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PREFACE

Now we are very happy to present the first number of *KEIO BUSINESS REVIEW*. The *REVIEW* is primarily designed to make public our works in business economics, a newly developed front of economics, to all the interested circles of the world, both academic and business, and thereby to contribute to international exchange of scientific thoughts and achievements.

On the whole, scientific studies in our country, we believe, are nowadays on a level with those of the leading nations. Regretfully, we can not but find that our external connections are generally lacking, with a result that our works are often left unrecognized or received with mis-appraisal by foreigners, especially in the field of social science. A main reason for such a misfortune is apparently in the problem of language that stands in the way of free and easy interexchange of knowledge between nations, particularly in the case of Japan. Hence, a matter of urgent need for us is to provide a proper medium to publish regularly our studies in a language of international popularity.

KEIO BUSINESS REVIEW has been initiated with such a mission, henceforth to be issued annually. We expect that it might serve as a helpful foothold for further progress in business economics, wishing friendly support and cooperation from all the world of science.

Yasura Suzuki

Dean, Faculty of Business and
Commerce, and Chairman, Society
of Business and Commerce, Keio
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November, 1962