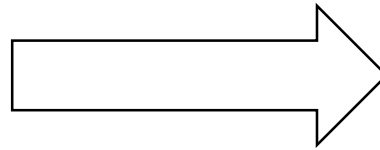




The Evolution of Institutions
for Collective Action



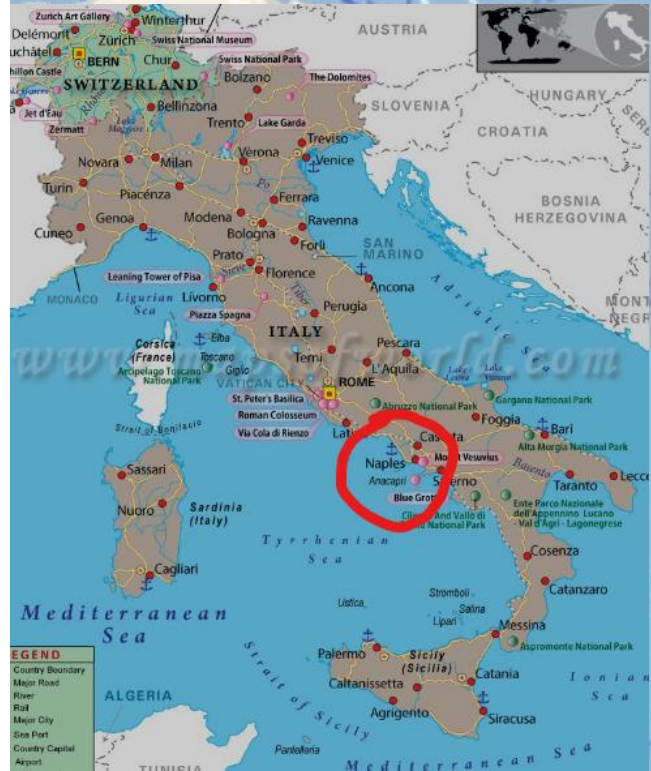
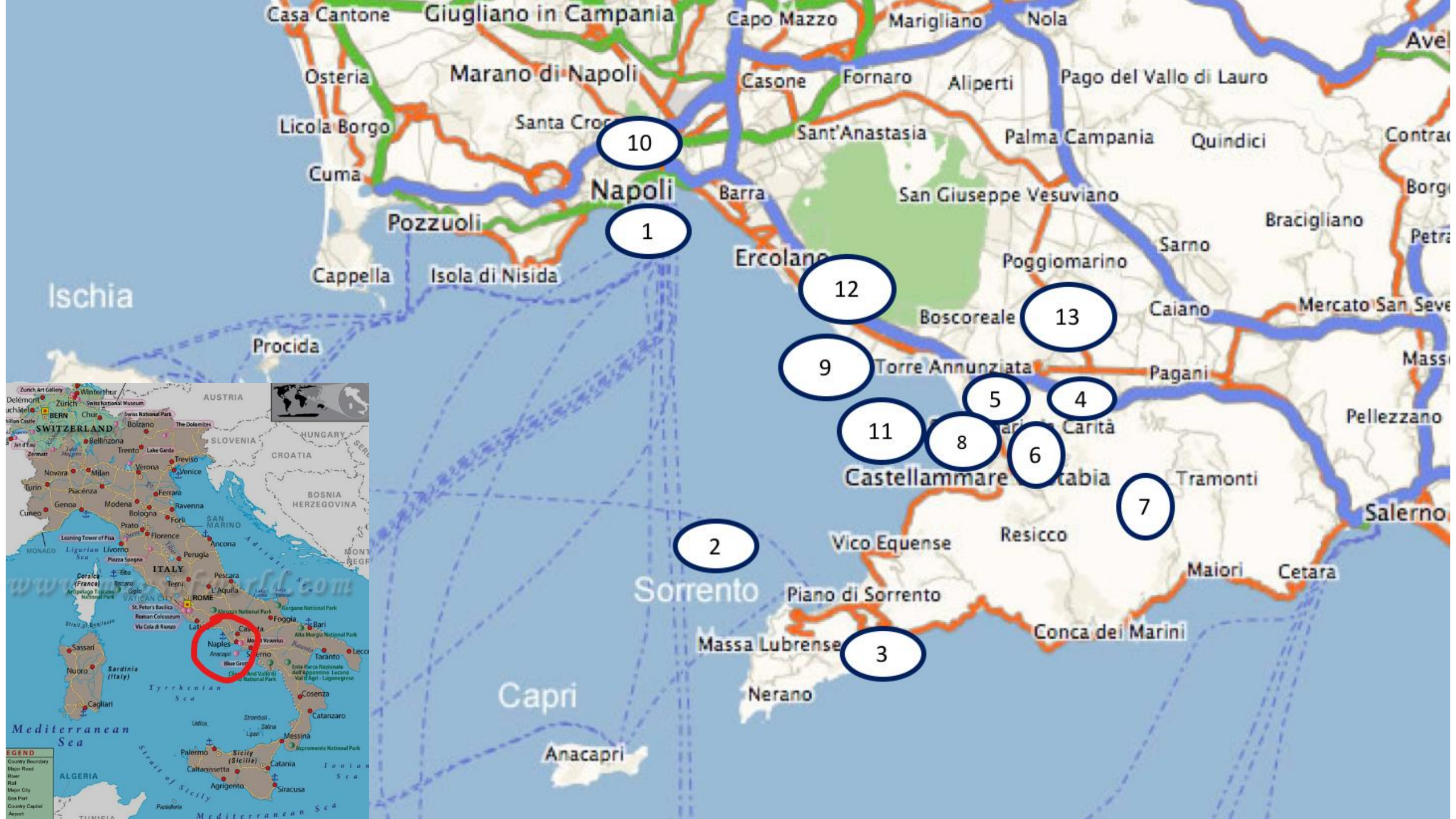
Political Economy
of Institutions and Decisions



Contents

- Research Question
- Research Framework
- Common Fishery in Jeju Island, Korea
- Common Pasture in Jeju Island, Korea
- Common Goods in Naples, Italy
- Discussion: Grounded Theories



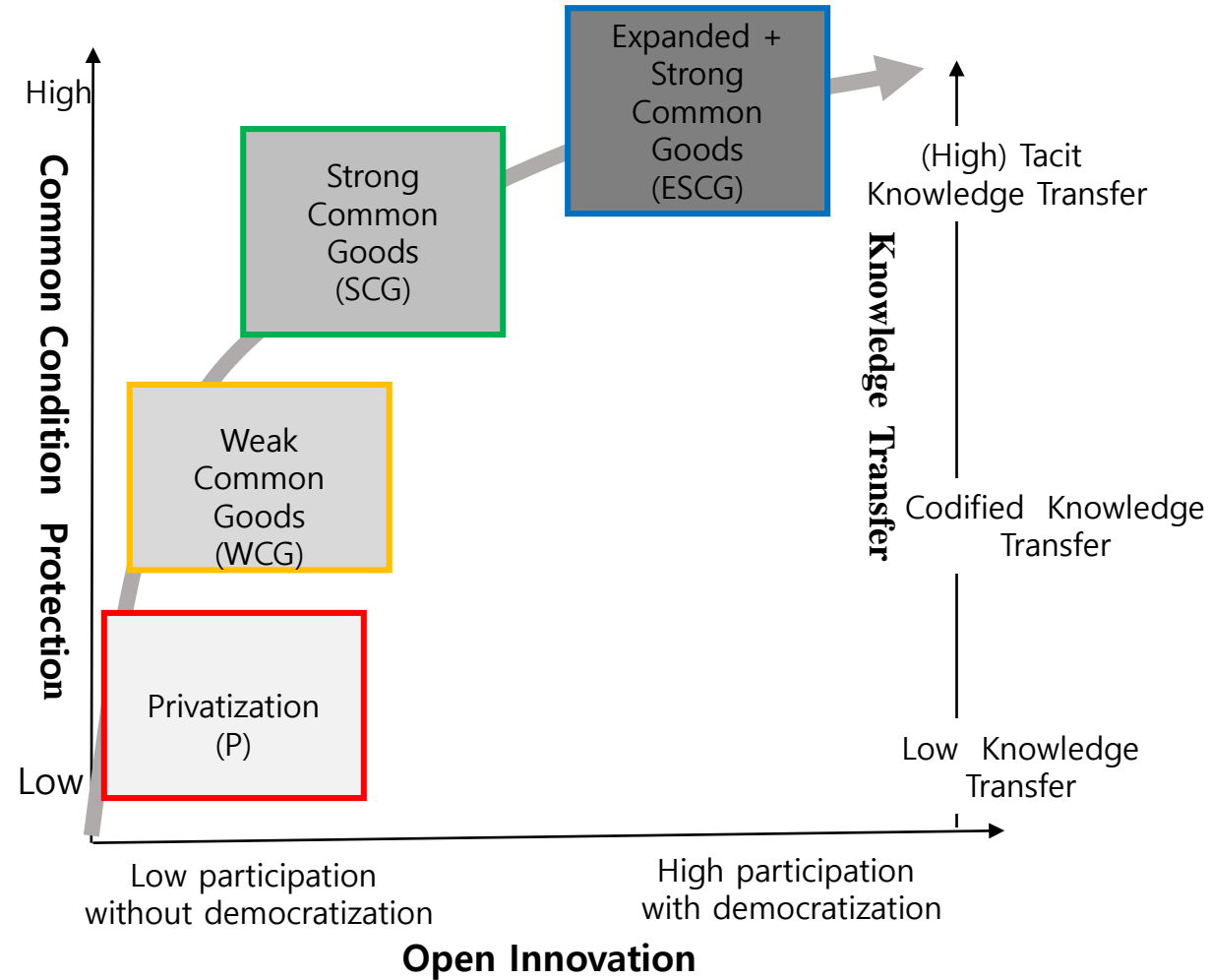


Research Question

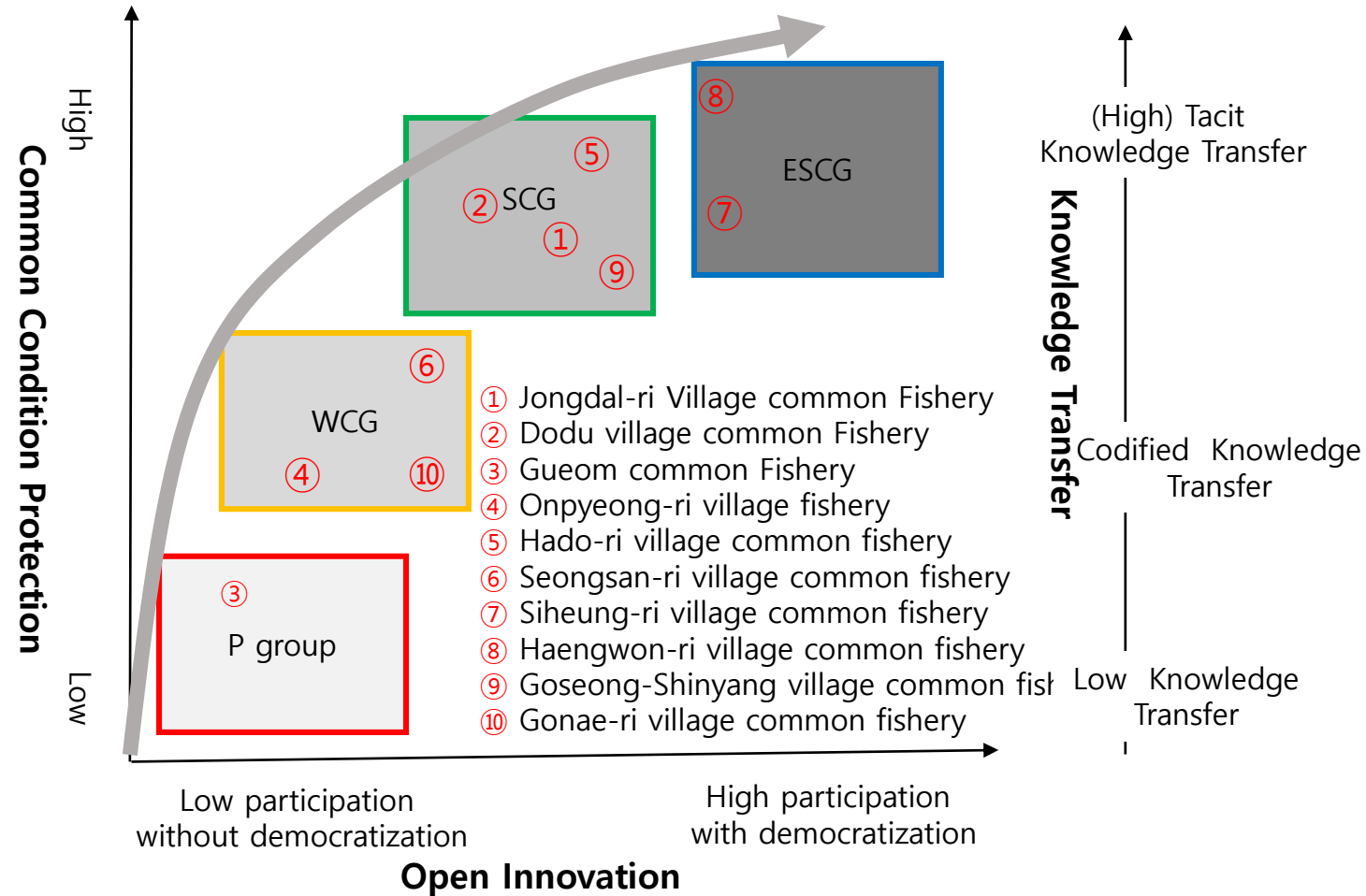
- *Are there any common success factors which can be applied to produce and use common goods in different economy conditions?*

We want to know the success conditions and factors of the common good from diverse capitalist economy for us to apply these at the venture ecosystems, regional innovation ecosystem, or sharing & social platforms which treat new technologies or business models as common goods when people collaborate to commercialize them.

