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The impact of web-based e-commerce on channel strategy in the agricultural sector

By Christian Seitz

GRIN Verlag Feb 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2012 in the subject Business economics - Trade and Distribution, , course: Economic of Branches, language: English, abstract: Over the past decade, no other medium has changed our current lifestyle or the way we conduct business more than the emergence of the internet since the invention of television. The Internet enables firms and companies to do business on a more advanced level. Now it is possible to shorten distances even further, enhance the ability to communicate and transact across geographical boundaries and thereby reduce or eliminate transaction costs. Since the internet already represents a new infrastructure, it has a strong impact on business organizations. The importance of web-based distribution channels has rapidly surged and web-based distribution channels have become an integral part of the channel strategy of businesses across the globe. Transactions like buying, selling, delivering or contracting seem to be potential incentives for a conversion to e-commerce. The following three factors: (1) industry structure, (2) product complexity, and (3) the complex nature of business processes within the firm, play a crucial...



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