

Departmental Research Seminar



Panasonic's smart city initiative
By

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Date : 11 Apr 2019 (THU)
Time : 2:30 pm – 4:00 pm
Venue : M802

Abstract

Panasonic, Japan's leading electronics company, launched a new project called "Fujisawa sustainable smart town" in 2014. This project aims to develop a smart and sustainable town which has a 100-year time frame. Unlike traditional manufacturing which is solely based on technology concerns, this project requires the linking of information with technology and social aspects. Under such perspective, Panasonic defined five service areas that generates new value, i.e. energy, security, mobility, wellness and community. They formed a consortium which is composed of 18 different organizations, to provide specific services to local residents. In this smart city initiative, Panasonic tries to create new business model. In the research seminar, I will introduce the Fujisawa sustainable smart town project and discuss what information system's roles in promoting their new business model.

Dr Mihoko Sakurai is an Associate Professor at International University of Japan, Center for Global Communications. Her academic background is Information Systems and Policy Design. She received her PhD from the Keio University's Graduate School of Media and Governance in Japan. She has studied effective ways of using Information Communication Technology in Japan's municipal governments. After the devastating Great East Japan Earthquake in 2011, she conducted field research and designed information systems to enhance the handling of future and unexpected disasters, especially for municipalities which have to deliver disaster relief operations to their residents. She is also an affiliate of Keio University as a researcher. Currently she is working on the notion of resilience and how information systems can support this. Her works related to the earthquake won the Best paper award at ITU Kaleidoscope conference (2013) and HICSS (2016). Her works has also been published in *IEEE communications magazine*, *IJISCRAM (International Journal of Information Systems for Crisis Response and Management)*, *Communications of AIS*, and *ICIS (International Conference on Information Systems)*.

All interested are welcome.