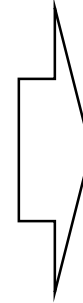
Research Framework



Common Fishery in JeJu Island, Korea



The evolution of Bulteuk, which is the base of the common good of HeaNeu



Expanded BM with Strong Common Goods

⑦ Siheung-ri village common fishery



⑧ Haengwon-ri village common fishery

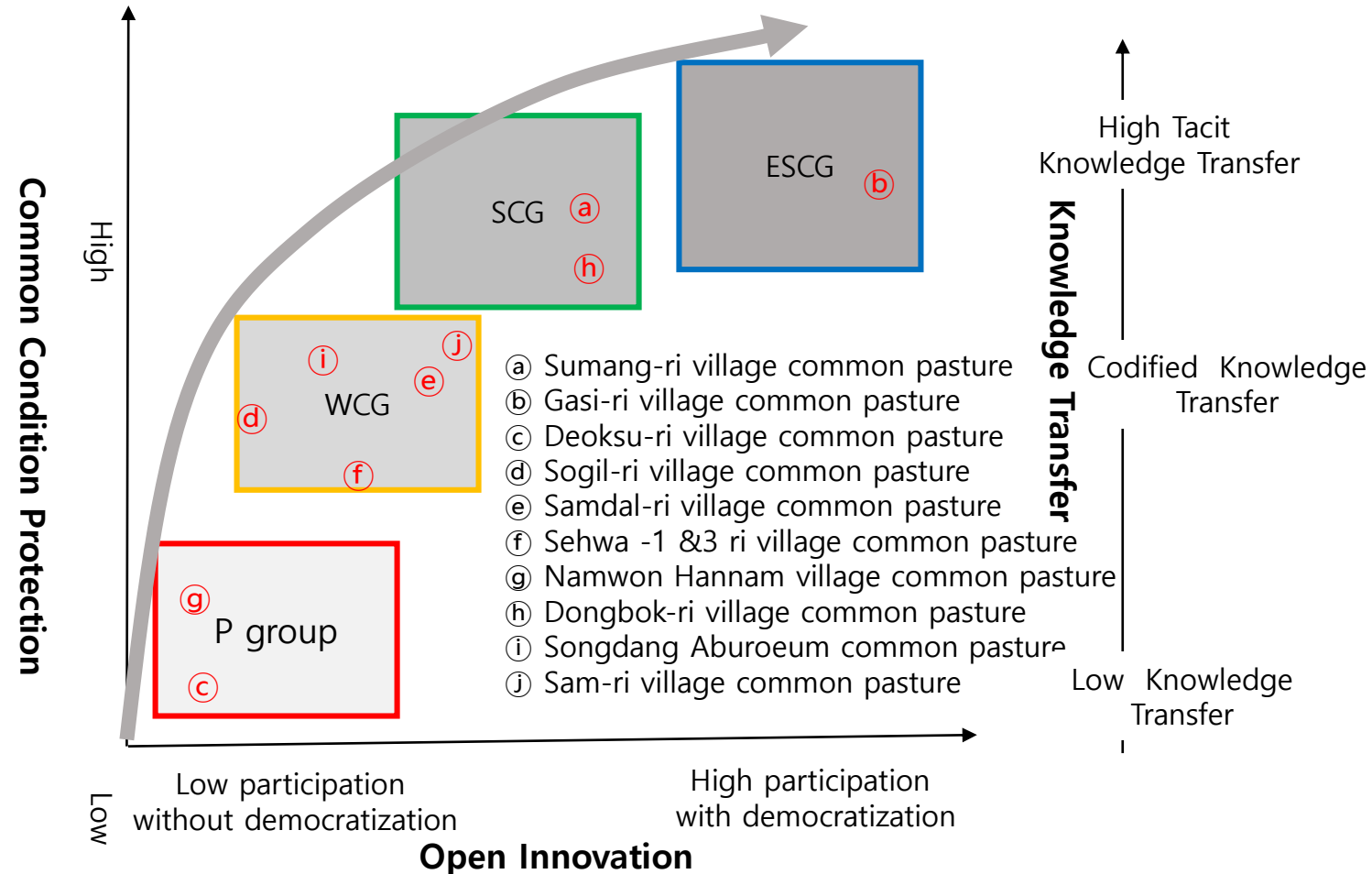


Privatization Goods

- ③ Gueom common Fishery



Common Pasture in JeJu Island, Korea



Two way of evolution of Common Pasture in JeJu island, Korea

Increase of democratic participation based

Diversification of BM of Common Pasture



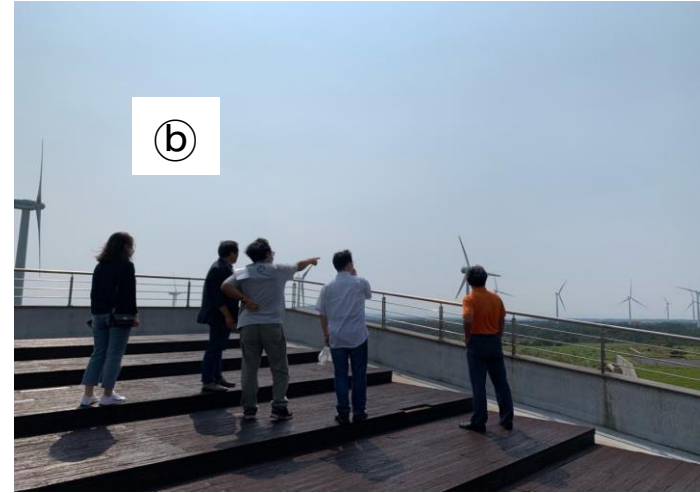
Privatization

Sell and destroy of the common and community



Expanded BM with Strong Common Good

⑥ Gasi-ri village common pasture



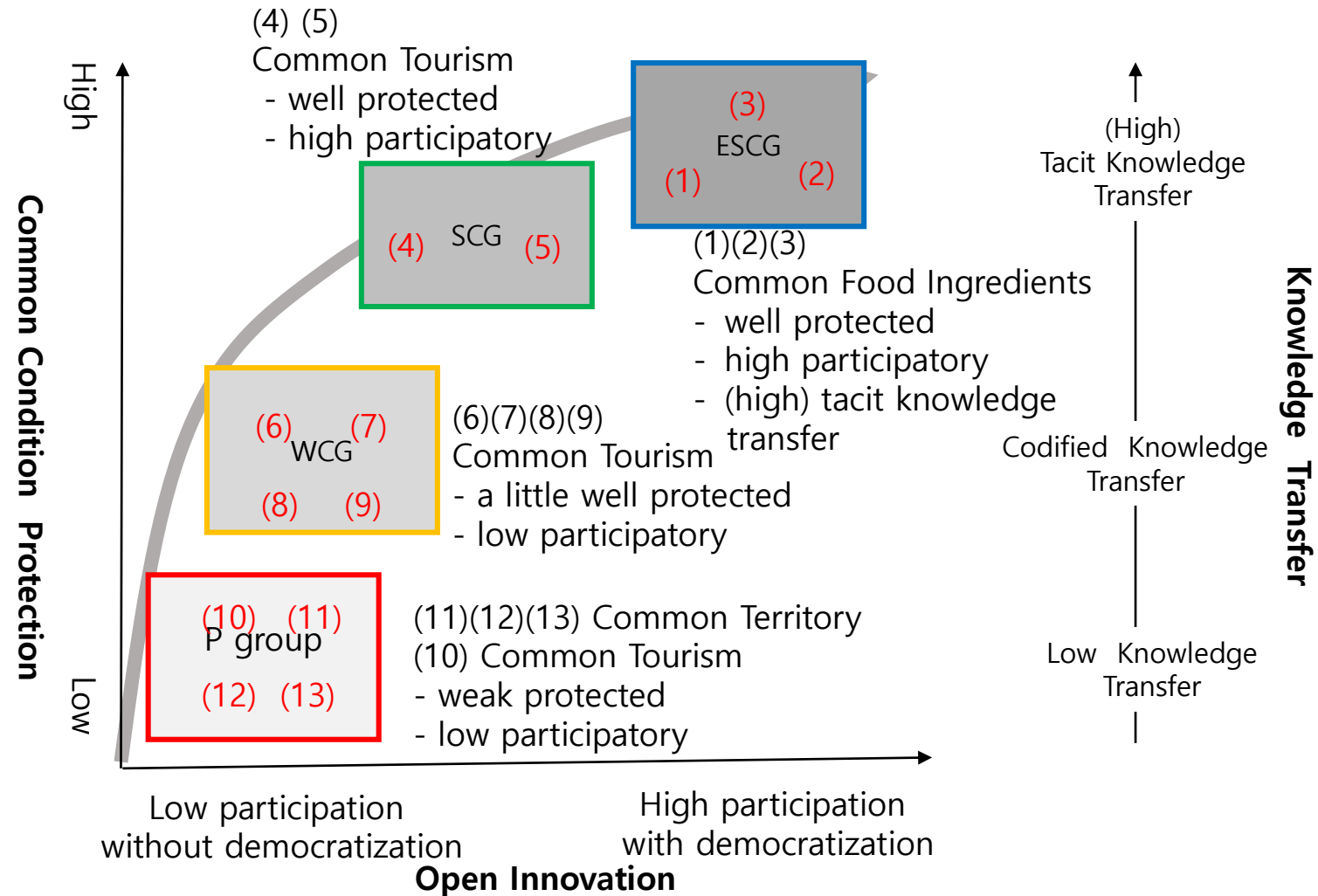
Privatization Common Good

⑦ Deoksu-ri village common pasture

⑨ Namwon Hannam village common pasture



Common Goods in Naples, Italy



Expanded BM with Strong Common Goods

- Naples and Sorrento regions Common Food Ingredients
 - (1) Common raw materials-(Neapolitan pizza)
 - (2) Common Food and agriculture-Sorrento Slow Food(an international non-profit association)
 - (3) Common raw materials in Amalfi



Privatization Common Goods

- Common Territory and Common tourism

(10) the Naples stadium

(11) Confcommercio; Downtown common stage; Common goods of the territory;

