



Welcoming Speech by the Organizing President of SOItmC

-Prof. Dr. JinHyo Joseph Yun

I am so happy to meet you, Honor Professor Fumio Kodama, Philip Cooke, Anil Gupta, Venni Krishna, Rajah Rasiyah, Akihiro Ohara President of Meijo university, and my heart colleague professors Tan, Pyka, and Altinay in addition to all honor professors, researchers, students, and entrepreneurs who are at this Meijo University, Nagoya Japan where is the hometown of world number-one automotive company Toyota. Thanks a lot, to the hosting chair, Professor Yuri Sadoi, and all Nagoya colleagues for preparing this fantastic conference.

The theme of SOItmC 2019 conference is “Second IT Revolution, and Dynamic Open Innovation; From Smart City, Autonomous Car, Intelligent Robot, and Block Chain to Sharing Economy”(Lee et al., 2018). To answer to this research question, more than 240 papers or business models from 157 universities and institutions of diverse counties will be presented. In addition, you should not miss world top 11 professors’ keynote speech and summer school lectures which will answer to our research question deeply.

The role of business model in market growth in the autonomous car, smart city, and sharing economy related industries is bigger than technology even though in intelligent robot, or block chain industries, the importance of technology is bigger than business model in the second IT revolution(J. J. Yun, Won, & Park, 2018; J. J. Yun, Won, Park, Jeong, & Zhao, 2019). Let us maximize the benefits of open innovation and minimize the cost of closed innovation with motivating the entrepreneurial cyclical dynamics of open innovation to respond to the growth limits of capitalism in the 2nd IT revolution era(J. Yun, Jeon, Park, & Zhao, 2018; J. J. Yun, 2015).

Tomas More wrote at his book [Utopia] like that “people in Utopia do not understand people who are proud of their shining clothes, or flatter rich person”. We need open innovation culture with which people do not close themselves to other classes like people in Utopia.

MaZeo Baso who is the father of Japan poetry, so to say HahiKu, toured all-around of Japan, and did open connection with diverse people from all classes during all his life from 1644-1694. He is the founder of open innovation spirit of Japan. He wrote “In the winter cold wind, I became the terrible all-round doctor” when he visited Nagoya. I think that the spirit of Baso became the source of the open innovation dynamics of Toyota, and a lot of Japan firms.

Mont Pelerin Society which was built by Friedrich Hayek, and Milton Friedman on 1947 with small group of 40 scholars conquered the world economic theory against Keynes and Karl Marx(Bregman, 2017). The society produced the 8 Nobel economy prize winners, and destroyed US and UK economy totally, and is destroying Korea Economy now (Burgin, 2012). I really expect that SOItmC will rescue capitalism from the growth limits, polarization, and unemployment in 30 years.

The Palme d’Or, the Cannes festival’s highest prize of 2019, was awarded to the Korean film

“Parasite” directed by JunHo Mong on May 25th. This movie warns the polarization of classes in capitalism. I expect that a lot of creative solutions to treat the polarization of capitalism with open innovation dynamics will be proposed at SOItmC 2019.

Let us enjoy SOItmC 2019 conference, and the beauty of Nagoya together from right now.

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