



Glocalism as a tool to enhance Japan's creativity and innovation in a globalized world [

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Analítica

Japan has positioned itself as a world power in creativity and innovation, which has allowed it to maintain a global competitiveness that now faces new competitors in a globalized world. In order to maintain this creative and innovative capacity of Japan, this article proposes to apply the glocalism, a paradigm that refers to the synergy between the global and the local. This glocal paradigm has a Japanese origin since it was created by Japanese marketing experts based on the Japanese agricultural concept of indigenization, which means the adaptation of foreign crops to local conditions. This article will first analyze the origin and evolution of this glocal paradigm, then will identify the types of innovation carried out by companies, political actors and Japanese society, and will finally highlight four main axes to maintain and strengthen the creativity, innovation and competitiveness of Japan. These four vital axes are: first, the international communication of the political, economic and social Japanese actors to strengthen their global projection. Second, the digitalization of the Japanese economy and society to maintain its social and economic transformation. Third, the opening of internal communication channels in Japanese companies and actors to generate and maximize the creative and innovative Japanese process. Fourth and lastly, the interaction between the social, economic and political spheres of Japan to generate synergies in order to maintain the world leadership in creativity and innovation

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