(12) MAVV wine art museum

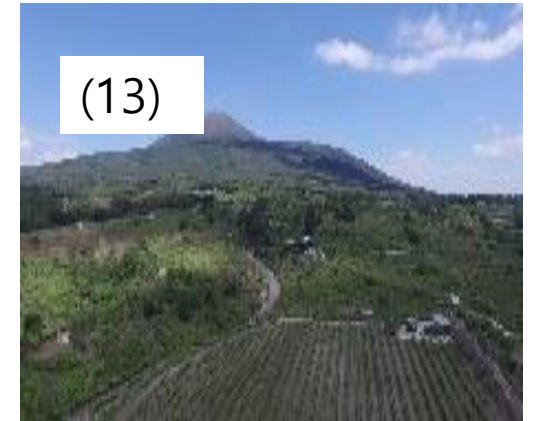
(13) Common vineyards-Sorrentino Vini



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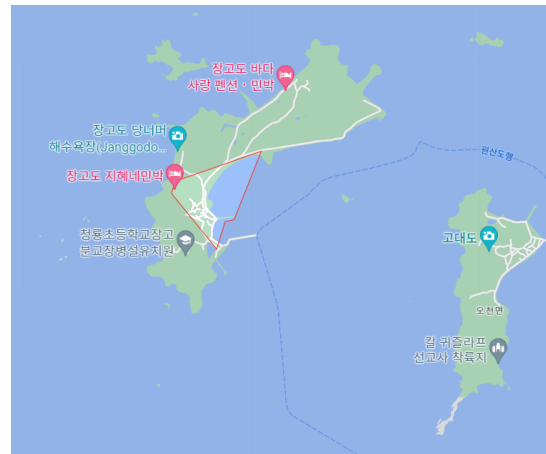
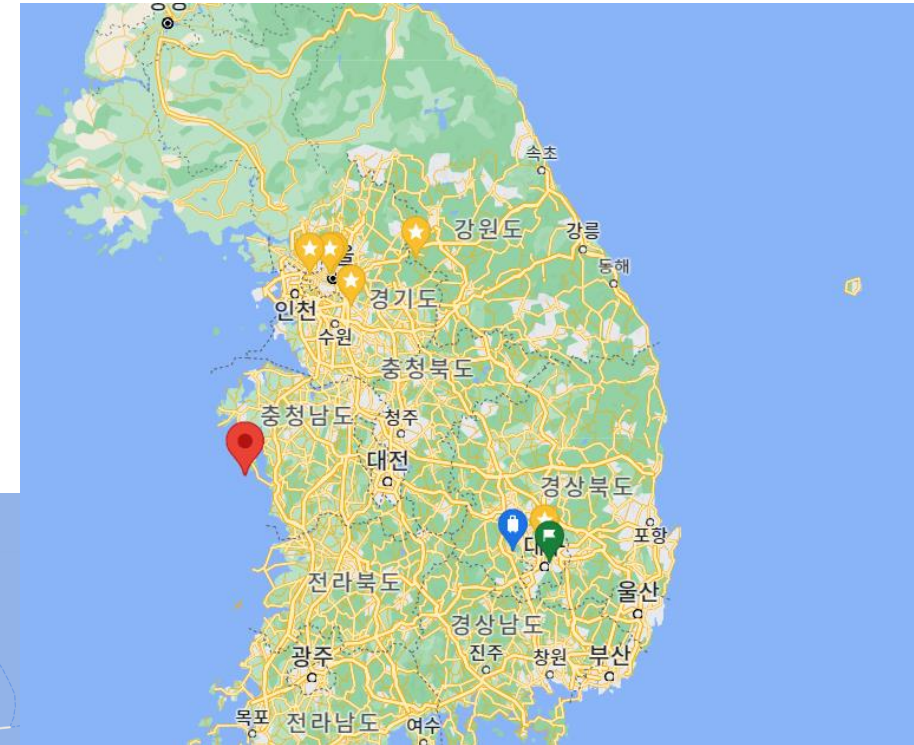
FEMIB 2025



Another example of expanded BM with Strong Common Fishery Good

Jang-go-do in South Korea

- Sea slug + Abalone (Indirect participation) → **10,000\$**
This common good based basic income of every member/per year
- Littleneck clam (direct participation) → **20,000\$**
This common good based basic income of every member/per year.
- > **Per House member , average per year basic income;**
30,000\$
- Additional business model from common goods:
 - a) self sea-in swimming and hunting of Sea Slug and Abalone
 - b) payable Sea town experience course
 - c) Sea town common hotel business



장고도 마을회 배당금 결정권에 대한 규약

일 시 : 2007년 12월 7일 (장고도 2014년 12월 13일)
주 회 자 : 편 도 진
작 성 자 : 강 윤 미
참석인원 : 총회 참석인원 전원 (64명)
안 건 : 장고도 주민 배당금 규정에 대한 개정안
회의장소 : 장고도 마을회관

- 법 안 : 1. 본가에서 거주하다 부
로 분가를 하였을 시
된다. [결혼(분가) 후 1
- 단, 12개월 살림이 가
- 분가 후 마을 일에 1
여 및 6개월 이상 실가
2. 본 부락에서 거주하다가
지급하지 않는다.
(본 부락에 거주한 개월
3. 장고도에서 거주하다가
유족에게 전액 지급하도
4. 본 부락에 거주하다가
매매나 양도를 할 수가
참여나 부락일에 참여를
마을회에 요구 할 수 없
5. 본 부락에서 태어나 타
지나야 해당 사항이 된다
이사(전입)을 왔으나 어
참여나 관여를 앓을 경우
5. 참여 경력이 제외되면 6

장고도 어촌계 규정안 (회의록)

일 시 : 2015년 12월 11일
주 회 : 박재동 어촌계장 (기록자 : 박의순)

나온지 그이듬해 당시 장고도 어촌계에 입어료
[양식장의 바다(갯벌) 전입 및 생계형 채취물
전입 및 채취를 금지하여 왔으나 추가로 입어료를
과 공동양식장에 들어갈수있도록 해달라는 요청이
나올 하기로 한다.

장고도 부녀회에서 별도의 회의로 장고도 주민 총회
다.

하여 들어온 사람은 장고도 마을어업 및 어촌계
나머지 갯벌에 들어가 생계형 채취 및 연어업을
회를 거쳐 실거주어부 및 정착형 주민인지를
장고도 주민 총회시 찬반 투표로 의결 한다.
₩ 1,000,000원을 먼저 장고도 어촌계에 납입하면
공동양식장에서의 그나머지 갯벌은 생계형 채취로

관리를 해왔기 때문이다.)
로 1,000,000원을 내고 5년이 지난 6년째부터는

자부담 사업비가 수익원에 이르기 때문에 추가
에 납입해야 가능하다.

촌인의 소유한(주택대입 및 신축) 주택이 아닌
회를 통과하여 장고도 주민총회를 거쳐 의결 되어

2007년 장고도 어촌계 배당금 지급 12/7

비고	배당금	실수령액
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관목	332,500	300,000
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관목	466,000	460,000
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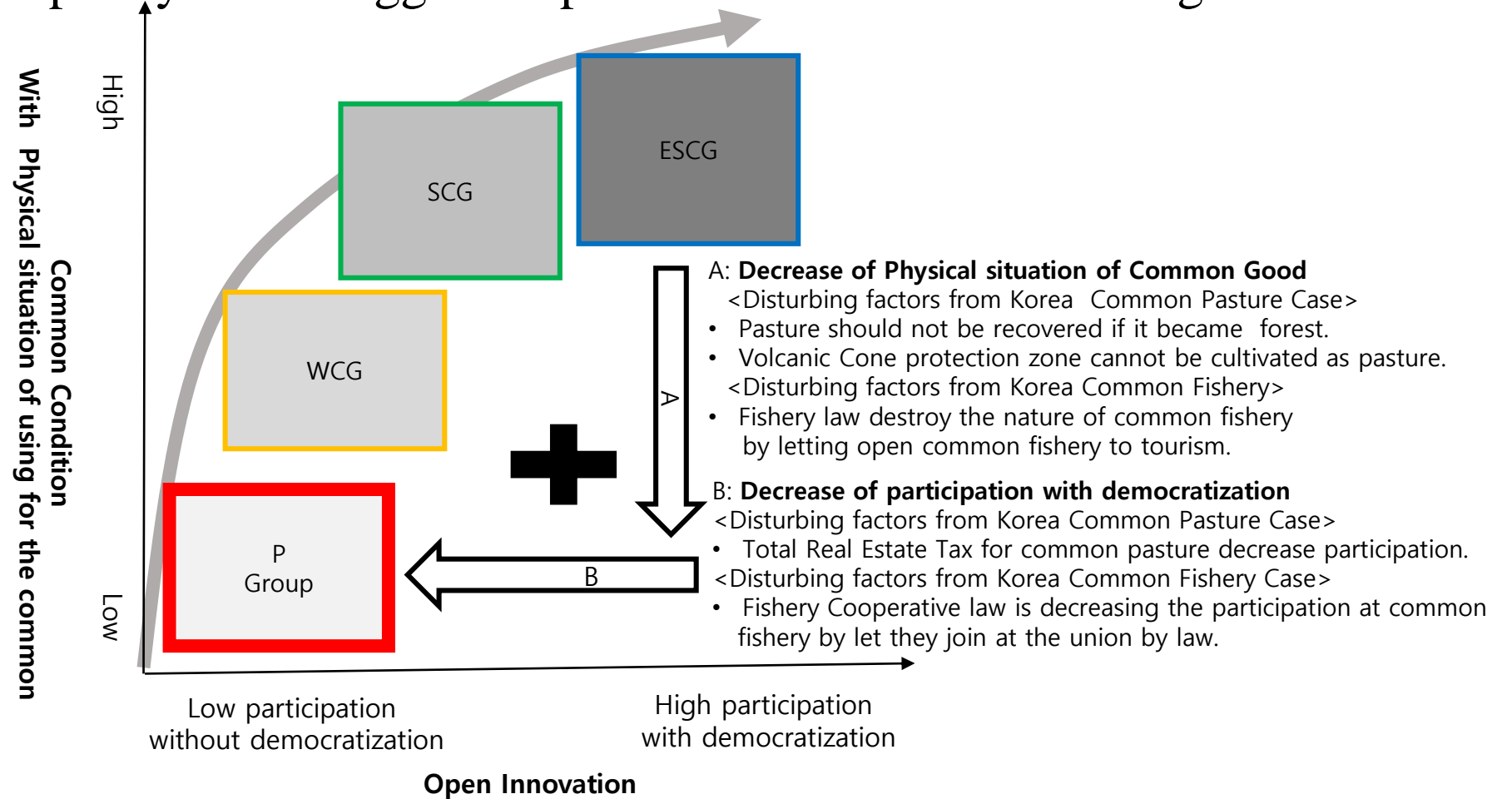
2015년 연말 총회 장고도어촌계 배당금 지급서

2015년 12월 7일

배당금	자율관리	경운기	실수령금	날인	비고
14,030.00		2+	14,030.00		
14,000.-	-3		13,970.00		
14,000.-			14,000.00		
14,000.-	-2		13,940.00		
14,000.-	-3		13,970.00		
14,000.-	-1	+1	14,000.00		
14,000.-	-1		13,970.-		
14,000.-	-2		13,940.-		
14,000.-		+1	14,030.-		
14,000.-	-1		13,970.-		
14,000.-		+1	14,030.-		
14,000.-	-1		13,970.-		
11,800.-	-1		11,770.-		
14,000.-			14,000.-		
14,000.-	-1		13,970.-		
14,000.-			14,000.-		
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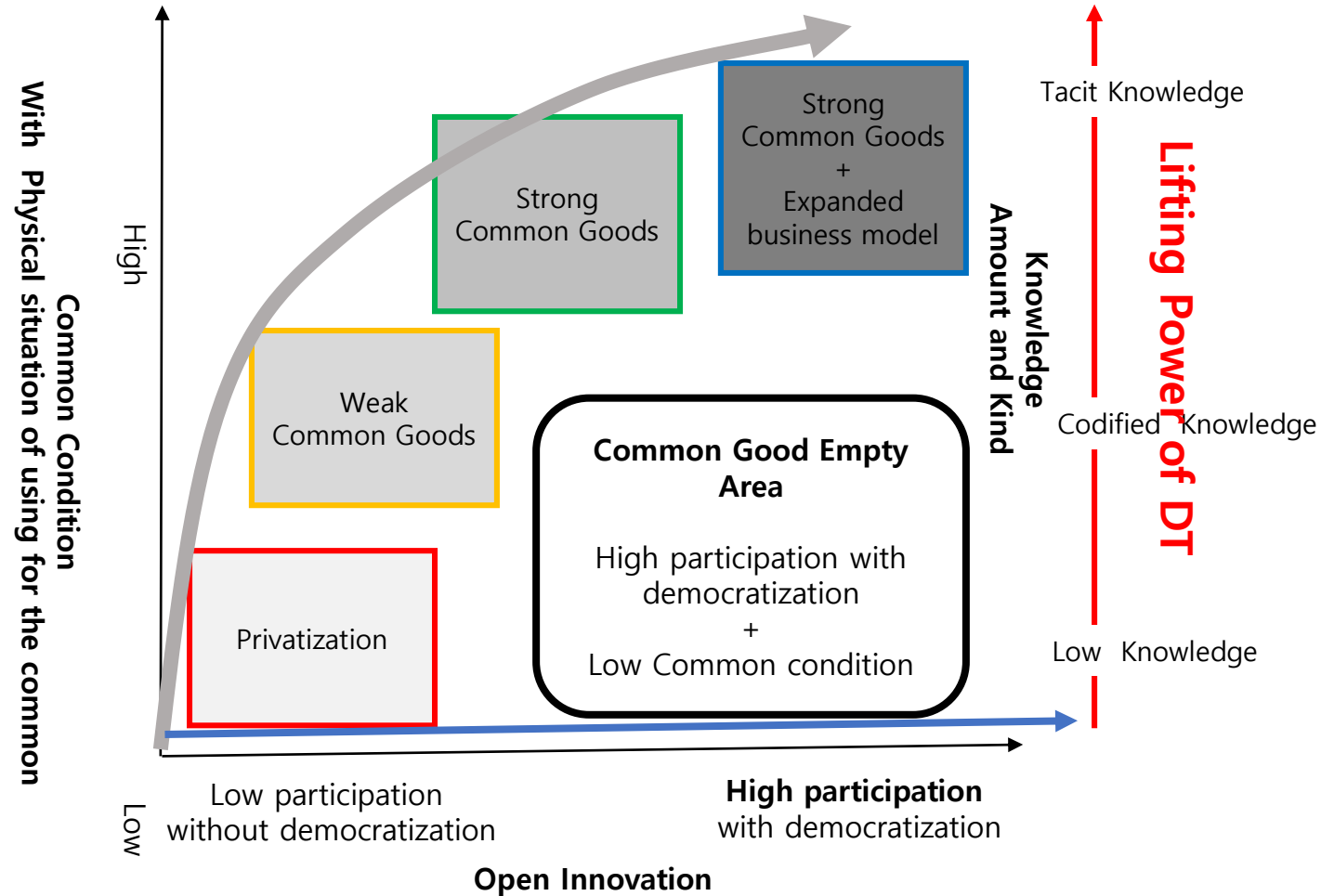
Grounded theories

