



Smart ISSS: Opening Speech

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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.
- 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 3

Smart Power

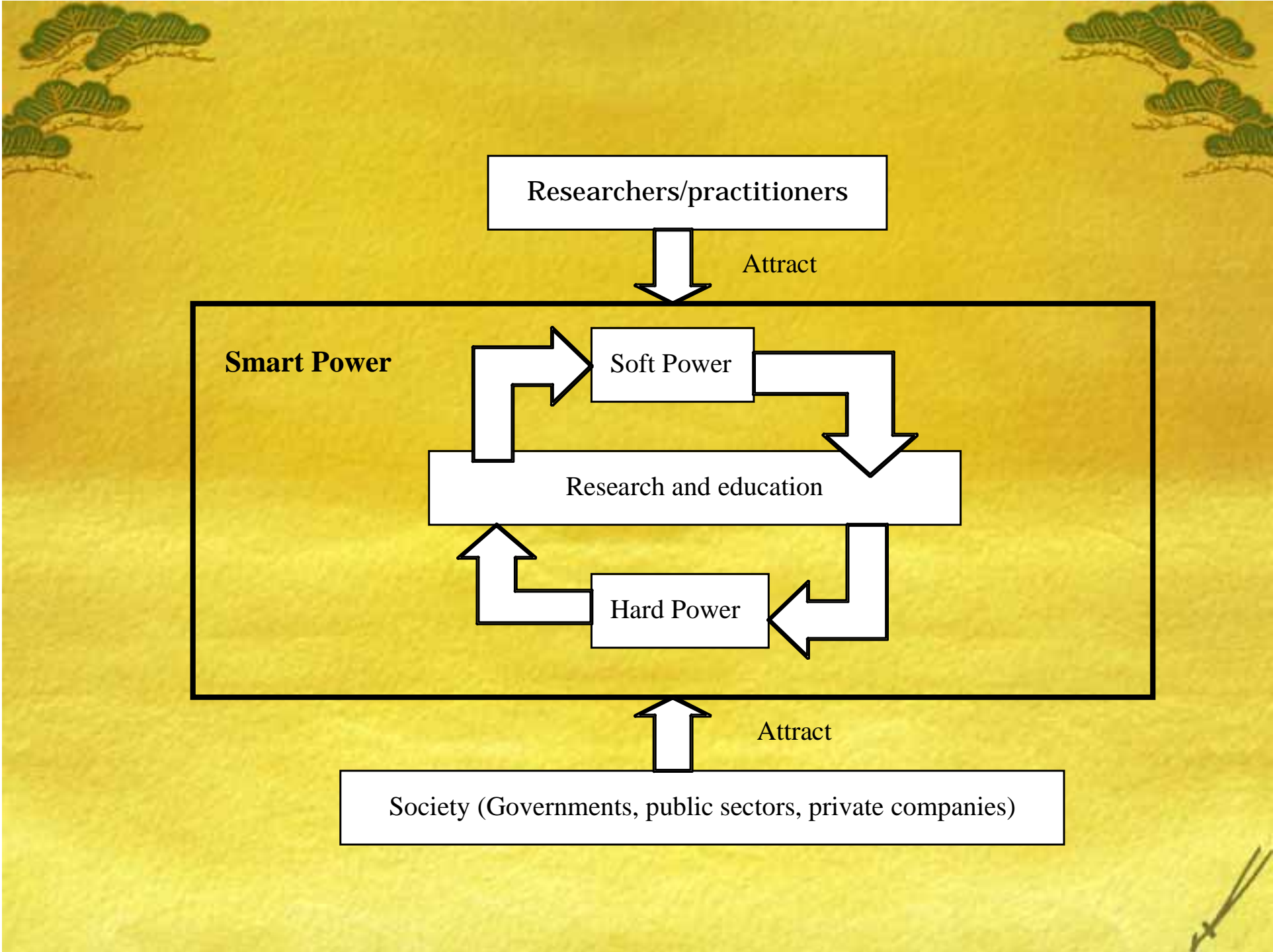
- Hard and soft power is obviously inter-related in a spiral way.
 - ⊙ Hard power increases soft power and, at the same time, soft power uplifts hard power.
- Smart Power
 - ⊙ Integration of hard and soft power
 - ⊙ The ability to attract others
 - ⊙ Critical resource for increasing persuasive ability 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.



Researchers/practitioners

Attract

Smart Power

Soft Power

Research and education

Hard Power

Society (Governments, public sectors, private companies)

Attract

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

Systems Sciences as New-generation Liberal Arts

- 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.