

Chapter XIII

Conclusion, Implications, and Future Trends

ABSTRACT

The explosive proliferation of Internet users has led to dramatic shifts in the methodology of conducting business and the business paradigms. Currently, business organizations can reach anywhere in the world quite substantially within virtually no time. Consequently, supply chain management among partners including customers is so dynamic that business organizations are considering their customers and partners just attached with them. This changed paradigm has left an innumerable scope for exploring global markets, especially for the Internet economy, for example., EC. EC presents enormous opportunities for businesses, consumers, and governments. Since the Internet is the main driving force of EC, and the proliferation of the Internet across countries is terrific, it is quite understandable that Internet economy might have an uncertain future.

13.1. INTRODUCTION

At this stage, we are tempted to comment that adoption, usage, proliferation, and possible barriers for globalization of B2C EC is a very topical and challenging is-

sue, and understanding and exploring this issue demands extensive attention by its own merits. Globalization strategy of WTO addresses the issue of EC diffusion to create the universal level playing field as the first priority. Therefore, exploring the diffusion of ICT and EC throughout the world, especially in developing countries, the possible adoption criteria of customers, the plausible barriers for proliferation of ICT and EC, and the effects of related socio-economical and cultural issues on the international market is a wide and potential area to investigate and understand.

In this regard, we have addressed, analyzed, and discussed in this book the globalization strategy of EC, service quality and the quality management practice for global EC, the diffusion and adoption of ICT and EC, cultural diversity, the impact of proliferation of ICT on consumers of developing countries, different drivers and inhibitors of the proliferation of EC, the purpose of implementation of E-government (EG) and EC, and cultural adaptability of websites. Although, the previous twelve chapters of this book are independent and individually complete in terms of concepts, based on philosophical underpinnings, these chapters are rationally interconnected and ultimately provide a comprehensive view of EC diffusion and adoption. This book also develops a grounded theory on resistance against the proliferation of EC and the impact of the Internet economy on both developed and developing countries. This final chapter of the book is devoted to developing a comprehensive conclusion by summarizing the concepts, paradigms, and theoretical framework so far revealed in the scope of addressing the proliferation of EC in connection with global adoption, resistance, and cultural evolution. Then, we attempt to figure out the implications of the analyzed issues of EC and illustrate and guide future research efforts under the scope of our conceptualization. This chapter is divided into four sections to discuss the abovementioned objectives.

13.2. CONCLUSION

The first division of the book has two chapters to provide basic concepts and inter-related issues of EC. In this connection, this division, in the first chapter, has illustrated fundamental concepts of M-commerce, a subset of EC, and explained online government system, viz., EG, an extensive use of ICT in public administration.

The first two chapters of this book are designed to provide introductory concepts and aspects of EC to the readers. These two chapters explain the fundamentals of EC, its diffusion, proliferation, adoption, globalization, and the contemporary managerial issues related to EC. The related concepts of EC are also defined and elaborated in this scope. From different statistical analyses and reports, it is imperative that shedding deep light on the diffusion of EC and its possible consequences in terms of globalization is congruent to most topical issues.

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