

Nagao Masanobu laboratory (Place Branding, Relationship Marketing, Creating Shared Value)

This laboratory study about the following themes.

1. Place Branding
2. SDGs for Business Administration, Creating Shared Value
3. User Innovation

Place Branding

Branding is required not only in products but also in local areas. In this laboratory, the following research subjects on this theme are tackled.

- Inquiring Place Images
- Community Design
- Sense of Place and Developing Brand Contents
- Brand Communication

【How to proceed with the project】

- Project collaboration with local governments and local actors
- Local case studies or thematic consumer behavior studies

SDGs for Business Administration, Creating Shared Value

While the promotion of SDGs is advocated in the global scale, the coexistence of economic value and social value is required in all regions related to the business management such as technology strategy, marketing, organization strategy, and investor correspondence.

We explore the ways to balance social contribution and management.

【How to proceed with the project】

- Project collaboration with companies and/or public institutions
- Case studies or thematic consumer behavior studies

User Innovation

This is an era in which tangible needs are depleted. By repeating the exchange with the market, the challenge which uncovers the hidden needs which the customer and enterprise did not recognize is advanced.

This lab investigates the ideal way of the communication in order to receive the support from more people and the field making which deepens the relationship with the customer.

【How to proceed with the project】

- Project collaboration with companies
- Case studies or thematic consumer behavior studies

Reference

<https://www.eng.niigata-u.ac.jp/~nagao/en/>