

The Osaka Model: New Methods of Promotion for Joint Development in Japan

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In this paper, new methods of locating business partners for joint development in Japan are examined. These methods, called the Osaka model, enable a company with outstanding technology to find a need for the technology in a new company partnership. On this model, a company that locates a business partner, establishes a mutual trust and is then able to solve higher level technological issues. Consequently, this model shares the strong points of both bid and conventional co-development. In other words, this model takes advantage of both Western and Japanese styles of inter-business relationships and is especially effective in small and medium-sized companies.

Track: 6. Innovation in SMEs