

システム情報工学研究科修士論文概要

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論文題目 Market Growth and Pricing in the Third-Party Online Payment Platforms in China (中国の第三者オンライン支払いの市場成長と定価決定 )			
論文概要  The thesis treats the recent appearance, rapid growth, and future prospects of Internet-based third-party payment platforms in China. It identifies the industry as a "two-sided market", and proposes a theoretical pricing model appropriate for guiding business strategy of firms providing these services.  The thesis firstly gives a brief introduction on the development of electronic commerce in the United States and in China. And then the present status of the third-party payment platform in China is introduced. The third part, which is also the most important part of this thesis, the author suggests a theoretical pricing model to deal with the profit problem of a third-party payment platform.			
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