

# Yutaka Yamauchi

KYOTO UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT  
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March 28, 2018

## Current Position

Associate Professor at Graduate School of Management, Kyoto University.

### OTHER APPOINTMENTS

Associate Professor, Kyoto University Graduate School of Economics  
Program Member, Kyoto University Design School (Unit of Design)  
Organizing Committee, Design Innovation Consortium  
Fellow, Institute on Asian Consumer Insight (ACI), Nanyang Technological University, Singapore, November, 2015-present  
Visiting Researcher, Copenhagen Business School, Department of Management, Politics and Philosophy, August, 2016-present

## Education

### PH.D. IN MANAGEMENT, UCLA ANDERSON SCHOOL 2000/9-2006/12

Dissertation Title: Knowing and Not Knowing in Work Practices: Three Ethnographic Studies  
Degree granted on December 15, 2006

### MASTER IN INFORMATICS, GRADUATE SCHOOL OF INFORMATICS, KYOTO UNIVERSITY, JAPAN 1998/4-2000/3

Thesis Title: Innovations in Open-Source Software Development: Electronic Media Stifle and Foster Innovations  
Department of Social Informatics (Computer Science)

### BACHELOR OF ENGINEERING FACULTY OF ENGINEERING, KYOTO UNIVERSITY, JAPAN 1994/4-1998/3

Thesis Title: Market-Based QoS Control for Desktop Conference Systems  
Department of Information Science (Computer Science)

## Work Experience

### KYOTO UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT, KYOTO JAPAN 2015/4-PRESENT

Associate Professor

### KYOTO UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT, KYOTO JAPAN 2010/9-2015/3

Senior Lecturer (assistant professor)

### PALO ALTO RESEARCH CENTER, PALO ALTO, CA 2007-2010/8

Member of Research Staff II; Computing Science Laboratory, Workscapes and Organizations Area

### PALO ALTO RESEARCH CENTER, PALO ALTO, CA 2004/6-2004/8

Intern; Systems and Practices Laboratory, Scientific and Engineering Reasoning Area

### PALO ALTO RESEARCH CENTER, PALO ALTO, CA 2003/6-2003/9

Intern; Systems and Practices Laboratory, Scientific and Engineering Reasoning Area

### PALO ALTO RESEARCH CENTER, PALO ALTO, CA 2002/6-2002/9

Intern; Systems and Practices Laboratory, Scientific and Engineering Reasoning Area

### PALO ALTO RESEARCH CENTER, PALO ALTO, CA 2001/6-2001/9

Intern; Systems and Practices Laboratory, Scientific and Engineering Reasoning Area

### UNIVERSITY OF CALIFORNIA, LOS ANGELES, LOS ANGELES, CA 2003/9-2004/6

Teaching Assistant; MBA Statistics, MBA Computers for Managers (financial calculation and simulation in Excel),  
Entrepreneurship in Science and Technology.

### UNIVERSITY OF CALIFORNIA, LOS ANGELES, LOS ANGELES, CA 2000/9-2003/6

Research Assistant

### XEROX RESEARCH CENTER EUROPE, GRENOBLE, FRANCE 2000/6-2000/8

Intern

### XEROX RESEARCH CENTER EUROPE, GRENOBLE, FRANCE 1999/6-1999/8

Intern

### NOMURA RESEARCH INSTITUTE, YOKOHAMA, JAPAN 1998/8

Intern

## Publications

### BOOKS IN JAPANESE

Yamauchi, Y., Hiramoto, T., & Sugiman, T. (2017), *Organization and Community Design*. Kyoritsu (in Japanese). 山内裕, 平本毅 & 杉万俊夫. (2017年10月20日刊行). 『組織・コミュニティデザイン』(京都大学デザインスクール・テキストシリーズ). 共立出版.

Yamauchi, Y. (2015). *Services as Struggles: Research on Customer Interactions*. Chuokeizaisha (in Japanese). 山内裕. (2015年3月24日刊行) 『「闘争」としてのサービス—顧客インタラクションの研究』中央経済社.

Kobayashi, K., Hara, Y., & Yamauchi, Y. (Eds.) (2014). *Japanese Creative Services: Scientific Examination of Omotenashi/Hospitality*. (in Japanese). Nihonhyoronsha.

