

Prospectus for Establishment of “Japan Academic Society for E-Commerce”

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According to the “Market Survey on Electronic Commerce” released by the Ministry of Economy, Trade and Industry in June 2016, the size of the Japanese EC market in 2015 was 13,774.6 billion yen (up 7.6% from the previous year). In addition, in November 2016, Nomura Research Institute, Ltd. Furthermore, in November 2016, Nomura Research Institute forecast that the domestic EC market would grow to 26 trillion yen by 2022. This is an explosive growth market that will further double in size in just the next five years.

The EC market, which began almost simultaneously with the emergence of the Internet in the late 1990s, has grown in tandem with the spread of the Internet and has developed in tandem with various technological innovations. These technologies include communication infrastructure technologies such as broadband and wireless, logistics infrastructure technologies, search engine technologies, the spread and evolution of CGM (consumer generated media) such as blogs, SNS, and video sharing sites, the spread and evolution of mobile information terminals such as smartphones and tablets, and marketing technologies that integrate these technologies. These include marketing technologies. In addition, the pace of technological innovation has been accelerating in recent years, and new technologies that could drastically change the EC market environment are expected to become widespread. These technologies include big data utilization, artificial intelligence (AI), virtual reality (VR), augmented reality (AR), and voice recognition devices. In this way, the EC market environment is becoming increasingly sophisticated and complex.

However, as mentioned above, in this sophisticated, complex, and rapidly growing EC market, research on related technologies is scattered across a wide range of fields, so past results and knowledge are not productively accumulated. Rather, most market participants continue to be at the mercy of new technologies and changing market conditions that emerge one after another. In such a chaotic market environment, fraudulent services that claim to be scientific and academic are also prevalent.

Based on the awareness of the above issues, we have established Japan Academic Society for E-Commerce in order to share academic knowledge related to e-commerce and contribute to the sound development of e-commerce. The issues and problems related to the e-commerce market are wide-ranging, and Japan Academic Society for E-Commerce will provide a forum for exchanging opinions and sharing accumulated knowledge on basic and applied research in IT (information technology), logistics, marketing, HRM (human resource management), and management in general, not only among researchers but also between researchers and e-commerce-related companies and between e-commerce-related companies. We aim to build an academic society where researchers can exchange opinions and share accumulated knowledge not only among researchers but also between researchers and EC-related companies and EC-related companies, thereby contributing to the sound growth of the Japanese EC market in the future.

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