1. In digital transformation,
false public policy could trigger the privatization of the common good.



Discussion: Grounded Theory

2. High participation under digital transformation can escape 'the common good empty area'



Discussion: Grounded theory

3. In digital transformation,
common good could activate the regional innovation system

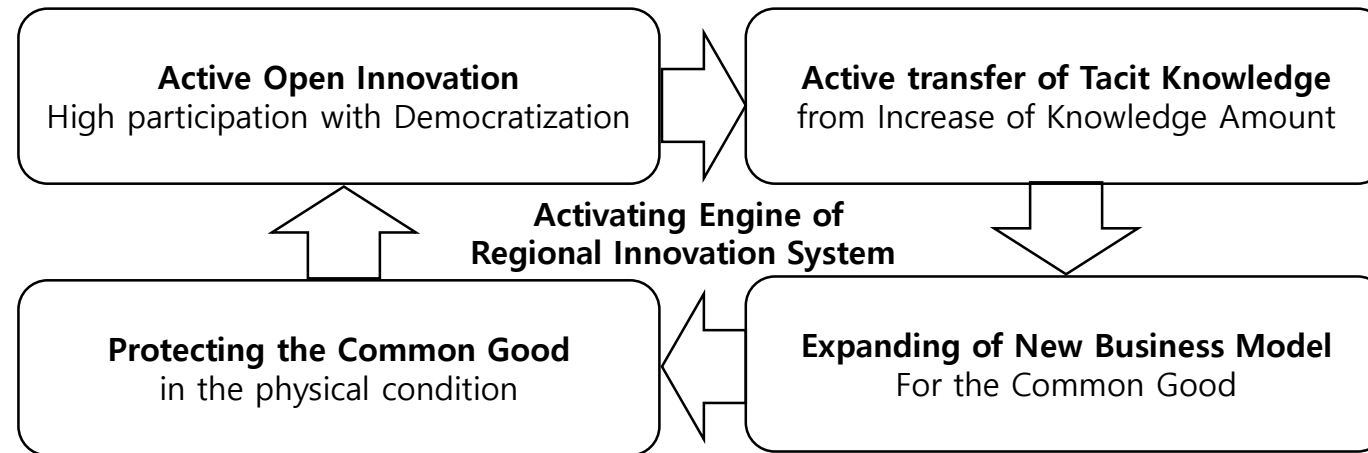


Figure 8. Activating Engine of Regional Innovation System

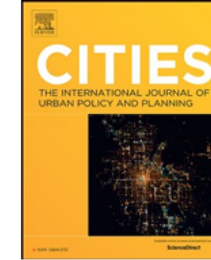
From the Tragedy of Common to the Comedy of Common(2)

Under the Digital Transformation



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Cities

journal homepage: www.elsevier.com/locate/cities

Tracing post-capitalism in cities: Insights from the commercial capitalism's birthplaces—Genova, Milan, and Naples

JinHyo Joseph Yun^{a,d,*}, Xiaofei Zhao^{a,d}, Giovanna Del Gaudio^{b,**}, Valentina Della Corte^b, Tan Yigitcanlar^c

^a Daegu Gyeongbuk Institute of Science and Technology (DGIST), 333, Techno Jungang Daero, Hyeonpung-Myeon, Dalseong-Gun, Daegu 42988, Republic of Korea

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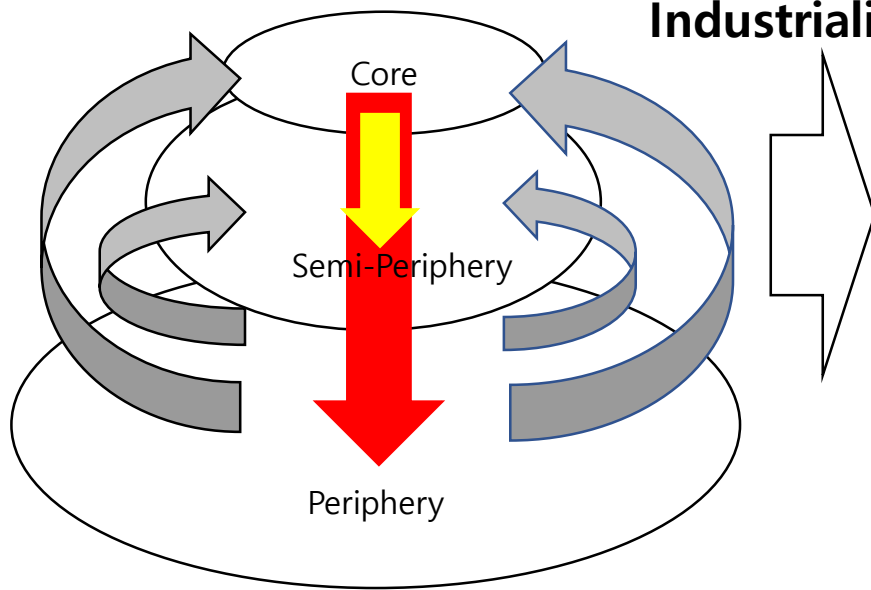
Post-capitalism
Post-capitalist city
Post-capitalist society
Open innovation
Naples, Milan and Genova

ABSTRACT

Research on the sustainability of capitalism and the indication of post-capitalism is growing rapidly. *What types of post-capitalism clues in the 21st century can be found in the three Italian cities of Genova, Milan, and Naples, which are the origins of commercial capitalism?* These cities, Genova, Milan, and Naples, which have a long history from the inception of commercial capitalism from the 13th century to the present day, reveal the signs of modern capitalism's transition. The findings are as follows: (a) If the fashion industry in large businesses adopts closed open innovation to mitigate the risks of growth without employment and ecological hazards, they will exhibit signs of post-capitalism; (b) If family firms engage in social open innovation within the culture and entertainment

Change of World Capitalist System with Digital Transformation

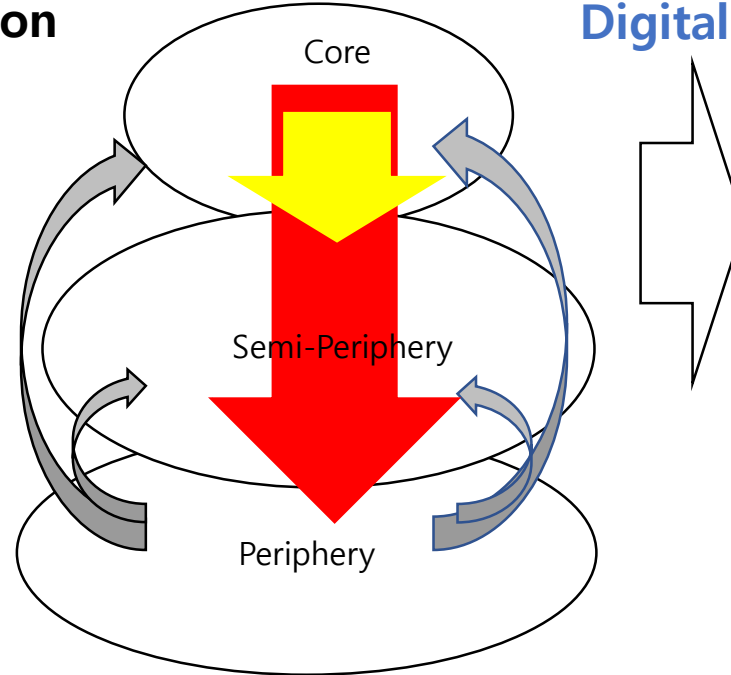
Expanding World Capitalist system



Industrialization

From 14-15 Century Until 1970s (specially from 19C to 1970s)

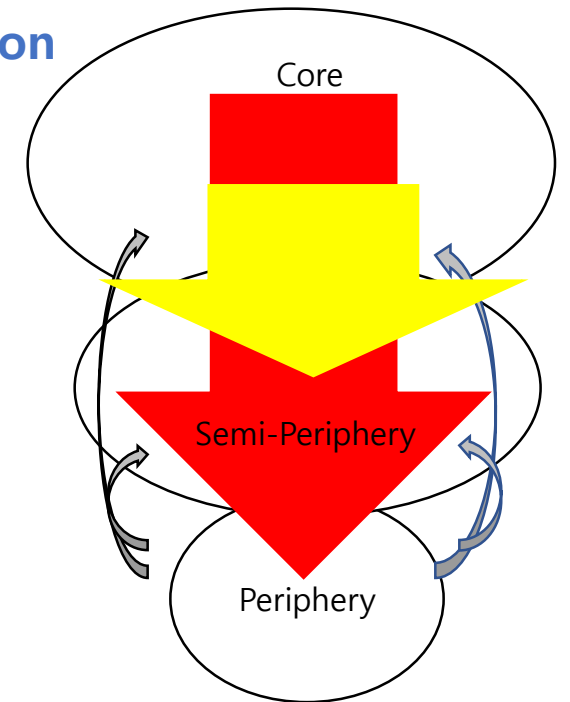
World Capitalist System in
Decreasing in the expansion ratio



Digitalization

From 1980s Until 21C Now (Specially until 2010s)