小林潔司, 原良憲, 山内裕. (2014). 『日本型クリエイティブ・サービスの時代 「おもてなし」 への科学的接近』日本評論社.

### JOURNAL PUBLICATIONS

Yamauchi, Y., & Hiramoto, T. (2016). Reflexivity of routines: An ethnomethodological investigation of initial service encounters at sushi bars in Tokyo. *Organization Studies*, 37(10), 1473-1499.

Yamauchi, Y. (2015). Reflexive Organizing for Knowledge Sharing: An Ethnomethodological Study of Service Technicians. *Journal of Management Studies*, 52(6), 742-765.

Yamauchi, Y. (2014). User Knowledge Transformation through Design: A Historical Materialism Perspective. *Information and Organization*, 24(4), 270-290.

Friedland, B., & Yamauchi, Y. (2011). Putting More Human in Human-Centered Practices: Reflexive Design Thinking. *Interactions*. March-April, 66-71.

Yamauchi, Y., & Swanson, E. B. (2010). Local assimilation of an enterprise system: Situated learning by means of familiarity pockets. *Information and Organization*, 20(3-4), 187-206.

Jordan, B., & Yamauchi, Y. (2008). Beyond the University: Teaching Ethnographic Methods in the Corporation. *Anthropology News*, 49(6).

Jean-Francois Coget, Yutaka Yamauchi & Michael Suman (2002). The Internet, Social Networks and Loneliness. *IT & Society*, 1(1), 180-201.

### JOURNAL PUBLICATIONS IN JAPANESE

平本 毅, 山内 裕. (2017). 相互行為としてのクリーニング—クリーニング店の接客場面の会話分析, *日本語学*, 36(4), 18-30.

平本毅 & 山内裕. (2017). サービスエンカウンターにおける店員の「気づき」の会話分析, *質的心理学研究*, 16, 79-98.

山内裕 & 佐藤那央. (2017). ユーザー〈脱〉中心サービスデザイン, *サービスロジー*, Vol. 4 No. 1 (10-15).

山内裕, 佐藤那央. (2016). サービスデザイン再考— 相互主観性からの視座 —. *マーケティングジャーナル*, 35(3), 64-74. 査読無

山内裕, 平本毅, 泉博子, 張承姪. (2015). ルーチンの達成における説明可能性: クリーニング店のオプション提案の会話分析. *組織科学*, 49(2), 53-65. 査読有

平本毅, 山内裕, 北野清晃. (2014). 言語と情報への会話分析によるアプローチ: ハンバーガー店の調査から. *日本情報経営学会誌*, 35(1), 19-32. 査読無

山内裕, 平本毅. (2014). 闘いとしてのサービス—顧客インタラクションのエスノメソロジー研究—. *組織学会大会論文集*, 3(2), 41-46. 査読無

山内 裕, 参加型デザインとその新しい展開, *システム/制御/情報*, vol. 56, no 2, pp.57-64, 2012. 査読無

Hirofumi Yamaki, Yutaka Yamauchi, Toru Ishida (1999). Market-Based Application QoS Control: Implementation Tradeoffs. *Information Processing Society of Japan Journal*, 40(1), 142-149. (in Japanese)

### BOOK CHAPTERS

Holt, R., & Yamauchi, Y. (in press, 2018). Craft, Design and Nostalgia in Modern Japan—The Case of Sushi. In E. Bell, G. Mangia, S. Taylor, & M. L. Toraldo, *The Organization of Craft Work Identities, Meanings and Materiality*. Routledge, London.

Yamauchi, Y. (2017). Culture as a new frontier of business: a study of service provider–customer interactions at Sushi Bars in Tokyo, In T. Nakako ed., *Japanese Management in Evolution*, Routledge, London, pp. 193-210.

Yamauchi, Y. & Hiramoto, T. (2014). Negotiating Selves in Initial Service Encounters: Conversation Analysis of Sushi Restaurant. *Serviceology for Services*. Springer, 347-353.

Yamauchi, Y. (2012). Participatory Design. In T. Ishida (Ed.), *Field Informatics*. Springer. 123-138.

