

Report of KU-UNIVIE Joint Grant Program

Section 1

Project title:		Co-Creation for Service Innovation using the Digital Design Thinking Approach
Project coordinator (KU)		Prof. Dr. Yoshinori Hara Professor Graduate School of Management
Name		
Position		
Faculty, department		
Project coordinator (UNIVIE)		Prof. Dr. Dimitris Karagiannis Head of Research Group Faculty of Computer Science, RG Knowledge Engineering
Name		
Position		
Faculty, department		
Period of project		From: 01.07.2023 To: 10.03.2024
Project location		KU: <input checked="" type="checkbox"/> UNIVIE: <input checked="" type="checkbox"/> Other:
Approx. number of participants	For events^{*1} (e.g. workshops, seminars, symposia)	[KU] Faculty members: 7 Students: 10 Others: [UNIVIE] Faculty members: 1 Students: 3 Others: Other institutions: 2 *Please attach a participant list if possible. (the list will NOT be publicized)
	For other exchange activities (such as researcher visits and online meetings) ^{*2}	[KU] Faculty members: 2 Students: Others: [UNIVIE] Faculty members: 1 Students: 3 Others: Other institutions: 1
If applicable: URL at which project outcomes can be viewed (e.g. workshop notifications/programs/reports, evidence of academic papers published or otherwise made available, etc.)		Report Workshop I (Vienna July 2023): http://owncloud.omilab.org/s/kBlmd9djngjBdE1 Results Project: http://owncloud.omilab.org/s/zDY4RK9MC4Kf59H Special Lecture “Business Modelling and Design” by D. Karagiannis at Kyoto University (Kyoto March 2024): https://www.gsm.kyoto-u.ac.jp/en/event/324922/ Publication: “How Digital Twins for Design Thinking Support Innovative Business Models, by D. Karagiannis, The Kyoto Economic Review, 2024, Volume 198, Issue S, Pages S123-S14 https://www.jstage.jst.go.jp/article/keizaironso/198/S/198_198.S9/article/-char/en
If available: Photographs with captions		Please submit digital files (such as JPEG or GIF files) of the photographs used in your report as attachments. The size of each image should be approx. 4MB, so that it can be used for printed materials. Please ensure that none of the photographs submitted will cause any issues relating to portrait rights.

*1 Please enter the number of participants for each event.

*2 Please count each individual participant once only, even if they participate multiple times.

Section 2

Summary of the project (approx. 200 words)

Japanese hospitality and the value put on service competence and cultural experience led to the creation of the concept and framework known as “Japanese Creative Services”. Such services are considered value-adding and have a meaningful role in diverse creative fields, such as natural, cultural, and historical domain of the Japanese lifestyle. Professor’s Hara [KU] research and expertise is focused on the sustainability and scalability of advanced cases of Japanese Creative Services toward the global market. When considering global service enhancement of this kind of service with a strong local context and dependency, it is important to reach a common understanding of notions, and concepts between the variety of service providers, stakeholders, and the consumer, to ensure the most authentic knowledge and experience transfer. The Digital Design Thinking approach was chosen to tackle this complex task by employing the expertise of Prof. Karagiannis [UNIVIE] in working with the Scene2Model tool to transform the haptic visualization of innovative hospitality services into digital scenes and models that can be further enhanced with information so that the knowledge transfer between the stakeholders from a design thinking workshop is maximized. Two Digital Design Thinking workshops for Service Innovation, with a focus on hotel hospitality, have been conducted. One in Vienna, and one in Kyoto, both involving faculty members and students.