

Research Overview

Title:

Developing Digital Societies through ICT Adoption and Digital Transformation: A Comparative Analysis of Egypt and Japan

Research Representative:

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This study investigates the socio-economic implications of ICT (Information and Communication Technology) adoption in Japan and Egypt—two nations representing markedly different stages of economic development and cultural paradigms. By examining the evolution of digital inclusion, shifts in consumer behavior, and the strategic adaptations of businesses in both contexts, the research seeks to illuminate how ICT drives divergent trajectories of social transformation within "hybrid economies"—systems that simultaneously exhibit characteristics of both developed and developing markets.

Japan, with its advanced ICT infrastructure, faces structural challenges such as demographic aging and pronounced digital inequality in rural areas. Egypt, in contrast, demonstrates a rapid expansion of its mobile-first digital economy, largely driven by a youthful and increasingly connected population. These contextual asymmetries offer a unique opportunity to explore how cultural, infrastructural, and generational variables shape digital inclusion and technological receptivity.

Beyond comparative insight, the study aims to generate practical policy recommendations and marketing frameworks for public and private sector actors seeking to leverage ICT in ways that are context-sensitive, inclusive, and socioeconomically transformative.