Yamauchi, Y. (2011). Transforming Information System Design: Enabling Users to Design. In M. H. Szymanski & J. Whalen (Eds.), *Making Work Visible: Ethnographically Grounded Case Studies of Work Practice*. New York: Cambridge University Press. 299-311.

#### BOOK CHAPTERS IN JAPANESE

山内裕. (2016). サービスデザイン, 石田亨編『デザイン学概論』共立出版, 109-125. 査読無

山内裕, 平本毅, 杉万俊夫, 松井啓之. (2016). 組織・コミュニティのデザイン, 石田亨編『デザイン学概論』共立出版, 77-90. 査読無

平本毅, 山内裕. (2016). 鮎屋のサービス文化と雑談. 村田和代・井出里咲子編『雑談の美学：言語研究からの再考』ひつじ書房, pp.73-95. 査読無

#### CONFERENCE PROCEEDINGS

Hara, Y., Yamauchi, Y., Yamakawa, Y., Fujisawa, J., Ohshima, H., and Tanaka, K. How Japanese Traditional "Omonpakari" Services are Delivered - A Multidisciplinary Approach. In *Proceedings of Annual Service Research and Innovation Institute (SRII) Global Conference*, July 2012.

Isaacs, E., Szymanski, P., Yamauchi, Y., Glasnapp, J., and Iwamoto, K. (2012) Integrating Local and Remote Worlds Through Channel Blending. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW'12)*, 617-626.

Yamauchi, Y. (2009). Power of Peripheral Designers: How Users Learn to Design. In *Proceedings of the 4th International Conference on Design Science Research in Information Systems and Technology*, Malvern, PA.

Ikeya, N., Vinkhuyzen, E., Whalen, J., & Yamauchi, Y. (2007). Teaching Organizational Ethnography. In *Proceedings of the The Third Annual Ethnographic Praxis in Industry Conference (EPIC)*. 270-282.

Yamauchi, Y., Whalen, J., Ikeya, N., & Vinkhuyzen, E. (2006). The Problem of Knowledge Decoupling in Software Development Project. In *Proceedings of the International Conference on Software Engineering (ICSE2006)*, Shanghai, China. 877-880.

Yamauchi, Y., Whalen, J., & Bobrow, D. G. (2003). Information Use of Service Technicians in Difficult Cases. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI'03)*, Ft. Lauderdale, Florida, USA. 81-88.

Yamauchi, Y., Yokozawa, M., Shinohara, T., & Ishida, T. (2000). Collaboration with Lean Media: how open-source software succeeds. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work*, Philadelphia, Pennsylvania, United States. 329-338.

Hirofumi Yamaki, Yutaka Yamauchi, and Toru Ishida. (1998). Implementation Issues on Market-Based QoS Control. In *Proceedings of the International Conference on Multiagent Systems (ICMAS98)*, pp.357-364.

#### BOOK REVIEWS IN JAPANESE

山内裕. (2015). 書評: 南知恵子・西岡健一著『サービス・イノベーション: 価値共創と新技術導入』組織科学, 49(1), 81-82.

山内裕. (2015). 書籍紹介 「闘争」としてのサービス: 顧客インタラクションの研究. サービスロジー, 2(3), 29.

#### CONFERENCE PRESENTATIONS

Yamauchi, Y. Suzuki, S. & Matsui, T. (2017). New Customers for an Old Service: A Case of Sushi in Japan. To be presented at Consumer Culture Theory Conference 2017, Anaheim, California. 07/10/2017

Yamauchi, Y., & Hjorth, D. (2017). Organizing through Intertextuality: A Study of Chef's Menu Design. Presented at the 12th Organization Studies Workshop, Chania, Greece, 05/18/2017.

Yamauchi, Y. (2016) Service is an Inter-Subjective Struggle: A Study of Sushi Bars in Tokyo, presented at the Consumer Culture Theory (CCT) Conference 2016, Lille, France, 7/9/2016.

Sato, N., Ohshima, H., and Yamauchi, Y. (2015) Service is a struggle: Empirical analysis of Sushi bars in Tokyo, Presented at Frontiers in Service Conference, San Jose, 7/11/2015.

