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E-commerce E-commerce has gained increasing acceptance amongst various people. E-commerce is defined as the buying, selling, and exchanging of products, services, and information via computer ...

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34 e-Commerce is the activity of buying or selling of products on online services or over the Internet. 35 The "hedonic" information systems are usually connected to home and leisure activities ...

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Thus, electronic commerce is a strategic perspective that all firms must adopt, both in the present and in the future. In other words, an organization that does not explicitly consider electronic commerce as a strategic imperative is

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