Non Sustainable
World Capitalist System



Any time in 2040s -2100

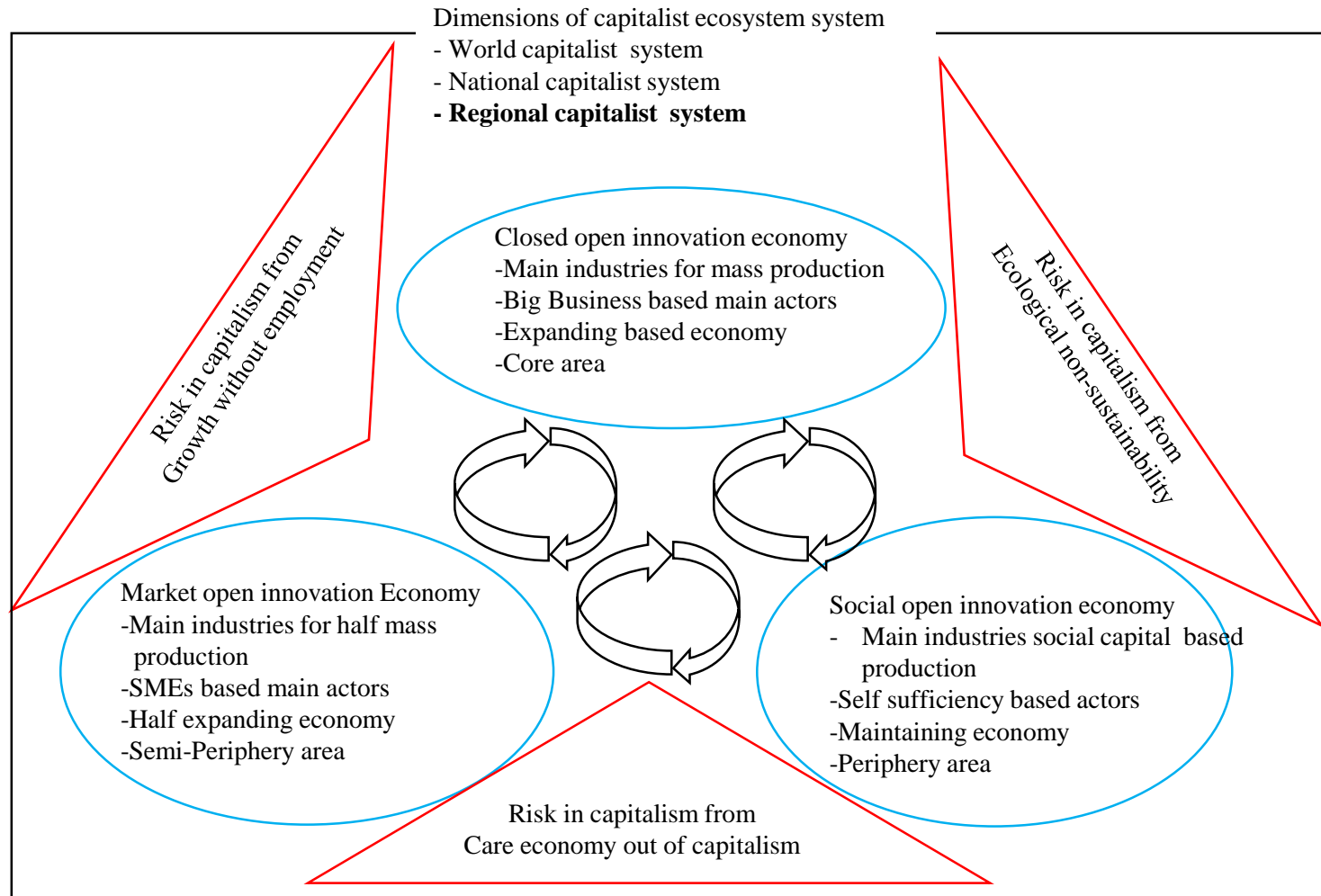
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- Research Gap
- Research Question
- Research method and scope(1-3)
- Literature Review (1-2)
- Research Framework; Dynamic Balance of World Capitalist System
- Clues of post-capitalism in Genova
- Clues of post-capitalism in Milano
- Clues of post-capitalism in Naples
- Comparing the three cities in terms of major actors and industries
- Grounded theory: clues of post-capitalism economy

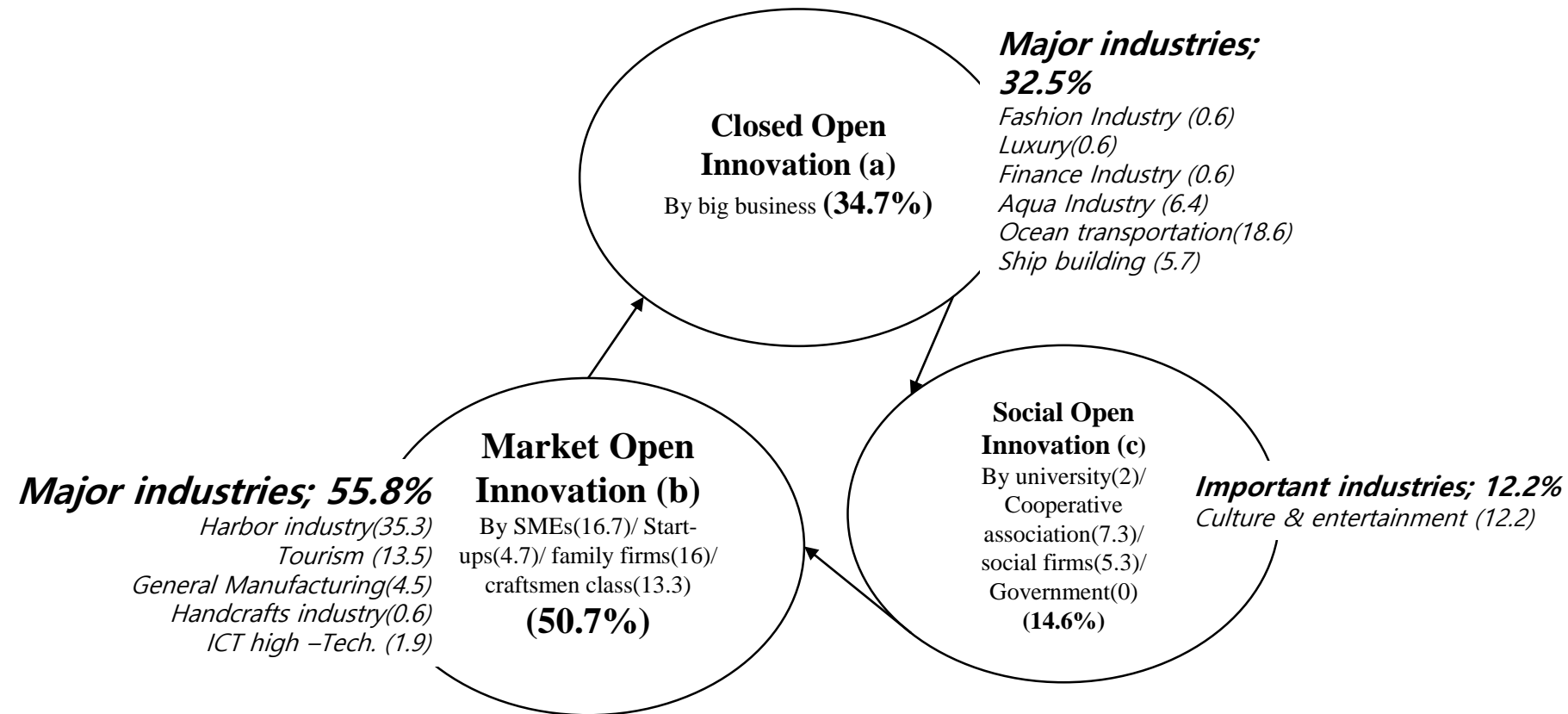
Research Question

- Genova, Milano, and Naples are Italian 3 cities have long history from the starting time of commercial capitalism in 13, 14 centuries until now with the clues of post-capitalism in the 21st century, which are evolving totally differently each other even though their location are not so far each other.
- *What different clues of post-capitalism in the twenty-first century are found in the three cities, namely, Genova, Milano, and Naples, which are known to have different environmental, social, and economic contexts, with the degenerating world economy of inequality and sustainability?*

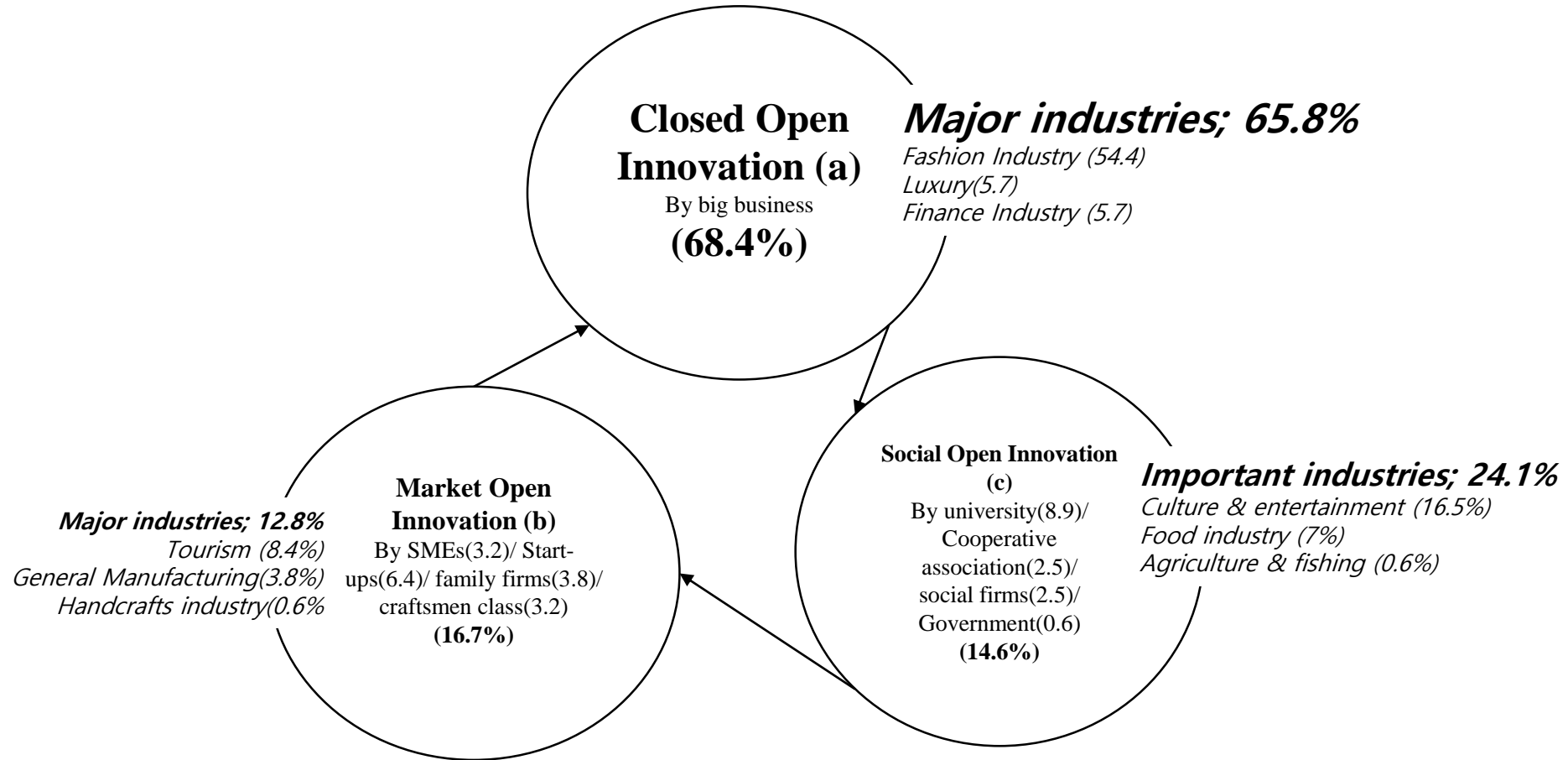
Research Framework; Dynamic Balance of Capitalist Economy System