Kwan, S. K. and Yamauchi, Y. (2015) A Creed for Service Designers, Presented at the Third International Conference on Serviceology (ICServ2015), San Jose, 7/7/2015.

Yamauchi, Y. (2014). User-De-Centeredness in Service Design, Presented at the The 2nd International Conference on Serviceology (ICServ2014), Yokohama, 9/15/2014.

Yamauchi, Y. & Hiramoto, T. (2014). Behaving Routinely in Sushi Bars: An Ethnomethodological Investigation of Initial Service Encounters. Paper presented at the Academy of Management Annual Meeting, Philadelphia, 8/2/2014.

Hiramoto, T. & Yamauchi, Y. (2014). Multi-tasking in traditional Japanese sushi restaurant and its role in service encounter. Paper presented at International Conference on Conversation Analysis (Los Angeles), 6/27/2014.

Hiramoto, T. & Yamauchi, Y. (2013). Doing being histrionic in service encounter: A case study of traditional Japanese sushi restaurant. Paper presented at NII Shonan Meeting, Multi-activity in Interaction: A Multimodal Perspective on the Complexity of Human Action, Shonan Village Center, February 18~20.

Yamauchi, Y. (2012) Scientists' Search for Market Opportunities: A Case of An Industry Research Lab. The Mitsubishi UFJ Foundation International Conference. August, 2012.

Yamauchi, Y., & Sugiyama, Y. (2012). Bridging Research and Market: A Case of an Industry Research Lab. Paper presented at the Academy of Management Annual Meeting.

Yamauchi, Y., & Sugiyama, Y. (2011). Continuity and Discontinuity in Technological Research: How Scientists Move into New Domains. Paper presented at the 2011 European Group for Organizational Studies (EGOS) Colloquium.

Yamauchi, Y., & Giannella, E. (2010). Unraveling Technological Discontinuity: An Institutional Perspective. Paper presented at the Annual Meeting of the Society for Social Studies of Science (4S).

Yamauchi, Y. (2008). User-Designer Interactions in Information System Requirements Development. Paper presented at the Academy of Management Annual Meeting.

Yamauchi, Y., & Swanson, E. B. (2007). Assimilating IT in the Workplace: A Study of Situated Learning. Paper presented at the Academy of Management Annual Meeting.

## PRESENTATIONS IN JAPANESE

山内 裕. 招待講演 闘いとしてのサービス: 相互主観性の視座とそのデザインへの含意. サービスコンピューティング研究会. 京都 KRP, 2017/11/2.

Yutaka Yamauchi. Keynote: Service as Intersubjective Struggle: A Study of Sushi, International Conference on Serviceology (ICServ2017), Vienna, 7/14/2017

山内 裕. 招待講演 文化をデザインする: 「闘争」としてのサービスの含意, X デザインフォーラム in 京都, 5/26/2017.

山内 裕. サービスの考え方: 相互主観性の視座から, 京都ビジネスデザインスクール 公開シンポジウム (京都), 4/22/2017.

平本 毅, 山内 裕, & 佐藤 那央. 鮎屋の評価場面の会話分析, サービス学会第 4 回国内大会(神戸), 3/29/2016.

佐藤 那央, 山内 裕, 平本 毅, & 羅 媛. サービスの文化的価値共創, サービス学会第 4 回国内大会(神戸), 3/29/2016.

山内 裕, 平本 毅. 組織化における主体と客体の相互反映性-透析治療のエスノメソドロジー. 組織学会年次大会(大阪大学), 2015/12/6.

山内 裕. 招待講演 闘争としてのサービス: デザインへの含意. ヒューマンインタフェース学会 UXSD 研究会, 同志社大学, 2015/11/26.

平本 毅, 山内 裕. 〇〇〇医療と日常を架橋する: 透析治療における医療スタッフと患者の会話分析〇〇, サービス学会第 3 回国内大会(金沢), pp. 38-43, 2015.

平本 毅, 山内 裕. 〇〇〇サービスエンカウンターにおける店員の「気づき」: イタリアンレストランの注文場面の会話分析〇〇, サービス学会第 3 回国内大会(金沢), pp. 448-451, 2015/4/9.

