Main Purposes

- To argue next steps of the society for a coming couple of decades
  - By examining power of an academic society in general.
  - By proposing several strategies for strengthening power of the ISSS.
- I hope this kicks off some debate about future of the ISSS among the members.
Hard, Soft and Smart Power

1. Hard Power

- Joseph Nye’s idea in International Politics
- Power of a country can and should be primarily evaluated and measured by two aspects; hard power and soft power.

2. Hard power of a nation
   - Military and economic power
   - Basis for getting other countries to change their position
Hard, Soft and Smart Power 2

Soft Power

Soft power of a nation

- More than just the ability to move people by argument.
- Power to lead other countries to admiring its values, emulate its example and aspiring to its level of prosperity and openness.
- Ability to shape the preferences of other countries, which are associated with “personality”, culture and political values.
Hard, Soft and Smart Power

Smart Power

- Hard and soft power is obviously inter-related in a spiral way.
  - Hard power increases soft power and, at the same time, soft power uplifts hard power.

Smart Power

- Integration of hard and soft power
- The ability to attract others
- Critical resource for increasing persuasive ability towards others.
Smart Power of Academic Society: Resource and Strategies

Smart Power of an academic society

- Ability to attract **stakeholders/clients** in a similar way as in the international politics
- Academic society should be sensitive to needs from the stakeholders/clients

Who are **stakeholders** of an academic society?

- targets that the society should appeal its attractiveness to and/or persuade to join us.
Stakeholders and Customers

- (Young) Researchers and practitioners
  - We need to appeal attractiveness to and persuade to commit to it.
  - We need to produce distinguished findings relevant to the core of the society.
  - We need to introduce appropriate education systems for young people.

- The society including governments and public sectors
  - It is responsible for providing research funds.
  - It plays a critical role to judge and determine the reputation.
Soft Power

Hard Power

Research and education

Attract

Researchers/practitioners

Smart Power

Attract

Society (Governments, public sectors, private companies)
Strategies for creating hard, soft and smart power

- Strategies for appealing the attractiveness to the stakeholders/clients.

- For creating hard power
  - To increase number and quality of the membership
  - To promote financial resource
    - funds and aids available from governments, public sectors and private companies.

- For creating soft/smart power, or attractiveness
  - To promote its core activities, i.e., research and education
    - Critically important that young researchers and practitioners evaluate them to be attractive
I now would like to propose a new direction of research and education of systems sciences to increase smart power of the ISSS.

- Research
- Education
- Fund raising
Research Aims

"to encourage the development of systems sciences as new liberal arts which produces a shared map of and methodologies tackling differentiated and fragmented scientific knowledge"

- to produce a **shared map** of differentiated and fragmented scientific knowledge such as human, social and natural/engineering sciences to provide a transparent perspective of them
- to produce **methodologies** tackling differentiated and fragmented scientific knowledge
- to develop ideal **systems models and systems concepts** applicable to a wide range of disciplines, taking into account commensurability
- to relate a variety of scientific knowledge associated with different construction and acquisition principles (e.g., induction, reduction and abduction)
Systems Sciences as New-generation Liberal Arts

- We may call systems sciences with these aims new-generation liberal arts
  - Liberal arts: studies of general knowledge and general intellectual skills rather than as those of more specialized occupational or artistic skills.
- Systems sciences, then, turn out to be something like intelligent common knowledge in the next generation.
Education

- Systems sciences would provide, among others, ways of thinking (systems thinking) and methodologies for modeling (systems modeling).
- Systems sciences do not necessarily produce something on tap but are essential in a long-term perspective.
- Systems sciences have common feature with liberal arts in the sense that its long-range education is critical.
Systems Sciences Education in Japan

- In Japan, people still have a bit more patience towards academic research that does not necessarily produce direct and short-term return.
- Indeed, we can find quite many systems science departments in Japanese national and private universities.
- It shows the Japanese society still sees systems sciences as an attractive phrase.
Fund Raising

- Need to enhance international collaborations to obtain various funds for promoting systems sciences.
- For instance, when we apply for funds or budgets from the government, it should be beneficial to include international collaboration schemes.
- The ISSS may play some roles to facilitate and coordinate such collaboration.
Our Ambition in Japan

- Will propose a plan to launch a network hub of systems research with financial support by the Japanese government in 2009.
- If successful, we are able
  - to support several systems research centers to be set up or run overseas
  - to promote exchange programs of active systems researchers internationally
- It would be most appreciated if you could extend moral support to the plan.
For the next steps

▪ My appeal to you
  ▪ Let us step forward to produce new-generation systems sciences.
  ▪ “Cultivate new systems sciences, and appeal them clearly and internationally”
▪ Through this systems movement let us contribute to constructing safe, secured and sustainable society as well as to business innovation.