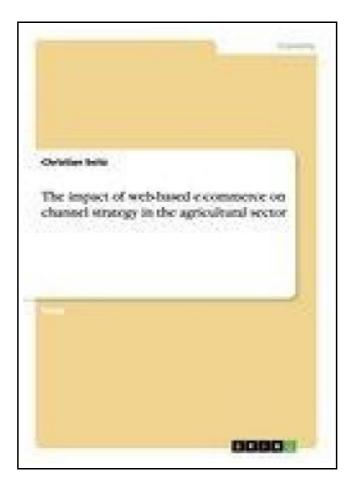
The impact of web-based e-commerce on channel strategy in the agricultural sector



Filesize: 6.52 MB

Reviews

Basically no phrases to explain. It really is filled with knowledge and wisdom You are going to like how the author create this book.

(Gerald Conn)

THE IMPACT OF WEB-BASED E-COMMERCE ON CHANNEL STRATEGY IN THE AGRICULTURAL SECTOR



GRIN Verlag Feb 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2012 in the subject Business economics - Trade and Distribution, , course: Economic of Branches, language: English, abstract: Over the past decade, no other medium has changed our current lifestyle or the way we conduct business more than the emergence of the internet since the invention of television. The Internet enables firms and companies to do business on a more advanced level. Now it is possible to shorten distances even further, enhance the ability to communicate and transact across geographical boundaries and thereby reduce or eliminate transaction costs. Since the internet already represents a new infrastructure, it has a strong impact on business organizations. The importance of web-based distribution channels has rapidly surged and web-based distribution channels have become an integral part of the channel strategy of businesses across the globe. Transactions like buying, selling, delivering or contracting seem to be potential incentives for a conversion to e-commerce. The following three factors: (1) industry structure, (2) product complexity, and (3) the complex nature of business processes within the firm, play a crucial role when it comes to e-commerce in the agricultural sector. The main objective of this paper is to analyze these dominant factors in order to find out in what ways web-based e-commerce is affecting the channel strategy in the agricultural business. At first, the paper will give a short literature review in which the most important terms will be defined. Second, the role of distribution channels will be discussed in order to develop an understanding of how important the channel selection decision is. Third, the channel strategy of web-based e-commerce and its potential benefits will be illustrated. The fourth chapter...

- Read The impact of web-based e-commerce on channel strategy in the agricultural sector Online
- Download PDF The impact of web-based e-commerce on channel strategy in the agricultural sector

Other Books



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 \times 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Save Book »



History of the Town of Sutton Massachusetts from 1704 to 1876

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English. Brand New Book ***** Print on Demand *****. This version of the History of the Town of Sutton Massachusetts...

Save Book »



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can download...

Save Book »



The Official eBay Guide: To Buying, Selling and Collecting Just About Everything

Simon & Schuster Ltd. Paperback. Book Condition: new. BRAND NEW, The Official eBay Guide: To Buying, Selling and Collecting Just About Everything, Laura Fisher Kaiser, Michael Kaiser, Omidyar, Pierre, HAPPY HUNTING(TM) ON eBay Aunt Fannie's...

Save Book »



California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

Save Book »