

UNIVERSITI TEKNOLOGI MARA

**TECHNOLOGICAL IMPEDIMENTS TO
BUSINESS-TO-CONSUMER (B2C)
ELECTRONIC COMMERCE**

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TABLE OF CONTENTS

TITLE PAGE	
DECLARATION	
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTER ONE : INTRODUCTION	1
1.0 Business-To-Business (B2B) Overview	1
1.0.1 Evolution Of E-Commerce Mechanisms	3
1.0.2 Marketplace Requirements	5
1.0.3 Benefits Of B2B E-Marketplaces	6
1.1 The Problem Statement	7
1.2 Research Question	8
1.3 Objective Of The Study	8
1.4 Definitions	8
1.5 Scope of The Study	9
1.6 Significance of The Study	9
CHAPTER 2 : LITERATURE REVIEW	11
2.0 Introduction	11
2.0.1 Technological Infrastructure Of The Internet For B2C E-Commerce	15

ABSTRACT

The information age is rapidly changing the world in which we live. Given the increasing dominance of the Internet and the World Wide Web (WWW), many functions in our society are rapidly becoming transacted via computer. Internet and World Wide Web technologies provide the infrastructure for the Electronic Commerce (e-Commerce) revolution now taking place. As a result of these technologies, even the smallest organization can afford to market its wares to hundreds of millions of potential e-Consumers. However, these technologies also pose threats to the very electronic commerce which they enable. For managers to strategize and implement e-Commerce effectively in their organizations, these impediments need to be recognized and understood.

The goal of this paper is to identify the primary technological impediments to e-Commerce. Six categories of technological impediments have been identified. Those which appear to pose the greatest threats to the development of e-Commerce are: (1) download delays, (2) limitations in the interface, (3) search problems, (4) inadequate measurement of Web application success, (5) security (real and perceived) weaknesses, and (6) a lack of Internet standards. Associated costs, threats, and limitations specific to e-Commerce are also identified and implications explored. The paper concludes with an assessment of ways to mitigate these obstacles, including design choices, workarounds, and emerging technological solutions.

Keywords : Electronic Commerce, E-commerce Problems, World Wide Web, Internet, Retail, Strategy

CHAPTER 1

INTRODUCTION

1.0 BUSINESS-TO-BUSINESS (B2B) OVERVIEW

The global e-commerce revolution is entering a new phase. While the first stage was fueled by the vision and innovation of business-to-consumer Internet companies, the next phase will be defined by the leadership and market success of companies engaged in business-to business or B2B e-commerce. This refers to electronic transactions between and among companies and their employees and suppliers. The early consumer-focused, e-commerce winners created the Internet business model, but it will be their business-to-business (B2B) successors that realize the full potential of the new electronic economy.

From the perspective of today's enterprise managers, this second Internet revolution consists of equal parts threat and opportunity. The new B2B wave will split most industries' competitive field into two camps - the prepared and the unaware. Many organizations, reluctant or unable to initiate the deep change that the new business climate requires, have made only minor technical changes so far. These changes modify their culture or business processes. These organizations have yet to make the investment in the strategy, people, and money necessary to survive in the B2B e-commerce world. Those who fail to address the opportunity at hand risk becoming displaced by more forward-thinking competitors. For those who do respond to the new realities of B2B e-commerce, the worldwide B2B market offers opportunities on a grand scale. Still in its infancy, B2B e-commerce is already the fastest growth area in the Internet economy and carries potential almost beyond measure.