

A webinar supported by the JSPSLondon Seminar Scheme was held on 6 December 2021. The lead organiser was Dr Hiroko Oe of Bournemouth University, and the Japanese lead was Professor Masahito Kawamori of Keio University's Graduate School of Media Studies. The webinar, entitled 'Envisioning of liquid consumption of digitalised arts: Innovation, creativeness, and transformation of nature and art assets', was attended by researchers from Japan and the UK, as well as academics from both countries. The webinar was attended not only by researchers from Japan and the UK, but also by a large number of master's and doctoral students from universities in both countries, who shared interdisciplinary knowledge and engaged in lively discussions on the latest research findings addressing common issues.

The seminar consisted of the following four parts.

#### **Forum -1 9:00-10:00 PGR session (Ice breaker and friendly discussion)**

Firstly, from the Japanese side, a team of engineering students from the University of Fukui presented and discussed a collaborative session on 'Local business with digitalised solutions, local assets, nature, and business. The presentations included the results of their empirical research, including data analysis collected by each of them, and included the following topics: regional regeneration through inbound strategies for tourist attractions in Fukui Prefecture; branding of temples in the prefecture and IT solutions to induce an increase in pilgrims. A wide range of research results based on fresh ideas and problem awareness were shared, including the development of an application to enhance the brand awareness of the community and to provide and share information to visitors. In return, a young doctoral researcher from the UK reported on the progress of her research into the attitudes and behaviours of Indian millennials towards luxury goods, and proposed ideas for promoting the value of home-grown luxury goods in the context of gift giving as part of Indian culture. This was followed by a lively exchange of analytical models. The discussant for this session was Dr. Yasuyuki Yamaoka of the Open University of Japan.

Forum 1 was followed by an open remark by Professor Naoto Kobayashi (JSPS London) and outline of the JSPS London scheme by Ms Moeko Oshiro.

#### **Forum 2 10:30-11:45 Keynote session**

Following the Opening remarks, Forum 2 started with four keynote speakers:

Dr Hiroko Oe (BU) 'Aim and theme: Liquid consumption and digitalised materials'

Mr Yasuyuki Hayama (Politecnico di Milano, MBA Hitotsubashi University) 'Strategic

degin beyond human centric'

Dr Angela Turner-Wilson (BU) 'Shinrinyoku and well-being'

Professor Katsuya Tamai (The University of Japan) 'Community design and local development with AI'

The poster features a background image of a university building with a clock tower. At the top, logos for Bournemouth University, Research Center for Advanced Science and Technology (The University of Tokyo), SFC KEIO UNIVERSITY Graduate School of Media and Governance, and JSPS are displayed. The main title is in a blue box: "Envisioning of liquid consumption of digitalised arts: Innovation, creativeness, and transformation of nature and art assets". Below the title, the event details are: "Online event: 6 December 2021 9:00 (UK) 18:00 (Japan)". Four speakers are shown in portrait photos with their names and affiliations in blue boxes below them. At the bottom, contact information is provided: "For more information, please contact: hoe@bournemouth.ac.uk".

**BU Bournemouth University** Research Center for Advanced Science and Technology The University of Tokyo SFC KEIO UNIVERSITY Graduate School of Media and Governance JSPS

**Envisioning of liquid consumption of digitalised arts: Innovation, creativeness, and transformation of nature and art assets**

Online event: 6 December 2021 9:00 (UK) 18:00 (Japan)

**Organiser & MC: Dr Hiroko Oe**  
Bournemouth University, Principal Academic,  
Author of 'Platform for Learning: Education for Sustainable Development and Social Education Facilities' In Global Democracy and Education (ISBN 978-623-6893-16-6)

**Keynote 1: Mr Yasuyuki Hayama (MBA), business consultant. Politecnico di Milano 'Design after experience economy'**

**Keynote 2: Dr Angela TurnerWilson**  
Bournemouth University, Deputy Head of Department of Medical Sciences and Public Health.

**Keynote 3: Professor Katsuya Tamai**  
The University of Tokyo  
Intellectual Property, Research Center for Advanced Science and Technology, The University of Tokyo

For more information, please contact: hoe@bournemouth.ac.uk

### Forum 3: 11:45-13:15 ECR colloquium

At the ECR Colloquium, three young researchers presented and discussed their latest research results in their fields of expertise. From their diverse research approaches, it was agreed that they should deepen our understanding and contribution to the seminar's common topic of discussion: the consumption of communication and experience through digitised assets.

Speaker 1: Dr Ediz Akcay (BU) 'Digital transformation and marketing'

Speaker 2: Mr Ufuk Necat Taşçı (Istanbul Medeniyet University) 'Globalisation and network perspectives'

Presentation 3: Mr Sitsada Sartamorn (New Business Development Manager at Prosperlink Co. Ltd. BU MSc International Management) 'Immersive experience, metaverse, fusion, and interactions'

### Forum 4: 13:15-13:45 Closing session

In the closing session of the seminar, a message of encouragement to Japanese and British researchers, especially to the next generation of young researchers, and an

acknowledgement of JSPS London were given by Ms Suzuko Ohki (Former Director, Gender Equality and Learning Division, Lifelong Learning Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology). Ms Ohki, also as a former Director of the Japan Society for the Promotion of Science, said that this event would be an opportunity to further stimulate intergenerational exchanges between Japanese and British researchers, and to collaborate with public sectors and practitioners to promote relevant scientific fields of study. She mentioned that she hopes that the event would help to drive research activities to a broader and global perspective.

In response to this, Dr Hiroko Oe, the organiser of the seminar, confirmed that a steering committee of research groups from Japan and the UK would be established to commemorate the JSPS London Seminar. The participants of this year's seminar who played a central role will voluntarily contribute to the committee, and will work for promoting research activities in a flexible and timely manner. It was also proposed and agreed to create a mailing list and to actively organise webinars and joint seminars.

Finally, Professor Marios Angelopoulos, the Faculty of Science and Technology, gave a summary of the seminar and thanked the participants on behalf of Bournemouth University, the organiser of the seminar.

**Steering committee for further research**

Co-Chaired by Dr Hiroko Oe (BU, UK) and Professor Katsuya Tamai (The University of Tokyo, Japan)



Dr Yasuyuki Yamaoka, The Open University of Japan (Data analytics and quality management)

Dr Ediz Akcay, BU (Digital marketing, DX)

Professor Marios Angelopoulos, BU (Smart city, circular economy)

Professor Takuji Takemoto, University of Fukui (Innovation management)

Professor Masahito Kawamori, Keio University (ICT network standardisations)

Mr Ufuk Necat Taşçı, İstanbul Medeniyet University (Int'l relations)