

**Nudge to motivate matching
between technology, and market in open innovation dynamics**

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Abstract:

The importance of this research

- Valley of Death
- Arrow Information Paradox
- Knowledge economy + Artificial Intelligence + Big Data Analysis capability → Rocket-shooting of the technology or information in economy

Research Question

- How can we decrease the matching cost between technology, and market by building up a nudge, so to say, the creative business model which can connect technology and market efficiently and effectively?

The relation between Technology and Market (1)

