

## REINVENTION AND ‘LOCUS4GLOBOPTION’: BEST PRACTICES OF ASIAN COMMUNIPRENEURS IN AI-DISRUPTION ERA

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### **Abstract:**

In my presentation last year to this Conference in Napoli, Italy, I discussed various issues of the Sharing (or now called Subscription) Economy’s business models & its human resources needs, in light of innovative “niche” offerings of the Disruptors (e.g., Apple, Amazon, Google, FaceBook, Uber, Netflix, AirBnB, etc.), which presently are among the world’s largest companies.

In this conference, I will share few innovative and competitive approaches, initiated in Asia, which reinvent & adapt some concepts, business models, and operational strategies of the Disruptors’ AI-based communication & technology enterprises, with impressive results. There are some examples of certain ideas or business models invented in the West, which were reinvented, adapted, and adopted (initially only locally) in a much larger scale, and with faster growth & time frame, in some parts of Asia. Furthermore, the reinvention process which manages to provide value-added or new value-creation to the original idea or business model & strategy, also appears to diffuse rapidly, widely, and globally, including in the place of origin of the invention.

Thus, there seems to be a reverse phenomenon of what was earlier called: GloCalization (Global Vision, Local Action/Adaptation). It signals a new initiative which I called: "Local Success for Global Adoption" (Locus4GlobOption). The examples may, perhaps, include the success stories of GoJek, K-Pop Culture, AliBaba, and perhaps even, Huawei’s 5G, etc.

The presentation will also include observations on the “trans-disciplinary” & multi-sectoral nature, and “niching” strategies, of the reinvention process which may have implications and lessons learned for reforms of “more of the same” educational programs & curricula in many countries.

Such an educational reform is the “talk of town” nowadays, especially among learning institutions in many Asian, and perhaps other, countries as well, due to increasing human/labor displacement problem/disruption caused by Artificial Intelligence (AI)-based technology applications, Machine/Deep-Learning systems, as well as Big-Data Analytics in the Subscription Economy Era.

*Keywords: Disruption, Subscription Economy, Educational Reform, Entrepreneurship, Reinvention*