# Electronic Business in Developing Countries: Opportunities and Challenges

## Table of Contents

Preface .......................................................................................................................... vi  
Sherif Kamel, The American University in Cairo, Egypt

Chapter I. Electronic Business in Developing Countries: The Digitalization of Bad Practices? ................................................................. 1  
Carlos Ferran, Penn State University Great Valley, USA  
Ricardo Salim, Cautus Networks Corporation, USA

Chapter II. Role of Culture in Electronic Business Diffusion in Developing Countries .................................................................................................................... 34  
Marwa M. Hafez, The American University in Cairo, Qatar

Chapter III. International E-Commerce: Language, Cultural, Legal, and Infrastructure Issues, Challenges, and Solutions ................................................. 45  
Magdi N. Kamel, Naval Postgraduate School, USA

Chapter IV. E-Commerce Infrastructure and Economic Impacts in Developing Countries: Case of India ............................................................. 63  
Varadharajan Sridhar, Management Development Institute, India  
Kala Seetharam Sridhar, National Institute of Public Finance and Policy, India

Chapter V. E-Marketplace Adoption Success Factors: Challenges and Opportunities for a Small Developing Country ........................................ 88  
Andreja Pucihar, University of Maribor, Slovenia  
Mateja Podlogar, University of Maribor, Slovenia

Chapter VI. E-Commerce Activity, Opportunities, and Strategies in Latin America .......................................................................................................... 118  
Raul Gouvea, University of New Mexico, USA  
Dante Di Gregorio, University of New Mexico, USA  
Suleiman K. Kassicieh, University of New Mexico, USA