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論文要旨

所属ゼミ	姉川 研究会	学籍番号	80028921	氏名	目代 幾一郎
(論文題名) BARRIERS TO THE GROWTH OF E-COMMERCE IN CHINA					
(内容の要旨) <p>I have written this paper with a goal in my mind. The goal is to understand barriers to the growth of e-commerce in China.</p> <p>Because of the China's huge market potential, many companies around the world are eager to find a way to do business in China especially in Internet related business. In China, where business has changed so drastically over the past 20 years, the changes introduced by e-commerce will be part of an ongoing process, but may speed up the country's integration with the rest of the world and the modernization of its business environment. As this point, the expectations of Chinese government and domestic/international companies are quite high. Actually, as for the number of Internet's subscribers, China has gained the highest growth rate in the rest of the world, and now China is one of the world's top three online populations.</p> <p>However, we have to consider carefully before entering Chinese market because there are several barriers to the growth of e-commerce in China. These are IT infrastructure, payment method, delivery system, culture and legal environment. For e-commerce to flourish in China, these barriers must be removed.</p>					