



France-Japan Joint Forum

How to cope with ecological and
digital transformations
- Entrepreneurship and
organizational creativity -

14-15 November, 2023

Amphi Beretz, Nouveau Patio
Université Strasbourg



Université

de Strasbourg





Website

<https://jsps-strasbourg.com/news/4051/>

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BETA
Bureau
d'économie
théorique
et appliquée



Maison universitaire **France-Japon**
Université de Strasbourg



Consulat Général du Japon
à STRASBOURG



Tuesday, November 14, 2023

9:00-9:40 **Opening remarks**

- Michel DENEKEN, President, University of Strasbourg
- Tetsuya MIZUMOTO, Executive Director, Japan Society for the Promotion of Science (JSPS)
- Hiroyuki UCHIDA, Consul General of Japan in Strasbourg
- Anne-Lise POQUET, President of JSPS Francophone Alumni Association

Introductory speeches

- Michèle FORTÉ, University of Strasbourg
- Hajime IMAMURA, Toyo University, Scientific coordinators

9:40-11:00 **Session 1: Knowledge/Commons**

Chairperson: Patrick LLERENA, University of Strasbourg

9:40-10:10 Patrick COHENDET, HEC Montréal

Building innovation ecosystems through articulating innovation commons

10:10-10:40 Hajime IMAMURA, Toyo University

Creative Public Space Design for Sustainable Global Innovation - Finding a place for young people in the DX of "Global Entrepreneurial Mindset"

10:40-11:00 Discussion

11:00-11:10 Break

11:10-12:30 **Session 2: Aging and longevity**

Chairperson: Michèle FORTÉ, University of Strasbourg

11:10-11:40 Yuko TAMAKI WELPLY, EHESS-ENS/CNRS

Innovation in ageing and "care": "Social" robots and social relations in long-term care facilities

11:40-12:10 Annie JOLIVET, CEET –Le CNAM (Conservatoire national des arts et métiers)

Fulcrums from field research on older workers employment and firms practices

12:10-12:30 Discussion

14:15-15:35 **Session 3: Human centered policymaking and care-led innovation**

Chairperson: Herrade IGERSEIM, BETA (Bureau d'Economie Théorique et Appliquée)

14:15-14:45 Sébastien LECHEVALIER, École des hautes études en sciences sociales (EHESS)

What are the benefits of care-led innovation? How to promote it? The case of eldercare in France and in Japan

14:45-15:15 Naonori KODATE, University College Dublin School of Social Policy, Social Work and Social Justice

Exploring social implementation of welfare technologies for aging in place

15:15-15:35 Discussion

15:35-15:45 Break

15:45-17:05 **Session 4: Management of innovation / human capital**

Chairperson: Hajime IMAMURA, Toyo University

15:45-16:15 Koji NAKANO, Toyo University

Development process of innovation ecosystems in Japan

16:15-16:45 Marion NEUKAM, University of Strasbourg

Commitment through sustainability: a future key driver for innovation around the globe?

16:45-17:05 Discussion

Wednesday, November 15, 2023

8:30-9:50 **Session 5: Environmental and digital transition**

Chairperson: Michèle FORTÉ, University of Strasbourg

8:30-9:00 Stefano BIANCHINI, University of Strasbourg

Towards a digitalized sustainable society

9:00-9:30 Kazunori KITAGAWA, Eco Management Center, Japan Productivity Center Biography

Japan-specific problems to social and legal barriers standing in the way of compatibility between

Circular Economy and Digital Transformation

9:30-9:50 Discussion

9:55-11:15 **Session 6: Science and innovation policy**

Chairperson: Julien PÉNIN, University of Strasbourg

9:55-10:25 Akihito TODA, Keio University

Recent Progress of Innovative Digital Platforms in Japan -- Its cause and policy measure

10:25-10:55 Patrick LLERENA, University of Strasbourg

Universities and mission-driven innovation policies

10:55-11:15 Discussion

11:15-11:25 Break

11:25-12:45 **Session 7: Entrepreneurship**

Chairperson: Hajime IMAMURA, Toyo University

11:25-11:55 Véronique SCHAEFFER, University of Strasbourg

The social, psychological and economic determinants of the entrepreneurial intention of jobseekers

11:55-12:25 René CARRAZ, Toyo University

Driving Innovation in Japan: Unveiling the Journey of 500 Academic entrepreneur

12:25-12:45 Discussion

12:45-13:00 **Concluding remarks**

-Michel de Mathelin, VP Relations with the Socio-Economic World and Development, University of Strasbourg

-Hajime IMAMURA, Toyo University