

Strategic Implications of Electronic Commerce for UK businesses

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Statement of aim:

The purpose of my dissertation is to analyze the implications of Electronic Commerce for UK business. The area of my research covers:

- The analyses of Internet history and growth
- The impact of the Internet on a global basis
- Analysis of the e-commerce features and benefits
- Comparison of the e-commerce with more traditional activities
- The analysis of the security policies, customer's privacy
- Barriers in implementing e-commerce
- E-commerce future

The project will enhance my understanding of the impact of Electronic Commerce on business models; it will also enhance a sound understanding of changing relationship business-to-business and business-to-consumer.

The project will also represent a foundation for future self-development in the area of Electronic Commerce, which I personally think that is a necessary skill for the 21st Century business managers.

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