Foreword

Just over two decades ago, the rapid growth of electronic retailing (e-retailing or e-tailing), used in world wide web as early as 1995, has progressively produced an important effect in many related fields linked to business-to-business commerce, management, marketing and other associated areas. From that time on, many corporations and businesses in all parts of the world have been trying to put into practice the sale of goods and services through the Internet.

In the second decade of the 21st century, the need for e-tailing strategies at all levels is even more pronounced. In today’s turbulent globally and economically racked competitive markets, corporations are under intense pressures when it comes to use the best strategy to reach their goals.

Today, of course, it is almost two decades later. The world of e-tailing has moved to full and centre stage, ably supported by a galaxy of individual companies. Thus, I am delighted to see this edited book by Shailja Dixit and Amit Kumar Sinha with its focus upon how to manage e-tailing in the global marketplace. The subjects command the interest, imagination and needed application of the selected concept. For example (and this is just a sample), questions and issues such as:

- To identify, examine, and address global challenges encountered by e-commerce firms, especially those from emerging economies;
- To explore potential and scope for organisations willing to change their offering and communication strategy;
- To describe how education, technology, and growing demand from both middle class and youth consumers are the driving forces of e-tailing;
- To analyse how virtual communities and social media influence user motivation, adoption and usage pattern.

Many other issues are addressed in plain and understandable ways. Nor is the text entirely theoretical. Chapters are often enriched by excellent case studies and examples from known companies as well as by rigorous empirical analysis providing a vibrant backcloth for this significant book.

I am looking forward to seeing the book in print and recommend it to policy makers, practitioners and graduate students.

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