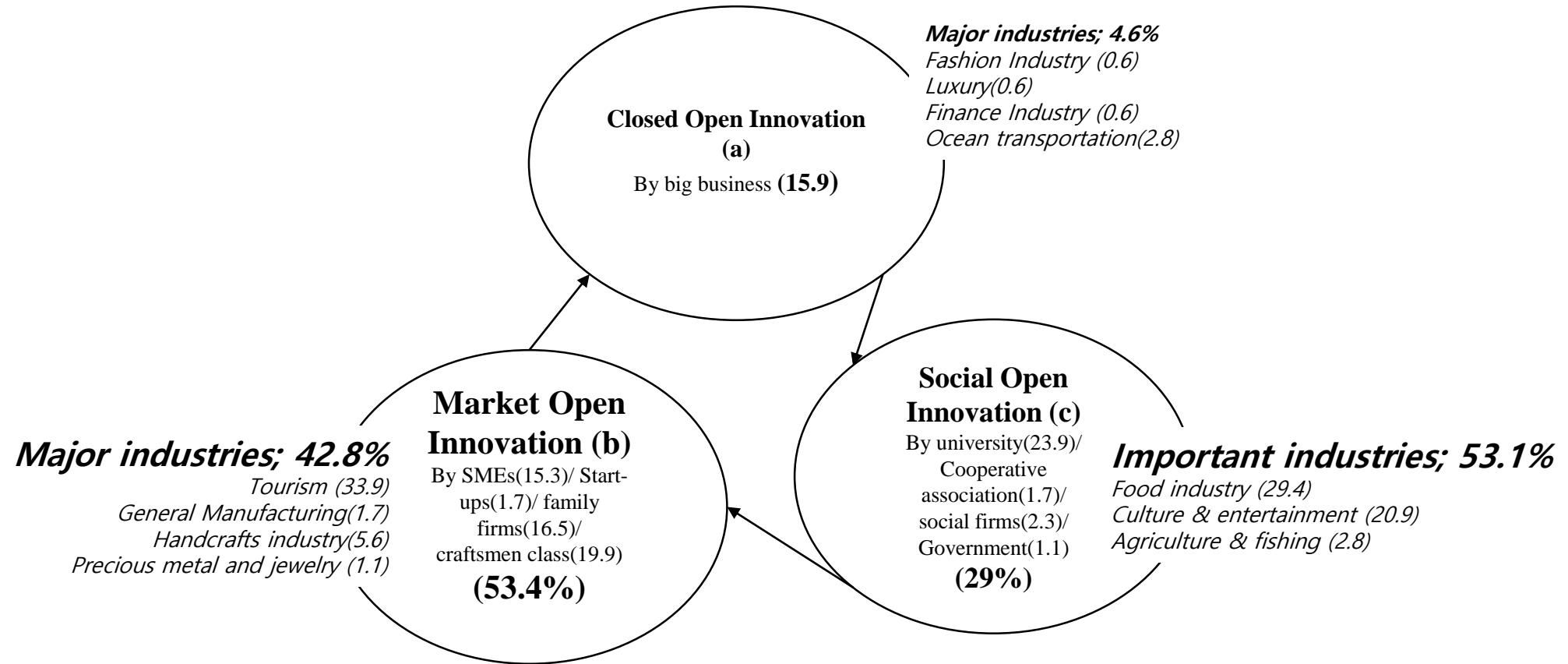
Clues of post-capitalism in Genova



Clues of post-capitalism in Milano



Clues of post-capitalism in Naples

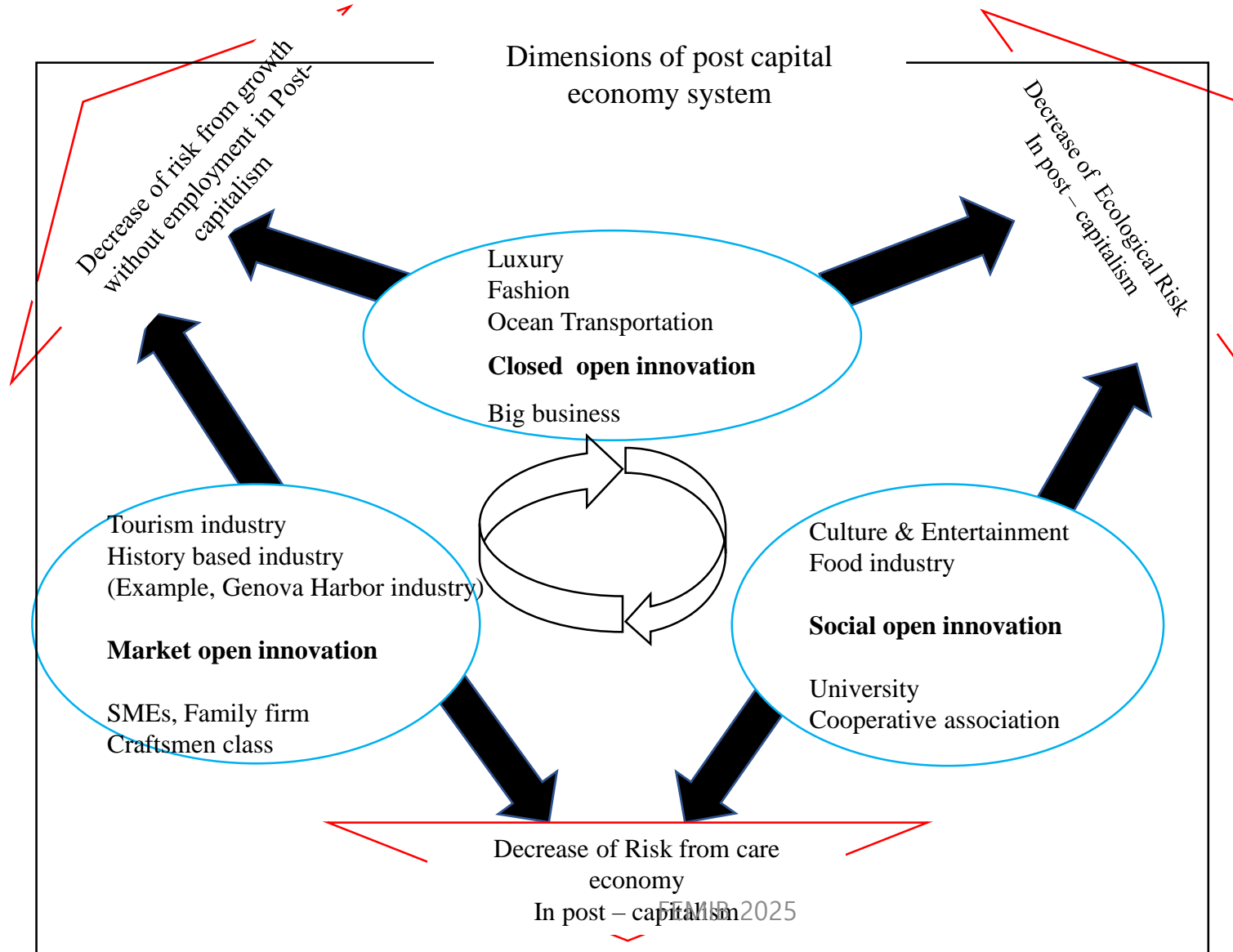


Summary, Comparing of 3 cities

**Common Goods based
Main Industries**

3 cities/ Categories	Genova	Milano	Naples
Belonging OI system -main economy actors	Market OI (50.7%) - SMEs (16.7%) - Family firm(16%) - Craftsmen class(13.3%)	Closed OI (64.4%) - Big Business (64.4%)	Market OI(53.4%) - Craftsmen class(19.9%) - Family firms(16.5%) - SMEs(15.3%)
Belong OI system -main industries	Market OI (55.8) - Harbor Industry(35.5%) - Tourism(13.5%) - General Manufacturing(4.5%)	Closed OI (65.8%) -Fashion industry(54.4%) -Luxury(5.7%) -Finance Industry(5.7%)	Social OI (53.1%) - Food industry(29.4%) - Culture & entertainment(20.9) - Agriculture & Fishing(2.8%)
Four economic actors	Big business (34.7%) Family firms(16%) Craftsmen class (13.3%) Cooperative association(7.3%)	Big business (68.4%) Craftsmen class (16.7%) University (8.9%) Start-ups (6.4%)	University (23.9%) Craftsmen class(19.9%) Family firms(16.5%) SMEs (15.3%)
Four economic industries	Harbor industry (35.5%) Ocean transportation (18.6%) Tourism (13.5%) Culture & entertainment (12.2%)	Fashion industry (54.4%) Culture & entertainment (16.5%) Tourism (8.4%) Food industry (7%)	Tourism (33.9%) Food industry(29.4%) Culture & Entertainment(20.9%) Handcrafts industry(5.6%)

Grounded Theory: Clues of post-capitalism economy



From Technology Innovation to Business Model Innovation
Under the Digital Transformation

Leveraging business model innovation through the dynamics of open innovation: a multi-country investigation in the restaurant industry

Business
model
innovation

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Abstract

Purpose – As the restaurant industry is a representative service industry, long-living restaurants could carry the secrets of key factors that are needed to establish “sustainable business models” in service industry. The authors aim to answer the following question: How can restaurants innovate business model sustainably to last for more than 50 years through the era of digital transformation with open innovation dynamics?

Design/methodology/approach – Five long-lived restaurants from Daegu, Kyoto and Naples were selected separately by using the snowballing approach, and were analyzed through in-depth interviews and participatory observations

Open Innovation as the power engine of business model innovation in digital transformation

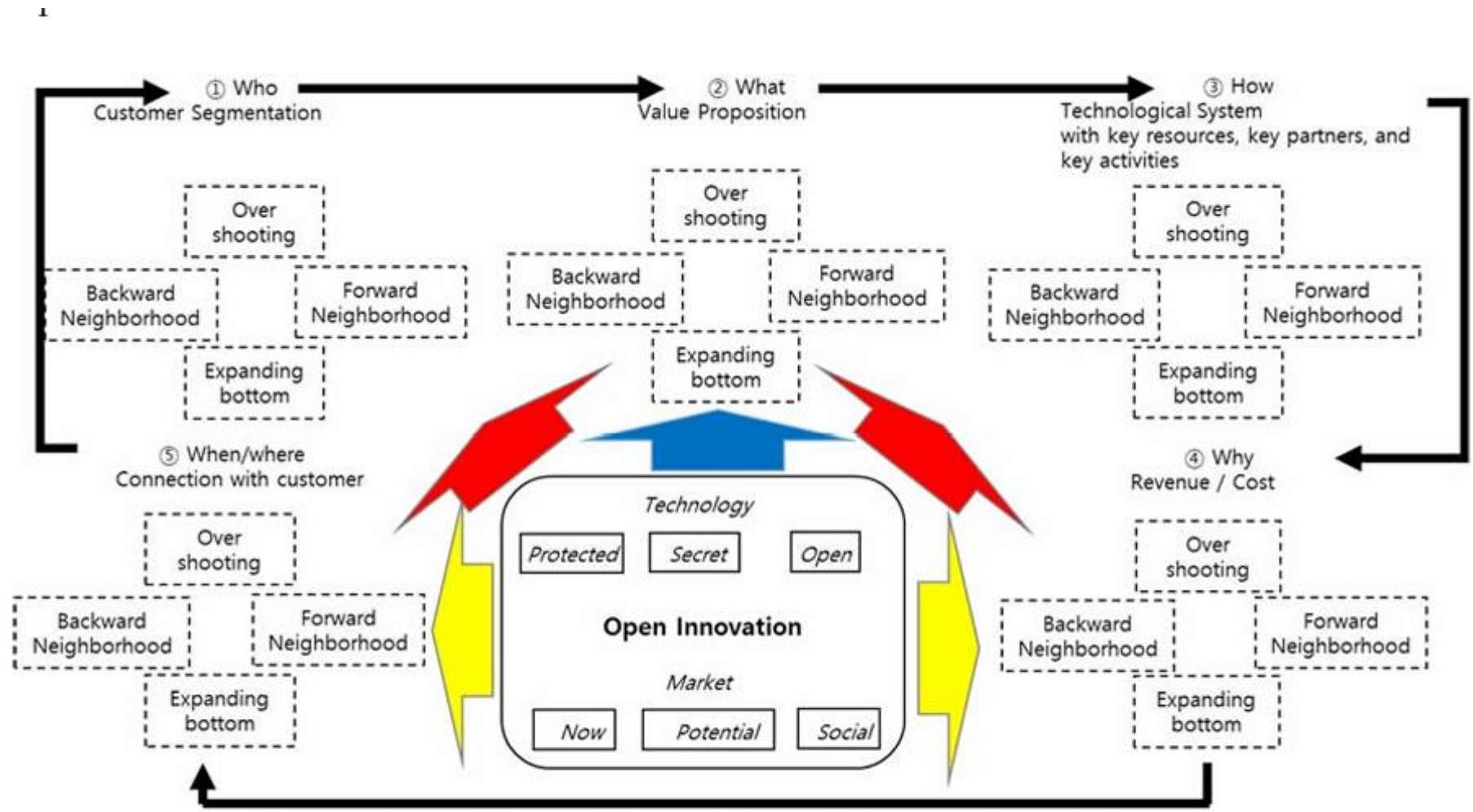


Figure 7. Open innovation as the engine of business model innovation.

