During the past two decades, electronic commerce (EC) technologies have significantly impacted all aspects of organizational functions. EC has provided many opportunities for organizations to expand and to prosper in ever-global competition, while other organizations have not benefited from the opportunities of EC at the same time. As these technologies’ influence on business mostly in Western culture has been quite apparent, their impact on business and consumers in developing countries was still questionable for a time and only most recently became promising. Perhaps the following two factors may be considered as major reasons for why the impact of EC in developing countries has not followed the same speed as it has in developed countries: lack of access to technology and the cultural consumer behavior. The latter issue by far has had a much more significant impact on the utilization of EC in developing countries.
ing countries. This chapter is followed by several chapters dealing with a variety of EC applications in developing countries, including e-banking and e-investing. The last few chapters of the book offer case studies related to the utilization of EC in developing countries. These case studies provide a true picture of the real-life impacts of EC in developing countries and how other organizations may learn from the lessons offered by these case studies.

The chapters included in this book provide a comprehensive coverage of electronic commerce in developing countries. The editor and contributing authors should be applauded for their valuable contributions on this topic. The book provides an excellent treatment of issues impacting the utilization of electronic commerce in developing countries, followed by the assessment of success and failure factors. In addition, the several cases included toward the end of this book also offer good examinations of real-life applications of these technologies. This scholarly book will be instrumental to researchers and managers in enhancing their understanding of issues and challenges of EC technologies in developing countries. Electronic Business in Developing Countries: Opportunities and Challenges is an excellent book that should be read by those who are involved in the research and practice of electronic commerce utilization and management.

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