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Preface

Hiroshige TANAKA

This book is yielded by collaborate works in the two meanings. The first is the collaboration between economics and sociology. The second is the collaboration between the two universities of China and Japan, Tsinghua University and Chuo University. While the two academic subjects have been enlarging evolutionary, we are obliged to have a training to pursue the intercultural knowledge by using the legitimate methods established in the traditional fields. However, the rapidly changing economic society inevitably and greatly influences fundamental structure of our communities. The single discipline might reach only partial answers of diversified regional issues and could not present comprehensive view of sustainable community. We argue that this collaborate work performed under inter disciplinary and cross bordered academic research could approach properly and accurately on the revolutionary changes of urban environment. We state the outline of research methodology as follows.

The policies to liberalize economies in the 1990s have accelerated enlargement of the global market. In the following 2000s the innovations in financial, intelligent and communication industries have achieved prominent progresses and could improve the network structure of the global economic and social systems. The market economies supported by the evolution in the network systems ensure the efficient supply system in the global structural changes. The enlarging global market economies brought about spreading production sites and significant externalities in global scale. Consequently, market and government failures in the global communities have caused inevitably various types of crises, such as environmental problems, global economic crises, urban problems and disparity of wealth. The global economies increase the number of the stakeholders and social needs.

We should consider the fundamental trend of industrial and social structural change. The structural changes in the post industrial economies triggered by the new waves of industrial revolution have lowered the advantage of the large scale production system.

Many production sites tend to move and to relocate swiftly all over the world. The enlarged supply systems are sensitive for the inherent needs on the various regions and might decline the prices of products.¹⁾ In some sustaining

1) Leigh, N., G. and E.J. Blakely (2013) argue the urban issues caused by the rapid structural change of cities.

manufacturing products in lowering prices decrease profitability of the related industries and change the relative advantages among industries. The progresses of ICT technologies accelerate structural changes in the market conditions of all over the goods and service. The performances might exhibit diverse features according to industries. The vitalization of the regional economies seeks to promote innovation and needs to accompany with the new types of public goods and fundamental reforms of social structure. The growing industries require the proper social infrastructures such as ICT environments, development of financial services to acquire funds for investment and the advanced business environment to obtain information and professionals. The fierce competition among the global economies induces multinational corporations to lower the tax burdens. Consequently, the large scale corporation could not be organized to support regional economies and societies.

The revenue of the government does not tend to increase in comparison with enlarging global market. Growing social needs have depressed the weight of the governmental contribution on the funds of urban infrastructures. The related public goods to complete regional structural changes should be provided with the public private partnerships. As the residents are diversified, many social needs should not be recognized by a majority of the residents. Some social needs of residents might not be reflected in the political decisions efficiently in the present representative system of democracy. The reforms in hard and soft infrastructures imply the improvement of the public service system as well as fostering innovations in the industries. The displacement of industries in the large scale requires the reconstruction of effective public and private cooperation. Actually, many global cites have been experiencing the adapting attempts on the reform of urban structures. Since the decline of the main manufacturing industry implies simply lowering activities of the regional economy, the shrinking city problems seek to attain sustainable region and to displace the declining industries by promising ones.²⁾ The sustainable region linked with displacement of main industries appears to confront with many complicated conditions to be achieved at the same time.³⁾

This book follows the previous Research Papers No.5; Global Community Governance,⁴⁾ and explores experimental researches in the specific regional studies of Japan and China. This approach could penetrate the regional issues in East Asia thought the both eyes of regions from Tokyo and Beijing. This method of the research projects the stereoscopic image of guiding principle for

2) Richardson, H. and C. Woon Nam (2014) survey the issues of the shrinking cities extensively.

3) Tallon, A. (2013) describes the regeneration of urban structure.

4) [http : //www.chuo-u.ac.jp/research/institutes/economic/publication/research/pdf/rp_05_01.pdf](http://www.chuo-u.ac.jp/research/institutes/economic/publication/research/pdf/rp_05_01.pdf) (May 6, 2017)

sustainable regional governance. The previous research explores the impacts on communities in the global structural change and focuses on the regional problems caused by transforming structure of industries in Japan and China. In this present research, we provide further analyses on some initiatives to attain sustainability in diversified or shrinking regions.

This book is organized as follows. Chapter 1 and 6 explore the regional environment diagnosis in Hachioji City, Tokyo Japan. Tanaka (Chapter 1) demonstrates experimentally that this method could indicate an effective approach to trigger the voluntary contribution of residents. Morita (Chapter 6) argues that this method might classify the residents by their motivation to contribute regional environment and proposes a dynamic communication scheme to target deliberately for each types of residents. Liu (Chapter 2) expresses that transforming “relationship” in the “community” could project the main feature of social construction in the region. For the sake of constructing a shareable, distinctive and compatible community culture, Zhao (Chapter 3) suggests that the tapping into and collecting of historical, folklore and social culture of this community is crucial, for which can promote the development of cultural space, culture activities and oral history collection. Sociologists generally believe that social capital and community participation have declined in tandem in the West. Using representative data from China, Japan and South Korea, Wang (Chapter 4) argues that the relation between the two concepts is not the same in East Asia. Consequently, the sociologists’ proposition that the decline of social capital accompanies the decline of community participation should be discussed more intensively. Xu (Chapter 5) refines the type of motivation on community participation by evaluated common benefit of community participation, and makes an empirical research on the influence factors of this type of community participation by using the method of multilevel analysis.

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