

## **Industry 5 and Society 5**

### **Future Sustainability in Business From West to East**

Research Seminar with **Rebecca Liu**  
January 22 (Wednesday), 2025, 14.00 – 15.00 (UK Time)

#### **Overview**

Society 5.0 epitomizes Japan's initiative to foster societal advancement, marking a departure from the current information technology-centred Society 4.0. This next phase underscores human-centered strategies driven by scientific and technological advancements, particularly in AI, robotics, biotechnology, and nanotechnology, aimed at addressing global challenges anticipated to confront Japan ahead of other nations. On the other hand, Industry Revolution 5.0, also known as Industry 5.0, symbolizes a European Commission-led effort to cultivate a sustainable, human-centred, and resilient European industry. Industry 5.0 acknowledges the industry's potential to achieve societal objectives beyond mere job creation and economic growth, striving to become a robust contributor to prosperity by shifting the focus from individual technologies to a holistic approach that encompasses our planet's well-being, with the welfare of industry workers placed at the forefront of the production process.

While the concepts of these innovative paradigms may appear lofty and ideal, their practical implementation can pose significant challenges. For instance, such paradigm shifts necessitate a delicate balance between the relationship of technology with society/industry and the technology-mediated interactions between individuals and society/industry. This research endeavour seeks to investigate the extent to which organizations embrace the Society/Industry 5.0 paradigm in their innovation processes and the progression of this implementation.

#### **Keywords**

Society 5.0, Industry 5.0, Japan, Europe, Innovation, Sustainability, and Human-centered.

#### **Scope and Information for Participants**

The scope of this research seminar is threefold. Firstly, it will provide a fundamental understanding of Society 5.0 and Industry 5.0, highlighting key themes such as human-centric approaches, sustainability, and digitalization from a futurist perspective. Secondly, it will include a cross-continental comparative study from the perspectives of global politics and socio-humanities, supplemented by fieldwork studies to give participants a deeper understanding of the topic. Finally, the seminar will conclude with an interactive discussion and a question-and-answer session between the speaker and participants, aiming to identify important areas for practice and further research. This seminar addresses issues crucial to practitioners, policymakers, and researchers for the future development of industries and societies.



**Speaker bio:** *Rebecca Liu*, Senior Lecturer (Associate Professor) of Lancaster University Management School. She has an MBA from the University of Missouri (USA) and a PhD from the University of Strathclyde (UK). Her research is across the fields of market study, digital marketing, social and sustainability innovation. Her research projects were awarded by the British Academy of Management (BAM), the Product Development Management Association (PDMA) and the Institute for the Study of Business Markets (ISBM). Rebecca has more than 15 years commercial experience with leading global organisations and has held various managerial positions in international markets. Rebecca's publications appeared in several prestigious journals and international conferences, such as *Industrial and Corporate Change*, *Industrial Marketing Management*, *Management Learning*, *British Academy of Management (BAM) Conference*, *International Product Development Management (EIASM-IPDM) Conference*, and *Product Development Management Association (PDMA) Annual Research Forum*.