佐藤 那央, 山内 裕, 大島 裕明. 〇〇〇サービス価値の考察-『食べログ』における高級鮎屋の評価分析~, サービス学会第 3 回国内大会(金沢), pp. 398-400, 2015/4/9.

増田 央, 山内 裕, 原 良憲. コンテキスト高依存サービス視覚化のための サービスメタモデリング: 江戸前鮎におけるコミュニケーションのメタモデル表現, サービス学会第 3 回国内大会(金沢), pp. 356-360, 2015/4/9.

佐藤 那央, 山内 裕, 服部 梨紗, 足立 朋也, 辻 邦浩, 荒牧 英治, 須永 剛司, 寺田 知太, 加納 圭, 峠田 充謙.  
サービスデザインの実践: 人がつながるファストフード, サービス学会第3回国内大会(金沢), pp. 111-113,  
4/8/2015.

山内 裕. 闘いとしてのサービスのデザイン. Presented at the Design シンポジウム 2014, 11/12/2014.

北野清晃, 山内 裕, 平本 毅, ファストフードにおけるメニュー表を使った注文~エスノメソドロロジー分析~,  
サービス学会国内大会, 4/29/2014.

山内 裕, 日本のサービスについての試論, サービス学会国内大会, 2014.

平本 毅, 山内 裕, 泉 博子, 張 承姫, クリーニング屋のサービスエンカウンタ, 社会言語科学会第32回大会,  
2013.

山内 裕, 平本 毅, 鯨屋でふつうにふるまうこと: 相互行為のエスノメソドロロジー分析, 応用地域学会, 2013.

山内 裕, 平本 毅, 泉 博子, 張 承姫, 相互行為の中でのサービスの構築: クリーニング屋におけるオプション  
の勤め方, サービス学会国内大会, 2013

山内 裕, 平本 毅, 鯨屋における注文の適切性をめぐるやりとり--会話分析を用いて, サービス学会国内大会,  
2013.

平本 毅, 山内 裕, どんな店か, どんな客か, 日本社会学会大会, 2012.

山内 裕, 料理のデザイン--日本独自のデザイン方法論を目指して, デザインシンポジウム 2012 プロシーデ  
ィングス, 2012.

山内 裕, 知識共有がインタラクションの中でどのように達成されるのか: エスノメソドロロジーの観点から, 組  
織学会関西支部会, 2011.

#### OTHER PRESENTATIONS

Yamauchi, Y. (2015) The secret behind services. TEDxKyotoUniversity.  
<http://tedxtalks.ted.com/video/The-secret-behind-services-Yuta>

#### Other Publications

Jeffrey I. Cole, Michael Suman, Phoebe Schramm, Robert Lunn, Jedrix-Sean Aquino, David Firth, Dennis Fortier, Philip Gussin, Koren Hanson, Weihua Huang, Rajesh Singh, Moochoun Song, Mark West, and Yutaka Yamauchi. (2002). The UCLA Internet Report: Surveying the Digital Future, Year Three. UCLA Center for Communication Policy.

Jeffrey I. Cole, Michael Suman, Phoebe Schramm, Robert Lunn, Jean-Francois Coget, David Firth, Dennis Fortier, Koren Hanson, Qin Jiang, Rajesh Singh, Yutaka Yamauchi, and Jedrix-Sean Aquino. (2001). The UCLA Internet Report 2001: Surveying the Digital Future, Year Two. UCLA Center for Communication Policy.

## Editorial Board

Information and Organization, Editorial Board (2015/6-present).

Journal of Serviceology, Editorial Board (2015/5-present)

## Academic Associations

Society for Serviceology, Executive Board (2014/4-present)

Academy of Management

Soshikigakkai (The Academic Association for Organizational Science) – in Japan

## Outreach

MOOC “Culture of Services: Paradox of Customer Relations”  
<https://www.edx.org/course/culture-of-services-paradox-of-customer-relations>

MOOC “Culture of Services: New Perspective on Customer Relations”  
<https://www.edx.org/course/culture-services-new-perspective-kyotoux-002x-0>

## Languages

Japanese (native), English (fluent)