

May 28th, 2019
Japan Marketing Research Association
Chairman: Shunichi Uchida

Message Upon Reappointment as Chairman of Japan Marketing Research
Association (JMRA)

We will continue to promote our current activity, aiming to become the
“most sexy industry.”

During a time when there was a shortage in data and information, it was necessary to have the know-how of collecting them and this was also not affordable. Our industry was born and cultivated under such circumstances. Today, there is an abundance of information that also includes a bounty of free data. In order to adapt to this drastically changed environment, we are looking into educational programs with the intention of becoming a group of experts who are capable of working on a global scale, donning science and technology.

But first, I believe that our mind shift is what is the most necessary now.

1. Being a JMRA member means one must protect personal information and contribute to the realization of a better society. As a testament of our promise to the society, we will continue to promote the popularization of the tagline, “the future is within you”
2. The establishment and maintenance of the information sharing infrastructure system is currently in progress. It will promote the sharing economy between members. Specifics of its method of usage will be announced with the 2019 business year.
3. We are working towards the improvement of recognition and the further activation of the industry. Results are beginning to show from our

attraction of university students through various events and collaborations with different industries and neighboring associations. In 2019, we will encourage further expansion.

4. At conferences, where results of various activities are presented, we also introduce the latest methodologies along with our future plans. Further details and information can be found on our homepage.

In order to accomplish these goals, we kindly ask for our members to actively encourage younger employees to join our committee activities. Thank you.