

E-Commerce Adaptations across the Globe: Embryonic Economies Perspective

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Abstract

Emerging-economy corporations are attaining developed-economy companies, such as the attainments of Jaguar by Tata Motors and Gateway by Acer. A common explanation is labor cost or currency advantages in embryonic economies. As emerging-economy corporations also compete effectively in developed economies using developed-economy resources, this cannot be the entire explanation. Author proposes another explanation, based on dissimilar adaptation of the e-commerce to enable and reinforce commercial practices related to customer relationships and supply chain integration. The methodology for this article is analysis of authentic data over 450 corporations which situated in 10 countries and some case studies to highlight the three major methods that e-commerce practices differ between developed- and embryonic-economy corporations. First, compared with developed-economy corporations, embryonic-economy corporations place a relatively higher priority on using the e-commerce to achieve strong customer relationships via service and support. Second, embryonic - economy corporations place a relatively higher priority on using the Internet to assimilate processes with suppliers than do developed-economy corporations. Finally, embryonic-economy corporations are comparatively more driven to adopt e-commerce practices to multiply existing markets and enter new markets, and accordingly report a relatively greater impact to international sales growth compared with developed-economy corporations. Findings of the research suggest that by adopting e-commerce in particular, in the areas of customer relationships and supply chain integration corporations can achieve success in very short time period compared to traditional practices

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