

German Institute for Japanese Studies (DIJ)

Business & Economics Study Group



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How Can We Explain the Lag of Japan's Sharing Economy?

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In recent years, the emergence of “sharing economy” has brought people plenty of conveniences to collaboratively make use of under-utilized inventory through fee-based sharing. The topic of the sharing economy has also caught attention in public and academic debate. According to Yano Institute, the size of the Japanese sharing economy by transaction is 0.64 billion USD in 2017 and is estimated to reach only about 1.24 billion USD by 2022, which is relatively weak compared with other developed countries and even some developing countries. The Japanese Ministry of Internal Affairs and Communications also states that the size of Japan's sharing economy is relatively small. This research tries to seek answers to the question of why Japan's sharing economy has evolved relatively slowly. Because there is no existing theory to explain the lag of Japan's sharing economy, this research regards the sharing economy as a new form of process innovation that creates a new way for people to get access to goods and services. Taking a macro perspective theoretically informed by the National Systems of Innovation (NSI) literature, this research adopts semi-structured interviews to acquire in-depth insights from industry insiders.

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About:

The DIJ Business & Economics Study Group is a forum for scholars conducting research on contemporary Japan. Meetings are held once a month and are open to speakers from all disciplines of economics. The event is open to all. Registration is not necessary but appreciated, online at www.dijtokyo.org or via heckel@dijtokyo.org.

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