Chapter 8.2

Evolving e–Business Systems:
Transgenic Forces in International Realpolitik Space in 2050

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ABSTRACT

This chapter posits that transgenic governance forces are evolving and will engage future international e-business professionals in a multi-polar world of 2050. Social governance will be a cogent and compelling force in a tomorrow's internationalized world community. This is a call to e-business professionals and academicians to understand and engage themselves in the underlying different perceptions and paradigms, or Weltanschauung, of diverse sectors in a world of rising new cultures. They must become "transgenic" in their perspective and seize every opportunity to develop and sensitize themselves to the socio-political dynamics that influence future growth and development of international e-business systems. An understanding of strategic socio-political forces serves as an inter-organizational learning paradigm that fosters innovation and social responsibility for the betterment of humankind internationally.

INTRODUCTION

The 21st century continues to witness the transformation of organizational systems globally through e-business systems, which drive and evolve systemic goals. The implementation of business intelligence systems, client-relationship management systems, data mining and warehousing, knowledge management, security systems, supply chain management and systems integration continue to compel different sectors to engage in forging inter-organizational relationships internationally. With the cogent and ubiquitous developments in nomadic information systems and wireless and wearable technologies, the emerging future continues to witness the conver-

gence of artificial intelligence, biotechnology and nano-technology (Pearson, 2001). This promises to further accelerate inter-organizational and inter-sectorial interactions. The literature underscores the critical role of strategic inter-sectorial partnerships in fostering efficiencies, sectorial growth and social actualization through innovation and mutual organizational learning (Burgelman and Doz, 2001; Das and Teng, 2001). These linkages have the potential to liberate thinking beyond closed organizational paradigms and embrace complex changes and uncertainty extra-organizationally and proactively. This paper posits that international e-business systems are mutually advantageous inter-organizational systems between knowledge cultures differing in values, missions, perceptions and evolution. Moreover, e-business systems incubate and thrive in socio-cultural polities, which are articulated through the governance systems. This paper examines the transgenic forces that underscore Zhu's WRS-Li stage model, in light of tomorrow's rising and more complex socio-political space in which international e-business systems form, evolve and derive their substance.

BACKGROUND

E-business systems thrive through knowledge exchanges, relational and transactional capital transfers and are sustained through transactional processes. Tight coupling of international e-business systems require transactional and transformational leadership skill sets. The extant literature on critical success factors in international e-business systems, including B2B, B2C and collaborative interorganizational networks, stresses the importance of leadership, governance support, organizational learning, and knowledge management infrastructures. (Connelly, 2007; Ghosh, S. & M. Bertisen, 2007; Lee, C-P., G-G Lee & H-F Lin, 2007; Awazu, 2006; Jeon B.N., K.S. Han & M.J. Lee, 2006; Kumar, N. & Q. Peng, 2006). Moreover, the underlying theme of this literature stresses the

importance of mutual international respect, understanding and shared visions as the fundamental basis for trust-the fundamental pillar of effective international e-business systems (Patel, T, 2007; Lu, X-H., L.-H. Huang & M.S.H. Heng, 2006; Mandal, P., 2006; Dubelaar, C., A. Sohal & V. Savic, 2005; Holsapple, C. W. & S. Sasidharan, 2005; Mandal P., 2004). Indeed the bridging of international digital divides, the deployment of responsible e-commerce systems, the productive development growth of future maquiladoras will depend on the fostering of these trust relationships (Rao, M.R. & Pomander, 2007; Ferguson, C. W. & D.C. Yen, 2006; Mandal, 2006).

Moreover, it requires an understanding of dynamic socio-political elements that influence e-business systems behaviour and foster trust within complex economic, socio-cultural and strategic dimensions (Murray, P.J. & Z. Zhu, 2003). In-depth knowledge of the technological and socio-political dynamics is tantamount to an understanding "of-the-becoming" (de Rond & Bouchikhi, 2004). Structural bonding (economic and functional factors that involve explicit benefits) and social bonding (emotional and affective resources) are the prerequisites to relationship cohesion in e-business (Rodriquez, 2002). Perception, mutuality, trust and understanding are the implicit drivers of e-business system behaviour. Mutual trust and understanding, or relational capital, fosters climates of good faith and open collaboration, which in turn forge efficient and effective international e-business systems (Roussin-Isett. K., 2005; Ibbott, C. J. & R.M. O'Keefe, 2004; Simsarian-Webber, S. & Kimoski, R. J., 2004; Gebrekidan, D.A. & G.B. Awuah, 2002).

E-business professionals must invest the time, energy and effort in understanding multiple Weltanschauung (views of the world), or paradigms (Shi & Wright, 2001). Active engagement, financial and political support of governance organizations is of paramount importance to the evolution to effective e-business systems. Governance laws, policy and regulation in market and competitive processes,

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