

Title	価値共創志向の電子的戦略ロードマップの研究
Author(s)	Ateetanan, Pornprom
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Description	Supervisor: 白肌 邦生, 知識科学研究科, 博士

Abstract

Organizations are becoming increasingly aware of the importance of employee and performance in gaining and maintaining competitive advantage. Roadmapping is a human-centric strategic management technique to formulate organizational future planning. Typical roadmapping process is face-to-face workshop. There are research gaps need to be considered, while also focusing on the stakeholder value co-creation oriented and virtual approach with internet-based roadmapping that not only overcomes the limitation of space and time but also increases the degree of communication. There is need to overcome the limitation of space and time and the new approach of blending of human and electronic works in roadmapping process as well as the design of new perspective on roadmapping to create value co-creation oriented.

The research objectives are separated into three parts. The first part is to identify what stakeholders should do in co-creating value for planning innovative technologies throughout the roadmapping process. The concept of stakeholder value co-creation oriented roadmapping is proposed. The second part is to design the blending of human and electronic works into strategic planning process with electronic roadmapping to overcome the space and time limitations and increase the degree of communication among multi-stakeholders. The comparative effectiveness of face-to-face and electronic roadmapping was experimented. The last objective aims to identify and weight the factors influencing for the adoption of e-Roadmapping in organization.

In terms of research methodology, the study 1, the concept of value co-creation (VCC) roadmapping is developed. The case study of VCC roadmapping process is illustrated and participant-centric approach in roadmapping is presented. The study 2, the conceptual model of e-Roadmapping approach with describing characteristics, approach, collaboration tools and procedure are presented. Then the comparative experimental case on face-to-face and electronic roadmapping approach with mixed method research approach of quantitative and qualitative was conducted.

Lastly, we conducted experts and participants panel check to identify the initial factors influencing the adoption of e-Roadmapping to answer the second objective. The study 3, from the results of study 1 and study 2, the factors influencing the adoption of e-Roadmapping in organization is considered. To answer the research objective, we use expert checks-AHP framework to identify and weight the factors.

This research contributes to the field of strategic roadmapping and identifies the new perspectives on roadmapping as follows: 1) Integration with service management concept: traditional strategic planning with roadmapping technique has limitations of information gathering, idea creation and implementation platform among stakeholders due to lack of value co-creation thinking. Service management concept is incorporated into roadmapping with value co-creation, resource integration, and collaboration platform to solve these limitations. The key behavioral factors affecting value co-creation oriented in strategic roadmapping are identified and can be encouraged for effective strategic roadmapping, 2) Blending and balancing with human and electronic embodiment of strategic roadmapping approach: the strategic electronic roadmapping conceptual model with electronic collaboration matrix makes the shifting from face-to-face to electronic roadmapping. It supports the value co-creation oriented in roadmapping with the superb coordination between face-to-face and electronic roadmapping process. The strategic electronic roadmapping can be conducted either real or cyberspace and enabled by electronic collaboration tools and platforms. The model allows roadmapping facilitator and participants to choose the approach and tools depending on the availability and appropriateness of workshops, organizations and participants, and 3) Implementing key factors of electronic roadmapping: the management implication of strategic electronic roadmapping can be exemplified with the influencing factors the adoption of electronic roadmapping in organization.

The synergies of factors among people, organizational culture, process and technology are measured. Executive and roadmapping team can further utilize these factors and weights for implementing electronic roadmapping in organization.

Keywords: Collaboration technology, Electronic roadmapping, Strategic electronic roadmapping, Strategic planning, Value co-creation