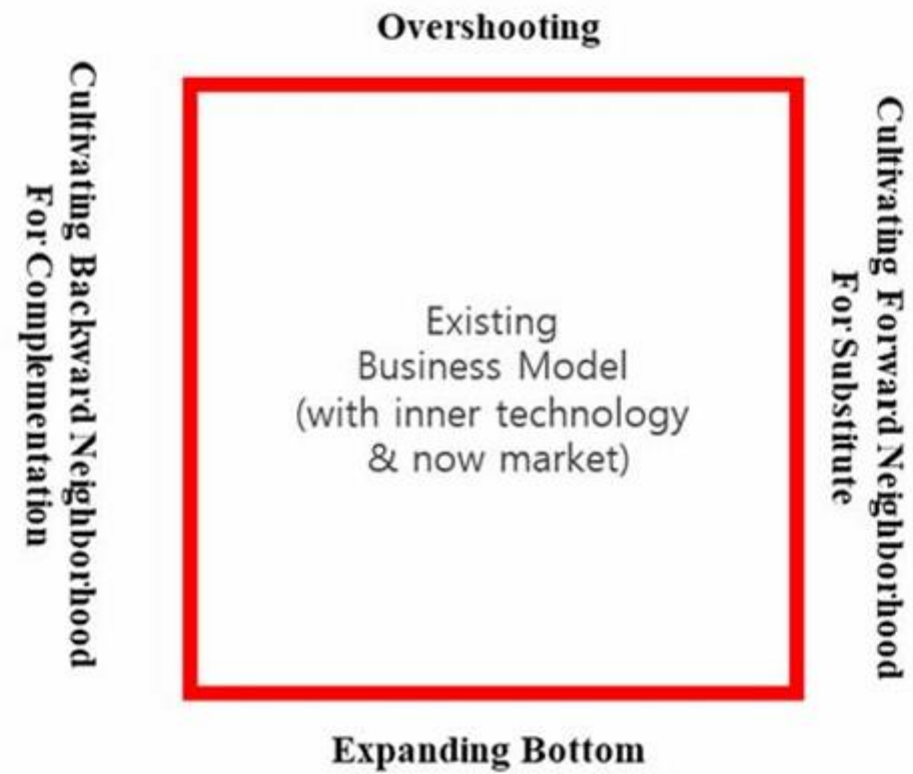


Figure 1. Research Framework I: rectangular compass concept building for business model innovation.

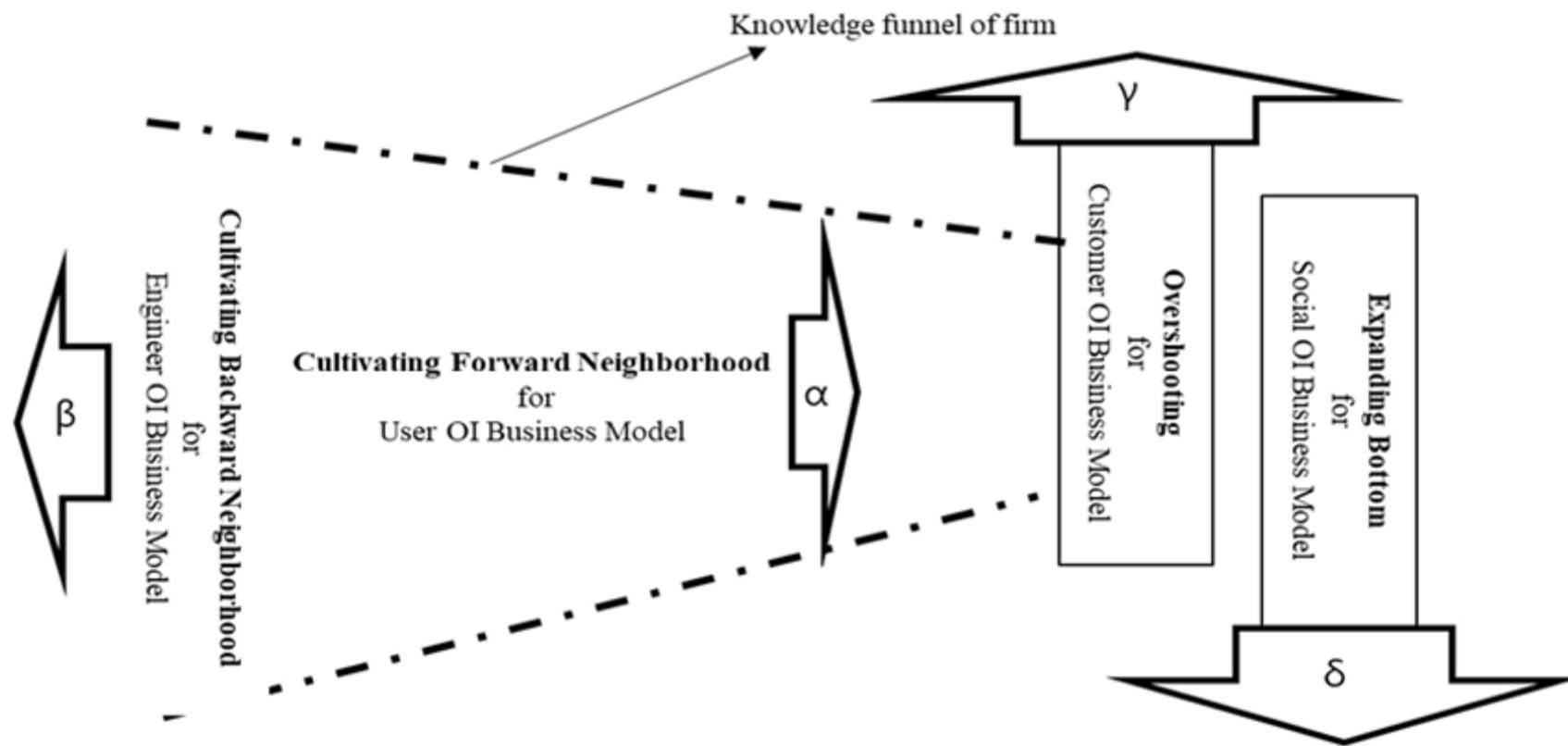


Figure 2. Research Framework II: rectangular compass in the knowledge funnel.

2.3. Research Scope and Method

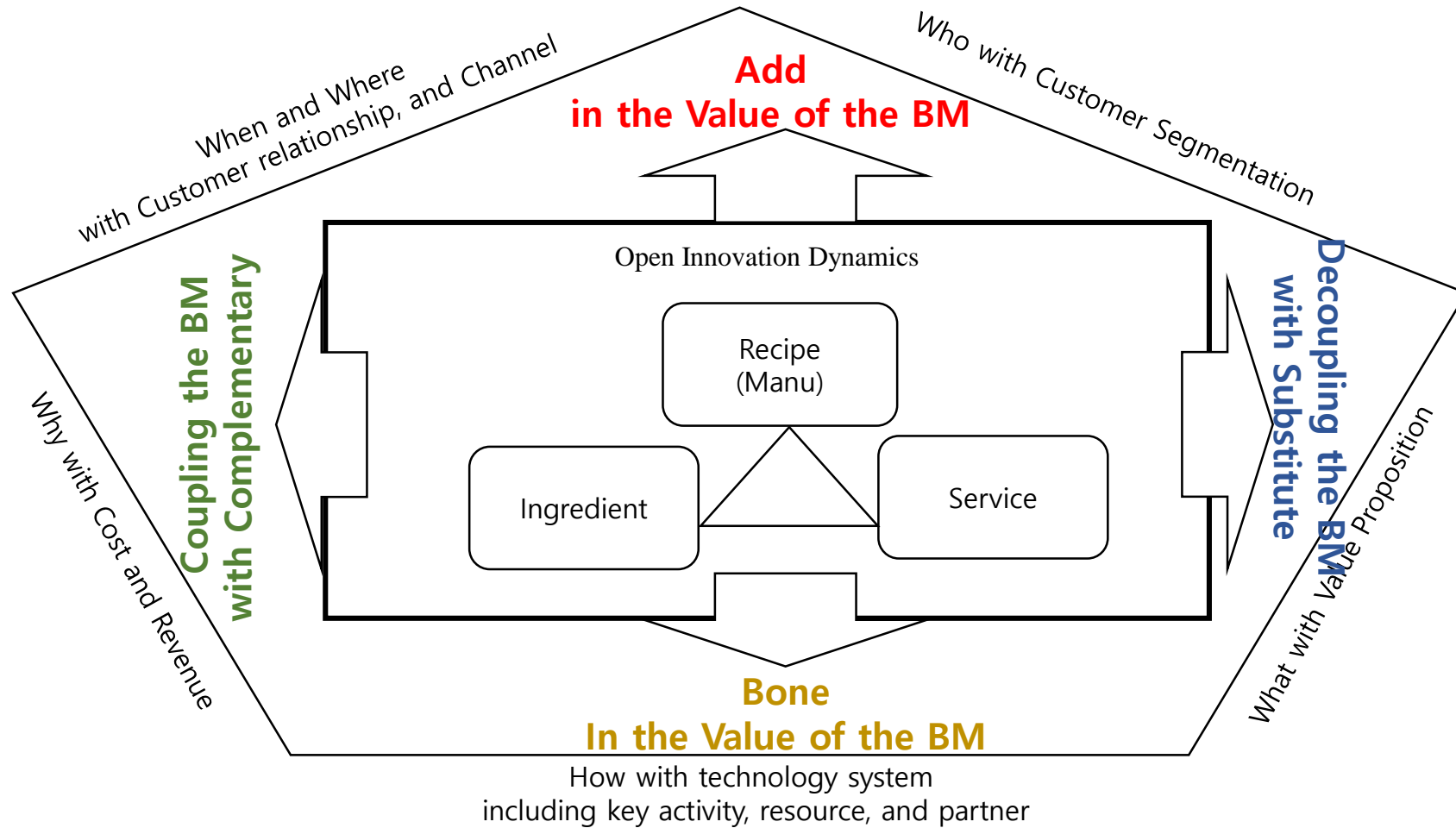
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- Research Question
- Research Framework
- Analysis (1); Korea long-lived restaurants
- Analysis (2); Japan long-lived restaurants
- Analysis (3); Italy long-lived restaurants
- Discussion

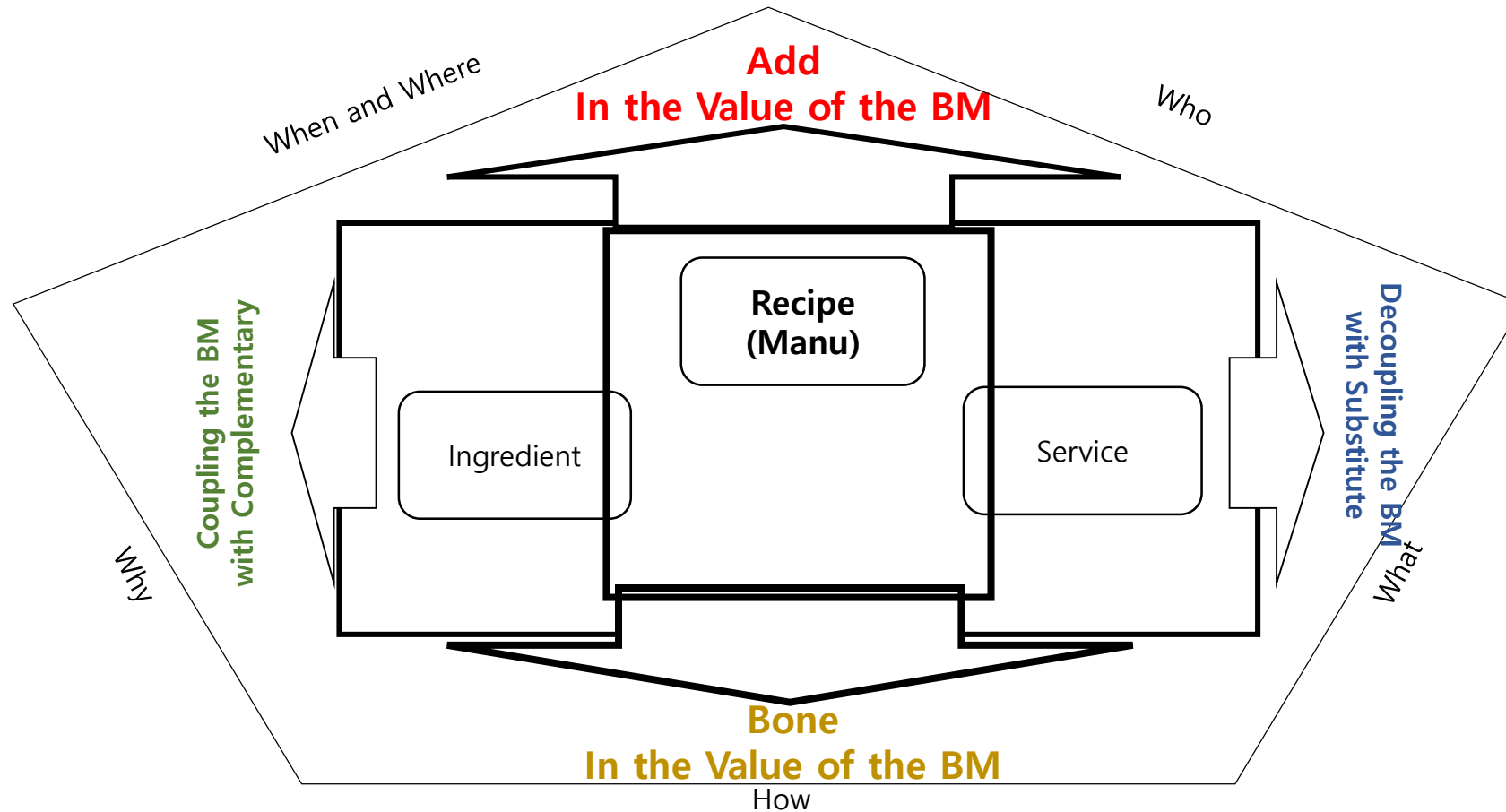
Research question

- *How can restaurants as representative service industry firms innovate business models sustainably to last for more than 50 years through the era of digital transformation with open innovation dynamics?*

