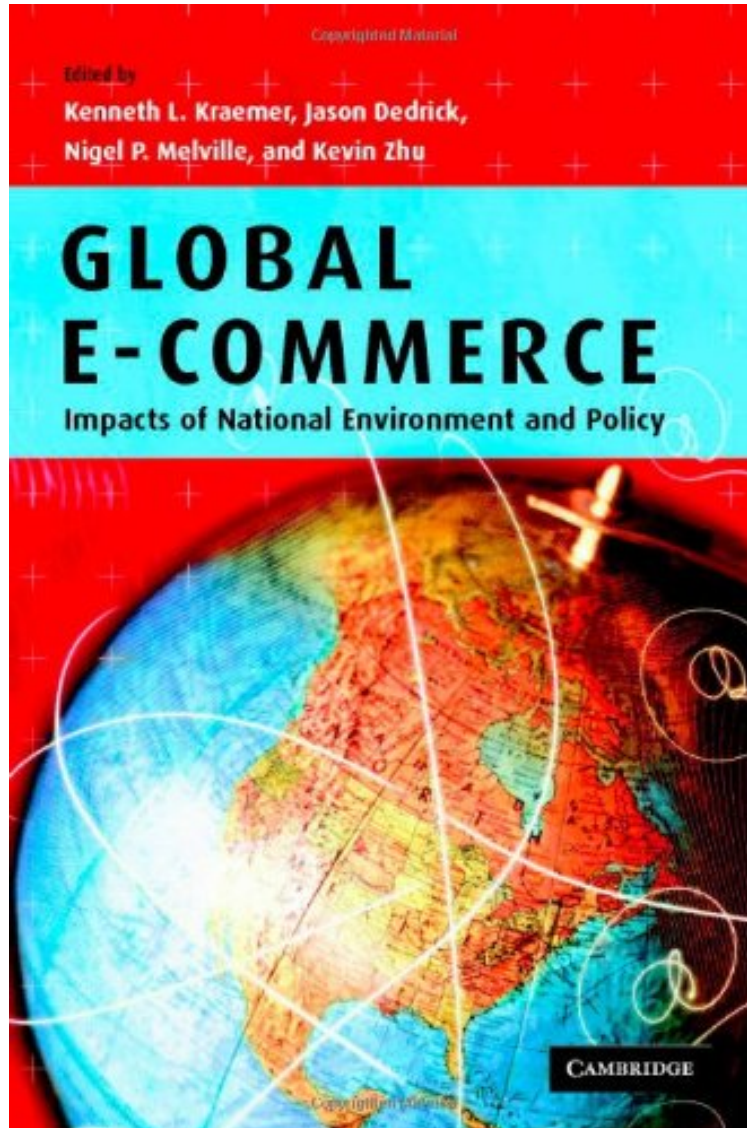


# Global e-commerce: Impacts of National Environment and Policy

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**From Cambridge University Press : Global e-commerce: Impacts of National Environment and Policy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Global e-commerce: Impacts of National Environment and Policy:

0 of 0 people found the following review helpful. Research oriented book By Donald Hsu E-Commerce is American phenomena, Ebay, , Priceline, Expedia, etc. But this is a useful book that takes it to the next level. It covers seven countries, Japan, China, Taiwan, Germany, France, Brazil and Mexico outside of USA. The book is a summary of the research at author's university. I used this book to teach a course, "Managing Global E-Commerce" for the past four years. I added the European discount airlines as the case studies. Currently there are 60 discount airlines in the

continental Europe, serving 500 million potential customers (European Union, they get to travel freely without a VISA entry requirement). Students are working on their final projects now. The book will be better if more practical examples were given. 4 of 4 people found the following review helpful. need greater access to electronic payments in developing countries

By W Boudville

As e-commerce takes off around the world, how does it differ across countries? This book studies several major countries, to discern the effect of a government's policies and the a country's environment. US, France, Germany, China, Mexico and others are looked at. Both developed and developing countries. One big difference between those two categories is that developing countries need more of their people to have access to electronic payment systems, like credit cards. The relative paucity of this in China is acting as a drag on the growth of e-commerce. Of course, this stems from many people in China having no credit history with banks or other financial organisations. In time, this problem can be expected to diminish. The US is still shown to have a lead in innovation. Though Germany, especially, is seen as a very fast adopter.

Are the Internet and e-commerce truly revolutionizing business practice? This book, first published in 2006, explodes the transformation myth by demonstrating that the Internet and e-commerce are in fact being adapted by firms to reinforce their existing relationships with customers, suppliers, and business partners. Detailed case studies of eight countries show that, rather than creating a borderless global economy, e-commerce strongly reflects existing local patterns of commerce, business, and consumer preference, and its impact therefore varies greatly by country. Paradoxically, while e-commerce is increasing the efficiency, effectiveness, and competitiveness of firms, it is also increasing the complexity of their environments as they have to deal with more business partners and also face greater competition from other firms. This incisive analysis of the diffusion and impact of e-business provides academic researchers, graduates, and MBA students with a solid basis for understanding its likely evolution.

'A model for the potential of international collaboration, Global e-Commerce represents an empirical landmark for the cross-national comparative study of electronic commerce. It will be a centrepiece for courses, and inform debate over the role of the Internet in social and economic development.' Professor William H. Dutton, Director of the Oxford Internet Institute, University of Oxford

'The world is not yet flat; it is bumped and dimpled. In this, the first comprehensive study of the international adoption and adaptation of the Internet, the authors find that rates and applications vary among countries. All subsequent research on the globalization of e-commerce must refer to this foundational work.' Richard Mason, Cox School of Business, Southern Methodist University

'E-commerce plays an important role in global expansion strategies seeking to tap into new growth opportunities. Global e-commerce sorts out the 'noise' of e-commerce and creates a solid knowledge base which companies can leverage in constructing their growth initiatives.' Nancy Burchfield, Technology Industry Consultant

'This is the definitive book on the diffusion and adoption of e-commerce/e-business, using a process oriented model. It is the most authoritative and scientific analysis of the current level of e-commerce, with 200 in-depth interviews carefully selected from representative samples in ten countries. It is strongly recommended to scholars, managers and policy makers, who will all benefit from the lessons and insights provided in this groundbreaking book.' Professor Niels Bjørn-Andersen, Director of the Center for Electronic Commerce, Copenhagen Business School

'...an informative and fascinating reference. In an ambitious study of eBusiness practices and associated value generation, eBusiness adoption and evolution are analyzed for ten developed and developing countries. Kraemer, Dedrick, Melville, and Zhu have created an eBusiness Atlas that provides a valuable resource for IT strategic planners, economic development planners and policy makers.' Phil Tierney, Intel Innovation Centre

About the Author

Kenneth L. Kraemer is a Professor at the Paul Merage School of Business and at the Donald Bren School of Information and Computer Science, University of California, Irvine. He is also Director of the Center for Research on Information Technology and Organizations (CRITO) and Director of the Personal Computing Industry Center (PCIC). Jason Dedrick is Co-Director of the Personal Computing Industry Center and Senior Research Fellow at CRITO, University of California, Irvine. Nigel P. Melville is Assistant Professor of Business Information Technology at the Stephen M. Ross School of Business, University of Michigan. Kevin Zhu is Assistant Professor at the Paul Merage School of Business, University of California, Irvine.