

*Economics of Information and Communication*  
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**On Public Regulation vs. Self Regulation of  
E-commerce:**

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# On Public Regulation vs. Self Regulation of E-commerce:

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- A. Need for Self Regulation of E-commerce
- B. Roles of Public and Self Regulation--"Regulation Hierarchy"

## A. Need for Self Regulation of E-commerce

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1. Observation in Japan
2. "Quantity" of regulation (Cost of regulation)
3. E-commerce is a full IT application to marketplace activities
4. "Quantity" of regulation required for E-commerce

# 1. Observation in Japan

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Need for self regulation taken for granted from the beginning of discussion of E-commerce.

## 2. "Quantity" of regulation (Cost of regulation)

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Historical trend: continuously increasing

Increase in diversity, variety, complexity of transactions activities

High with IT products, services

### 3. E-commerce is a full IT application to marketplace activities

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Need for regulation expected on many issues

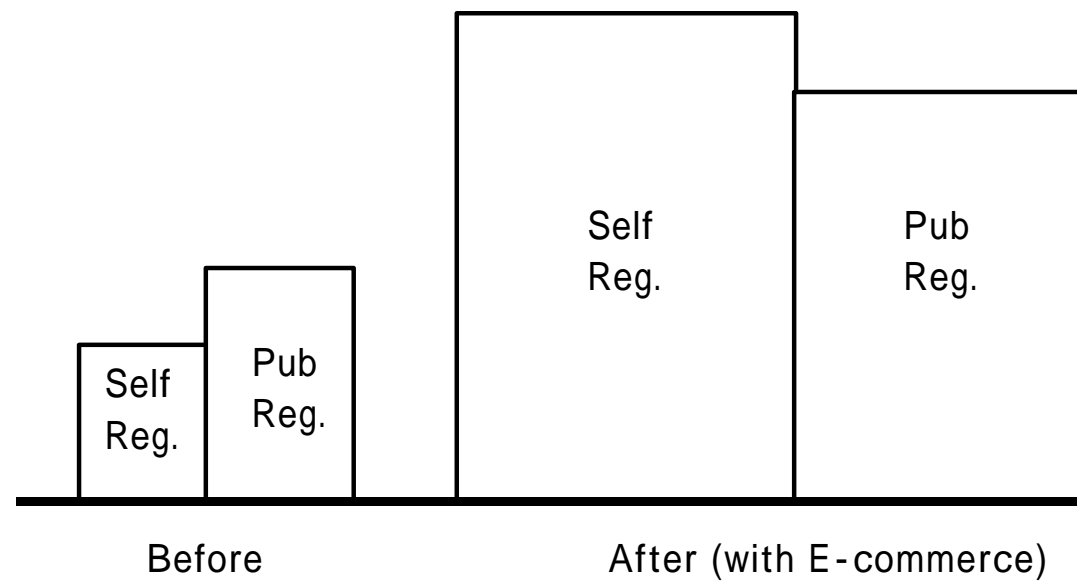
## 4. "Quantity" of regulation required for E-commerce

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Far greater with E-commerce than without  
Difficult to rely solely on public regulation

#### 4. "Quantity" of regulation required for E-commerce

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## B. Roles of Public and Self Regulation--"Regulation Hierarchy"

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