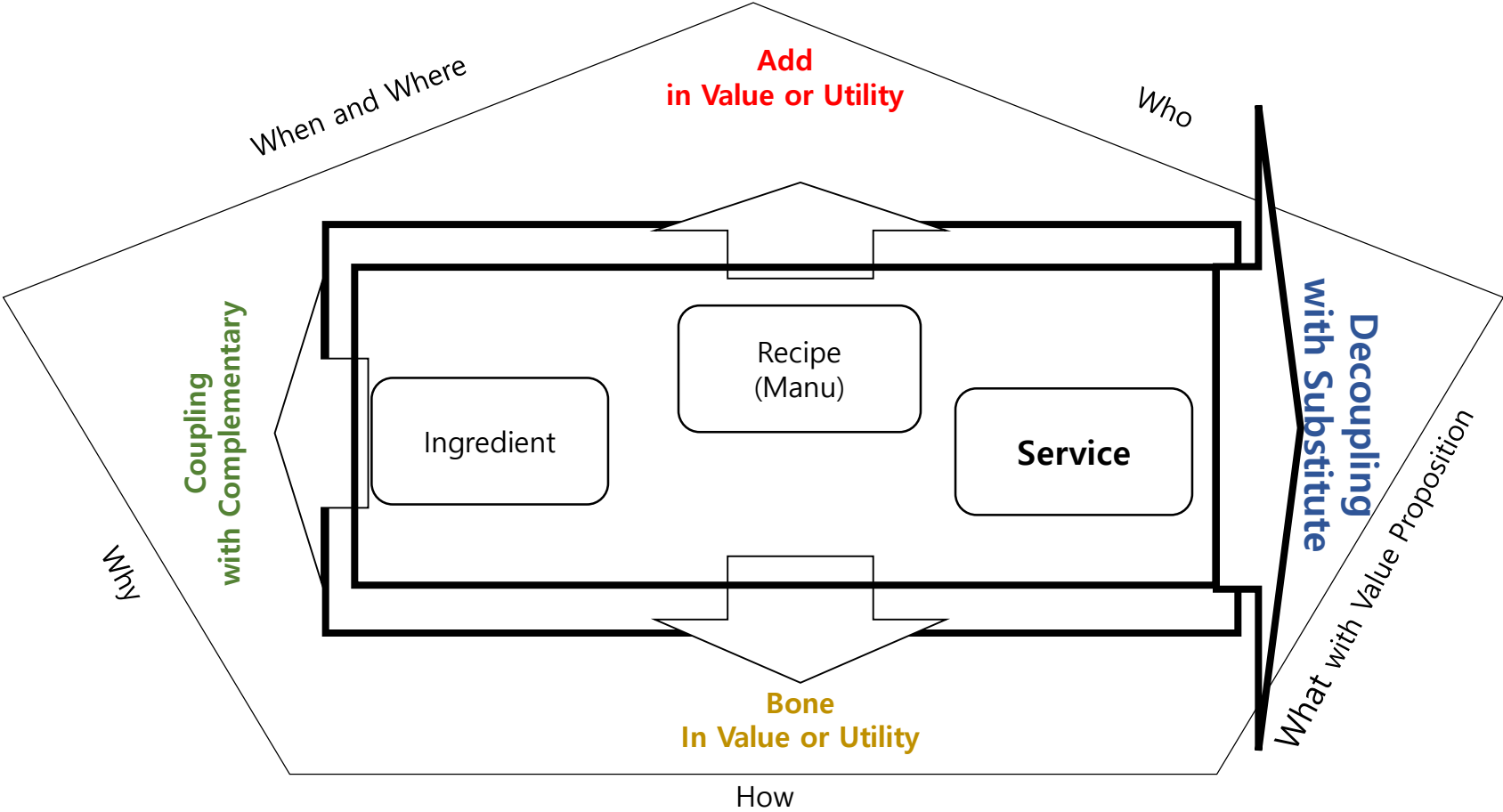
Research Framework



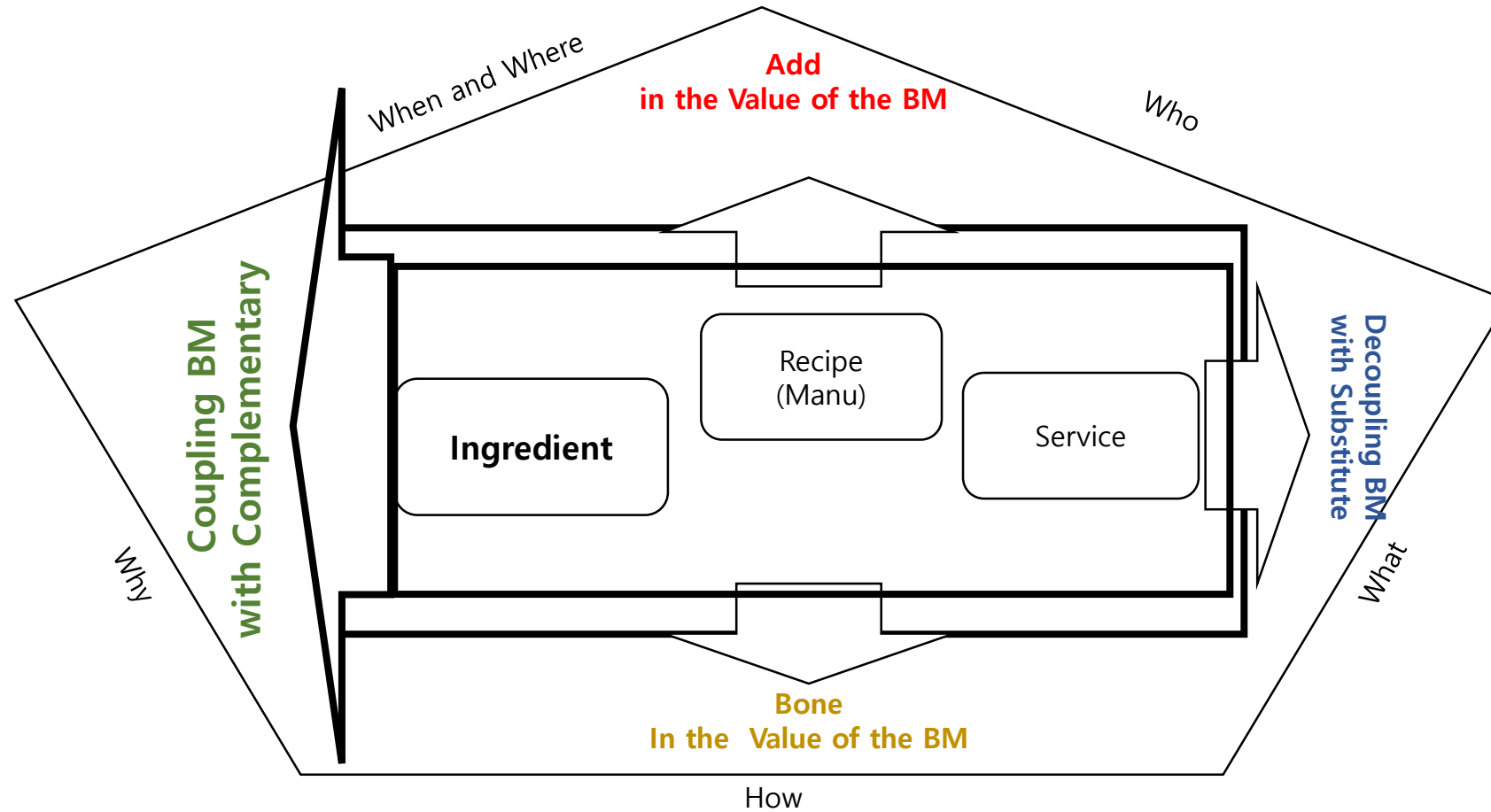
Analysis (1); Korean Long-lived Restaurants



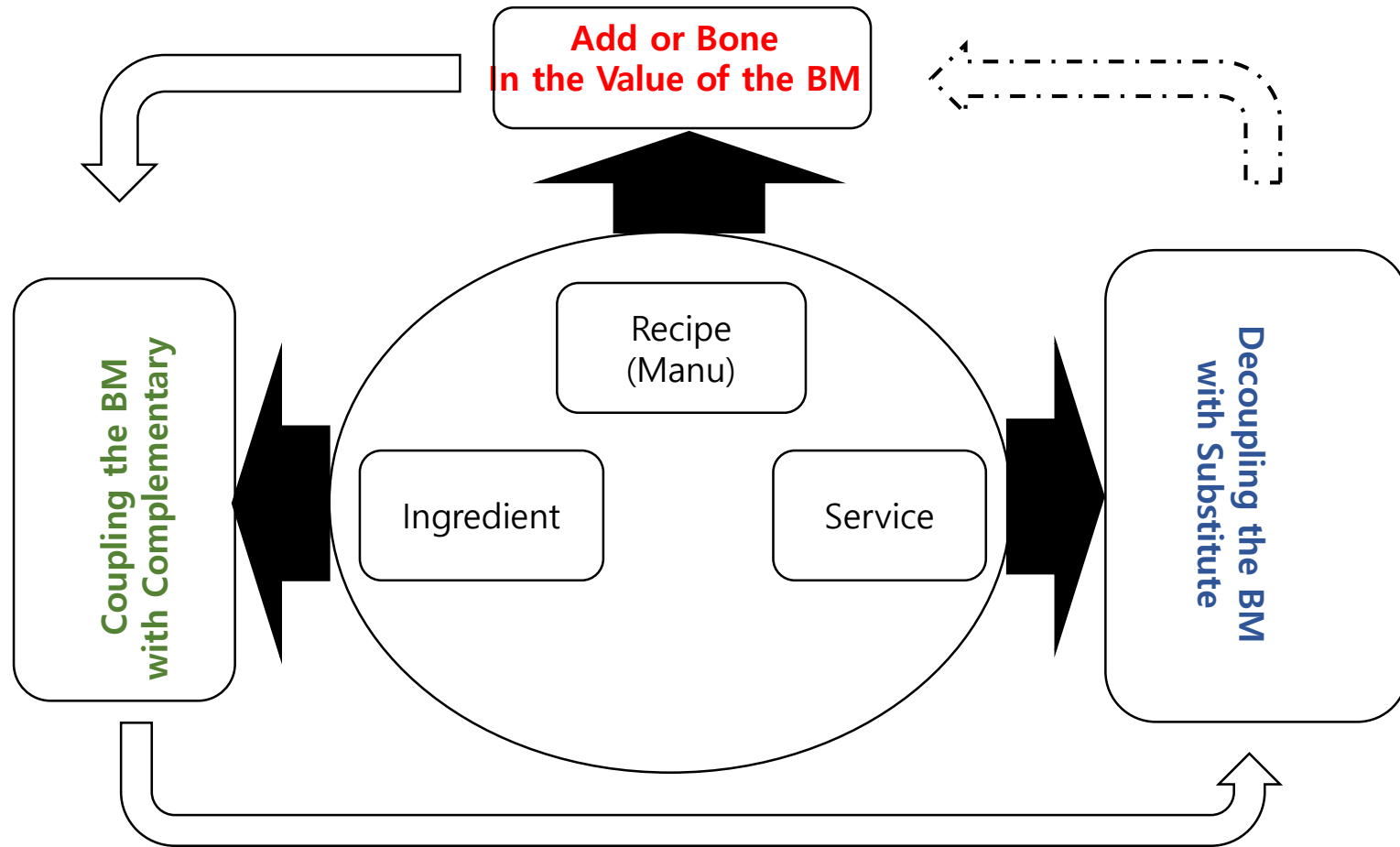
Analysis (2): Japan Long-lived Restaurants



Analysis (3) Italy Long-lived Restaurants



Discussion; Sustainable innovation of the BM of Service Industry



The End

Thank you for paying attention to my lecture