



ビジネスモデルを創造するための評価法の研究(1)

—品質工学資格ビジネスモデルの評価方法を例として—

Study of Evaluation Methodology for Creating a Business Model (1)
 —Example : An Evaluation Methodology for a Quality Engineering
 Qualification System Model—

中垣 保孝*
Yasutaka Nakagaki

中島 建夫*
Takeo Nakajima

近岡 淳*
Jun Chikaoka

曾我 光英*
Mitsubide Soga

衛藤 洋仁*
Hirohito Eto

吉野 莊平*
Sobei Yoshino

小原 仁*
Hitoshi Obara

和田 友宏*
Tomohiro Wada

浜田 和孝*
Kazutaka Hamada

吉澤 正孝*
Masataka Yoshizawa

The purpose of this project was to study a universal methodology for stimulating business innovation in order to create new industries and businesses through the specific case study of a quality engineering qualification system by combining quality engineering with a business model, evaluating the conceptual design of the business model, and attempting to envision an ecosystem that would lead to an optimum quality engineering qualification system and the greater use of quality engineering, or at least accelerate these trends. System design was carried out by evaluating the condition of the overall system, making use of virtual design. Merits such as the capability to make individual differences in people's sets of values, which can become the starting points for the creation of new value, more visible were identified, together with topics for future study.

Key words : business model, innovation, system selection, parameter design, ecosystem, concept creation, S/N ratio, quality engineering, Taguchi methods

1. 研究テーマの選定

本研究の目的は、事例を通じて、事業モデルの設

計、評価を行うことにより、新たな産業を創出させるビジネスイノベーションを実現するために汎用性のある方法を開発することである。誤差因子を活用した将来のリスクに対する安定化、直交表による既存概念を超えたアイデア組合せによるイノベーショ

* 神奈川品質工学研究会、正会員