

**How do Different National Environments and Policy
Influence eCommerce Diffusion? - Cross-National
Research Perspectives and Results**

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Panel Theme

Much of the literature dealing with the global impacts of e-commerce hypothesizes that it will make national boundaries meaningless and lead to the homogenization of national economies and business practices. An alternative hypothesis argues, to the contrary, that different national environments and policy will shape the diffusion of e-commerce resulting in divergence of e-commerce usage and impacts among countries.

This panel will examine this question in the light of research on the actual experience with e-commerce in four countries. Specifically, it will address the following questions:

What features of environment and policy appear to be important in influencing the diffusion of e-commerce, distinguishing between B2B and B2C e-commerce?

Which features are drivers or enablers and which are inhibitors or barriers?

What are the implications of these features for the diffusion of e-commerce in the near term (next 2-3 years)?

What conclusions can be drawn from such cross-country comparison?