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| **Appendix: sample online interaction in response to a set question***Tutor note – Not all interactions need to be as detailed as this one, but I chose it as an example because it demonstrates a number of features that would earn high marks. The original post is well referenced and includes practical examples to support the points made, the response adds further depth to the content covered, and in turn this prompts the author to reflect on the content of their original post, and provide further supporting evidence.***Student posting in response to the question “which of the barriers to effective business use of the Internet do you consider to be easiest to overcome, the technological or non-technological ones?”**“A number of technological impediments inhibit the growth of e-commerce and puts barriers to both the businesses and the individual users. Technological gaps, incompatibility between protocols around the world or insufficient software programmes, download delays, search problems, security issues and inadequate measures of web application success remain relevant despite the years of technological progress (Chua et al, 2005). Solutions require commitment, time, financial resources and skills. Although, technological obstacles demand human and financial capabilities, personal concerns of the users, privacy issues, lack of trust or cultural barriers might require much more efforts, time and education to be changed. Security and private data use remain of the biggest concerns for the users. In addition the lack of personal contact with the offered product or service will always remain a challenging limitation for the businesses. The non technological limitations are shown as much harder to overcome as they are directly related to the people’s attitude and the cultural habits. However, concerns regarding the security or the inaccuracy of information derive from the technological gaps, the complicated web technical jargon, the lack of consistent legal obligations and compatible models (Lee, 2006).  A characteristic example showing both the technological challenges and the resistance of the employees to adapt the new systems was the attempt of GlaxoSmith Kline to centralise the legal compliance of its food products from all the countries in one system. The technical problems deriving from the incompatibility of the various systems from all around the world were solved after four months of hard work. However, the efforts that were made to convince the employees to use this database and follow the work progress through it, took us more than 18 months. The legal managers from certain countries were very reluctant to trust the paperless work or accept the security of the system for the loading of confidential information. References  Chua C., Rose G.M., Huoy M.K. and Straub, D.W. (2005) ‘Technological impediments to B2C electronic commerce; an update’ Communications of AIS, Issue 16, pp127-216 Lee, J.W. (2006) ‘A motivation experience performance model to understand global consumer behaviour on the internet’ *Journal of Transnational Management*, Vol 11, Issue 3, pp81-98**Response from fellow student:** |

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|  | **Thread:** Limitations - due Saturday**Post:** [RE: Limitations - due Saturday - OA-MK-SNU](https://elearning.uol.ohecampus.com/webapps/discussionboard/do/message?action=list_messages&conf_id=_137833_1&forum_id=_278412_1&course_id=_375994_1&nav=discussion_board_entry&message_id=_4204291_1)**Author:** SU | **Posted Date:** October 11, 2010 8:38 AM**Status:** Published |

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| I would like to ask one question; if you were to take up one of the non technological limitations that affect Ecommerce most, which one would you pick? In your opinion what do you think will be the best way of handling this limitation? For  me I would say Security. I am yet to think of a way this can be adequately handled. Companies try as much as possible to make their online systems very secure and fraud free. On the other hand, fraudsters also work tirelessly day and night to break even the most secure system. As technology security gets sophisticated,  fraudsters mode of operation get advanced vis-a-vis. Irrespective of the efforts of the E-companies, cases of security breach and fraud will continue to be heard. This is also one of the reasons this non technological limitation remains a difficult challenge.**Response from author of original post:**  |

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|  | **Thread:** Limitations - due Saturday**Post:** [RE: Limitations - due Saturday MK-SNU-MK](https://elearning.uol.ohecampus.com/webapps/discussionboard/do/message?action=list_messages&conf_id=_137833_1&forum_id=_278412_1&course_id=_375994_1&nav=discussion_board_entry&message_id=_4205862_1)**Author:** MK | **Posted Date:** October 11, 2010 12:48 PM**Status:** Published |

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| **Hello, nice question that made me think if the reluctance to use the internet derives from the scare of a fraud or the personal objection especially from certain generations and cultures to shop online and change their habits instead of the brick-and-mortar shopping.** **From a search on the internet I found that the percentage of internet users and online shoppers is increasing every year. In Europe, the last couple of years we had an increase from 27% to 32% online shoppers, with some countries showing remarkable percentage of internet users that prefer to buy online (in the Nordic countries the percentage reaches the 91%) (**[**http://ec.europa.eu/consumers/strategy/docs/com\_staff\_wp2009\_en.pdf**](http://ec.europa.eu/consumers/strategy/docs/com_staff_wp2009_en.pdf)**). In Canada, the online shoppers were increased to 40% from the 32% (**[**http://mbc.bbb.org/article/increase-in-online-shopping-may-expose-canadians-to-more-risk-warns-bbb-22454**](http://mbc.bbb.org/article/increase-in-online-shopping-may-expose-canadians-to-more-risk-warns-bbb-22454)**).**  |

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