

Navigating the Tide: Survival Strategies of Online Gambling Companies Targeting Mainland China Under its Stringent Anti-Gambling Regime

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(潮の流れを乗り越えて：厳格な反賭博体制の下で中国本土をターゲットにするオンラインギャンブル企業の生存戦略)

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論 文 内 容 の 要 旨

This dissertation investigates how online gambling companies targeting mainland Chinese customers navigate stringent anti-gambling laws and policies in China. It raises the primary question of survival strategies these companies employ amidst China's aggressive regulatory stance. To dissect this issue, the dissertation poses three sub-questions: the evolution and effectiveness of China's anti-online gambling policies, the survival tactics of online gambling businesses in China, and the recent trends and forms of online gambling in the Chinese market. The structure of the dissertation includes an introductory chapter, a literature review on global online gambling regulation with a focus on China, an analysis of Chinese government policies against online gambling, strategies for online gambling companies to operate within legal gray areas, an exploration of new online gambling forms like skin gambling, and an examination of online gambling within the Chinese esports industry.

Key findings suggest that while China's anti-gambling efforts have increased legal actions against traditional and online gambling, online gambling entities continue to adapt through offshore operations, exploiting legal loopholes with in-game items like skins, and integrating into the less-regulated esports sector. These strategies highlight the complex interplay between regulatory efforts and the innovative methods of online gambling companies to persist within or around the legal boundaries set by Chinese authorities.