

Title	不動産業の新サービス創造プロセス - T社のワークショップの研究 -
Author(s)	藤谷, 昌敏
Citation	
Issue Date	2018-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/15156
Rights	
Description	Supervisor:小坂 満隆, 先端科学技術研究科, 修士 (知識科学)

New service creation process of real estate industry

—Study of work shop of company T—

Masatoshi Fujitani

School of Advanced Science and Technology,
Japan Advanced Institute of Science and Technology
March 2018

Keywords: commoditization, service creation, knowledge creation, workshop, vacant house regeneration

Realtor number of 2015 is 315,542 companies, accounting for 11.4% of all industry. The proportion is gradually increasing. The real estate industry is closely tied to all industries because it deals with land and houses as business targets, and it is an industry that is the foundation of all industries. The real estate industry is relatively easy to newly enter, small and medium enterprises and individual business owners are many and it can be said that it is a very wide field of industry.

Currently, Japan is in a rapid population decline and aging population, and it is a big threat to the real estate industry. Especially the rapid increase of vacant houses will give a big hit to the real estate industry in the future. Currently, a 8.2 million households in the country are vacant, the cause of the empty house "reduction of disaster resistance and crime prevention," and "garbage of illegal dumping," "health deterioration, occurrence of bad odor," "deterioration of the landscape", such as deterioration of various environment. As forecasts for the future, real estate will become more polarized, real estate prices will rise in regions where active real estate investment is done, and buildings in areas where vacant houses are abandoned will have a marked decline in real estate prices. Real estate agents, mostly small businesses, will fall into a severe business situation due to a significant decline in real estate prices.

In addition, changes in wave and customer preferences of the rapid development of recent ICT is trying to significantly change the real estate industry itself. For example, in addition to the consumer to find the property to take advantage of IT is increasing, a growing number of customers who choose the rental housing than new homes. That values of customers to change, it that diversification has become more pronounced. For this reason, the core services of intermediary and management of real estate are becoming more commoditized, and differentiation by new service creation is required.

The real estate industry is required to innovate by utilizing knowledge assets to change the management environment and resolve difficult problems . Real estate industry, suffer from the negative legacy of the bubble period, severe business environment near is, further I'm in IT adoption, is a pile is a problem that must be addressed in the new.

The purpose of this research is to create a theoretical of knowledge creation in the self-employed T company's new service creation process and make practical proposals on effective new service creation.

More specifically, it carried out an action research to target the new service creation process by utilizing the real estate company T's workshop of the self-employed, to analyze the T's new service creation process, verify the effect of knowledge creation, sharing and utilization .

In the previous research, there are rarely those who considered the process of creating a new service of the real estate industry from the viewpoint of knowledge creation, and to construct a theoretical model of knowledge creation by action researching the process of creating a new service in T workshop Has academic significance in the sense that it confirms the effectiveness of knowledge creation in new service creation. Also, it is practical for the real estate industry to clarify that knowledge becomes an effective management resource and to propose how to create knowledge is a contribution to the business strategy of the real estate industry. The collection and analysis methods of data, performs a literature survey, analyzed the contents of the new service creation process of the workshop in detail, it was evaluated by T company officials and external staff, the interview to the customer.

And as a result of the research, by creating a place of knowledge creation and constructing a mechanism, we were able to formally acquire individual tacit knowledge and raise individual consciousness. Not only in-house knowledge but also diverse and varied knowledge mixed with experts and customers co-creation enabled us to discover new services that we did not notice at first . Especially vacant playback, there is also a synergy effect of the real estate business along with the resolution of important social issues, as a place of new service business, one in which can contribute significantly to the business of the company.