

Book review

The Economic and Social Impacts of E-Commerce, Sam Lubbe, Idea Group Publishing, Hershey, PA, 2003. ISBN: 1 59140 043 0.

E-Commerce has brought about many changes in organizations and has had significant impacts on the quality of life that is experienced by individuals or even indirectly as members of society. The need to have fast and efficient information on products is crucial to our socially-conscious and technologically-dependent society; hence, information technology has increased the intolerable burden of handling the increasing amount of information and human errors, which the society is expected to contend with.

“The Economic and Social Impacts of E-Commerce” addresses issues associated with the advent of e-commerce, and its significance within society. This book follows the recommendations of the various e-initiative bodies and the bodies responsible for further research as it addresses: the social impact of e-commerce, the economical impact of e-commerce and the combination of social and economic impacts. According to the book’s editor, Sam Lubbe, “The Economic and Social Impacts of E-Commerce’ differentiates itself from other books in this research field as it directly speaks to the role of the market place in assessing e-Commerce online”. Readers will gain aid in targeting sales to specific social cultures, as well as aid in assessing economic impact as a result of their actions. The book takes into consideration the needs of the buyers and addresses their situation as it relates to the e-commerce model.

Chapters include: The Economic and Social Impact of Electronic Commerce in Developing Countries, Adverse Effects of E-Commerce, The Theory Behind the Economic Role of Managing the Strategic Alignment of Organizations while Creating New Markets, E-Commerce and Executive Information Systems: A Managerial Perspective, E-Learning is a Social Tool for E-Commerce at Tertiary Institutions and Impersonal Trust in B2B Electronic Commerce: A Process View. Augment your knowledge surrounding e-commerce and your library today by ordering this exciting new title.