

Remark on Neutrosophy Perspective on Blue Ocean Shift

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ABSTRACT

In recent years, there is an alternative scheme in corporate strategy discourse, called Blue Ocean (shift) Strategy by W. Chan Kim and R. Mauborgne (2004). In this paper we offer a new insight based on Neutrosophic Logic perspective, which combines red ocean and blue ocean, while a company moves forward and shift to blue ocean space.

KEYWORDS: Blue ocean shift, Neutrosophic Logic, Blue ocean

INTRODUCTION

In 2005 INSEAD teachers W. Chan Kim and Renée Mauborgne, distributed Blue Ocean Strategy, one of the most effective procedure books ever composed. Selling over 3.6 million duplicates and distributed in 44 dialects, the book has become a precept for any association that is hoping to make new market spaces ready for development. The investigation incorporates examination of more than 150 fruitful new market manifestations, across in excess of 30 businesses, including less effective contenders. What they discovered is that most organizations center around how to beat the opposition in existing business sectors. They portrayed this as a red sea, frequently packed and with contracting overall revenues and restricted development opportunities. (Passos, 2019)

Blue ocean procedure is the concurrent quest for separation and ease to open up another market space and provoke new interest. It is tied in with making and catching uncontested market space, in this manner making the opposition insignificant. It depends on the view that market limits and industry structure

are not guaranteed and can be reproduced by the activities and convictions of industry players.¹

Blue ocean scheme differs appreciably in approaching the industry, as an organization would not accept it as granted. Even the traditional value-low cost trade off can be surpassed, in order to expand the existing market space.

In their Blue Ocean Shift, W. Chan Kim and R. Mauborgne offer some clear and good examples of organizations who have made such a transition to blue ocean (Kim & Mauborgne, 2018). There is the case of an inn network that applied the demonstrated advances plot in the book to break out of the exceptionally serious inn industry – which is 'redder than red'– to make the new market of moderate lavish inns offering five-star comfort at three-star costs. Today it has 90% inhabitation rates, visitor appraisals called it 'magnificent' and 'spectacular' on booking destinations, and portrayed it as the least

¹<https://www.blueoceanstrategy.com/what-is-blue-ocean-strategy/>

expenses in the most stylish areas. It is turning out to significant urban communities over the world. The book likewise clarifies how a worldwide, little machine organization with over 100 years of history turned an industry, whose worth was declining by 10% every year, into a high-development one. The organization did that by reclassifying its contribution so much that it permits we all today to make scrumptious French fries with no browning and practically no oil. The aftereffect of its work day: Not just requested develop by 40%, its stock cost lifted by 5 percent (Passos, 2019). Another study on organizations using blue ocean method have been discussed by Saputri et al. 2015 also M. Shafiq (2019) ('Blue Ocean strategy for creating value innovation: A study over Kedai Digital in Yogyakarta, Indonesia', 2015) (Shafiq et al., 2019).

In Eka Saputri et al. (2015) paper, their abstract tells which can be paraphrased as follows:

"Product business has been growing quickly lately particularly in Yogyakarta. This marvel causes business visionaries in stock industry to contend to hold clients, and the majorities of them amazingly decline their cost and cut the edge benefit. Kedai Digital executed Blue Ocean Strategy to make another market and make the opposition insignificant. Worth Innovation is fundamental method of this methodology. In particular, this investigation examines examination of significant worth advancement in "Kedai Digital" Yogyakarta. The target of this investigation is to decide esteem development and recognize esteem driver in "Kedai Digital".

This examination was utilizing blend strategy approach though subjective methodology was embraced by doing inside and out meeting with 12 of chief in 6 organizations in the Merchandise Business in Yogyakarta and quantitative methodology was led by spreading poll to 100 people who are got from the purposive example of "Kedai Digital"

clients. Both information investigating was utilized as subjective and quantitative. Examination apparatuses are Kanvas Strategy and Four Framework Analysis." ('Blue Ocean strategy for creating value innovation: A study over Kedai Digital in Yogyakarta, Indonesia', 2015)

PROBLEMS OF TRANSITION

While the Blue Ocean Shift book has offered some practical tools to help organizations mapping their position and going toward blue ocean, such a transition or shift to become blue ocean organization is not so easy. In physics term, this process can be called as *transition phase*. In this context, Tantau and Mateescu offer a bit more realistic pathway that they call: Green Ocean, where a mixture of red ocean space and blue ocean space is allowed while an organizations move gradually toward Blue Ocean. (Tanțău & Mateescu, 2013)

Such a transition can be seen from Neutrosophic Logic Perspective (Smarandache, 1999), albeit with a bit rather different lingo, i.e. in Neutrosophic Logic it is known (T,I,F) means: degree of truth, indeterminacy, and falsehood. Meanwhile, in green ocean scheme, there are R, I, B: x percent of (R) red ocean, indeterminacy, and y percent of (B) blue ocean.

In the meantime, instead of neutrosophic logic we can use Neutrosophy, since in neutrosophy we have in general <A> and <antiA>, the opposites, and the neutral <neutA>. In this case we take Red = <A> and Blue = <antiA>, while green (or other color in between) as part of <neutA>.

To summarize such an approach, we offer the following table:

Table 1: Neutrosophic Logic perspective to red-blue ocean mixture

Description	Red Ocean	Indeterminacy	Blue Ocean
Analogy with Neutrosophic Logic	Truth	Indeterminacy	Falsehood
Green Ocean	X percentage of red		Y percentage of blue
In Neutrosophy framework	Red <A>	Green <neutA>	Blue <antiA>
Main strategy	Competitive	A mixture	Non-competitive
Porter scheme	Value or low budget trade off	A mixture	Value leap while keeping low budget
Disruptive/non-disruptive pattern	Disruptive innovations		Non-disruptive creations (<i>value leap</i>)

CONCLUSION

To simplify the above notions, perhaps we should not call it “green ocean strategy” which only makes it more complicated, but perhaps “*brue*” from a mixture of blue ocean-red ocean strategy. (Perhaps we can call it: *Brue ocean strategy*: from “red in mixture with blue.”)

We hope a simple scheme as outlined above can be developed further in the near future.

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Note: In connection with the notion of “value leap” above and also non-disruptive creations, we submitted a new paper with title: “Six impossible things before breakfast” to Jurnal Indonesia Maju, June 2021. In that article, we discuss several potential breakthroughs which can be associated with non-disruptive creations. In other words, we don't agree with fundamental assumptions in recent books that major innovations/changes should always be associated with disruptive technologies.

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