

About RIIM

Research Institute of Information Technology and Management (RIIM) was established in 2003 March. RIIM is engaged in major research programs related to IT and Business.

Our basic policy is to make a research about IT in terms of both Technology and the influence. We focus on the aspect of how IT influences Business Models along with Industrial transformation. We also emphasis on both academism and practicalism.

To expand our research programs, RIIM is linked with the MBA course for business people at the graduate school of commerce, Waseda University.

■ Currently, we have 8 intensive research fields.

1. **Industrial modularity and Business Model Innovation**
2. **IT and Business Models**
3. **IT and CRM strategy**
4. **IT investment and Critical Success Factor**
5. **IT marketing**
6. **IT and business innovation**
7. **IT and globalization**
8. **Strategic theory and IT industry**

Graduate School of Commerce

The Graduate School of Commerce, Waseda University is one of the leading graduate schools of business and commercial science in Japan. Inheriting the educational traditions of the School of Commerce (established in 1904), the Graduate School was established in 1951 during the great reform of the Japanese education system, and has educated many students of ability who are now dedicating themselves to both domestic and international business, academic and other fields.

The objectives of the Graduate School are to give advanced knowledge and skills in the fields of business management and the commercial sciences, and cultivate higher degrees in its M.Comm. and D.Comm. Programs, the special skills needed by professionals in the academic and business world. To this end, the School offers training and research opportunities in Management, Marketing, International Business, Finance, Accounting, Economic Theory, Econometrics, Public Policy, Economic History and other related fields.

The rapid diffusion of modern innovations such as advanced computer and communication technologies has made our society more information-oriented, with a resulting globalization in our ways of thinking. It is, however, sometimes difficult to comprehend and control the complex modern world using conventional ideas and the more traditional ways of thinking. Education will enable us to overcome these difficulties. The twenty-first century needs more internationally minded persons of ability who can not only understand complex structures, functions, and roles, but also control them and provide solutions that integrate the concepts, views, professional knowledge, and techniques of many important fields.

With this vision in mind, the Faculty of the Graduate School is enthusiastic about breaking away from conventional thinking, and developing the business sciences through academic and research activities. The Faculty aims at improving such educational environments as the re-education of graduates in the business field, the education of foreign students in Japan, and the promotion of exchange programs for students of leading graduate schools throughout the world.



Recent Publications

Tatsuyuki Negoro

Chief Director of RIIM, Professor of School of Commerce

- Possibility Beyond Customer Relationship Management: From Encirclement to Open Partnership, *Waseda Business & Economic Studies*, 2003 March.
- Internet-Specific Business Strategies Do Not Exist: An Analysis from a Resource-Based Perspective, *Waseda Business & Economic Studies*, 2004 March.
- Can CRM be a Differentiation Strategy?, *Waseda Business & Economic Studies*, 2005 March.

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