

# Doshisha University

## 2014 Report on the Individual Research Allowance – Research Progress and Results

2 / 17 / 2015 submitted

Department	Title	Name
ビジネス研究科	Professor	Philip Sugai
Research Topic	Exploring the Product Waste Ecosystem from the Consumer Perspective	
Summary of Research Results	<p>Identified key cognitive constructs related to this waste ecosystem through in-depth qualitative research paper. Results of this research were published in a paper which defines Waste from the product marketing perspective and highlights the overall nature of the waste ecosystem:</p> <p>Sugai, P., Aroean, L. (2014) Waste vs. Challenge! Consumer Insights and Strategic Implications of Unused Technology Product Capabilities and Features, Kindai Management Review, Vo. 2, pp. 106-117.</p> <p>Continuing my work from my 2013 Doshisha Koken-hi research budget application on value co-creation, I have now published this case study through Richard Ivey Business School publishing, and this case study is now available for use globally through the Harvard Business School Publishing website;</p> <p>Craig, T., Sugai, P., &amp; Aroean, L. (2015) Hatsune Miku; Japanese Virtual Idol Sparks Global Value Co-Creation, Richard Ivey Business School Publishing.</p> <p>Finally, this year I have completed my manuscript on the overall value-creation process entitled “The Value Plan; The Essential Guide for Developing a Winning Value Proposition and Marketing Strategy”. I have used this as my course textbook in 1<sup>st</sup> year required marketing class. I will work to publish this through a global publishing company in 2015/2016.</p>	