

Drivers and Inhibitors for Diffusion of Electronic Commerce with Reference to Germany



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DRIVERS AND INHIBITORS FOR DIFFUSION OF ELECTRONIC COMMERCE WITH REFERENCE TO GERMANY



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GRIN Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,3, University of Northampton, 85 entries in the bibliography, language: English, abstract: CHAPTER ONE INTRODUCTION Information services and products today constitute one of the world s largest economic sectors. Computers and the networks that connect them have become a dominant force in virtually all aspects of society throughout the industrialized world. Institutions and individuals alike are flocking to the Internet - particularly to the World Wide Web - in record numbers, making it the fastest-growing medium in human history (Baptista, 2000). First made available to the public in 1992, the Web is used today by 205 countries and regions and its user number is expanding at approximately 30 percent per year (OECD, 2002). Technological improvement as well as the declining prices for the access of this technology has led to the explosive growth of Internet during the last few years. The electronic commerce (e-commerce), as one of the most important applications of the Internet technology, is undoubtedly bringing countries together to create a global network economy with expectation of reducing transition costs, increasing market transparency and making business more efficient. However, e-commerce is unevenly diffused in different countries. New growth theory (Ohmae (1996); Solomon & Bamossy (2002) insists that national characteristics such as industry structure, information infrastructure, financial systems and national policies, influence technology diffusion and innovation outcomes unevenly. E-commerce via Internet is said to have no national borders, however, individuals and companies in different countries response differently to it. Hence, understanding adoption drivers and inhibitors of e-commerce diffusion is becoming increasingly important. [...] 104 pp....

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