

1. Record Nr.	UNINA9910812336503321
Titolo	Electronic commerce in the retail sector : from exploratory channel to strategic necessity // guest editors Neil F. Doherty and Fiona Ellis-Chadwick
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2006
ISBN	1-280-54729-4 9786610547296 1-84544-987-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (197 p.)
Collana	International Journal of Retail & Distribution Management ; ; v.34, no. 4/5
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Disciplina	658.84
Soggetti	Electronic commerce Retail trade - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Comparing e-service performance across industry sectors; The provision of delivery information online: a missed opportunity; Developing a framework for measuring physical distribution service quality of multi-channel and "pure player" internet retailers; Cross-industry analysis of consumer assessments of internet retailers' service performances; E-shopping lovers and fearful conservatives: a market segmentation analysis; Why consumers hesitate to shop online; The UK grocery business: towards a sustainable model for virtual markets E-commerce adoption in the retail sector: empirical insightsApplying the technology acceptance model to the online retailing of financial services; New perspectives in internet retailing: a review and strategic critique of the field
Sommario/riassunto	Whilst the Internet is already exerting a considerable impact upon society, in general, it is in the arena of trade and commerce that the Internet's most significant influence has been witnessed. As global competition intensifies, an organization's effective operational

performance, and competitive positioning have become more dependent upon its ability to successfully exploit information technologies. Against this background, the Internet, through its high levels of connectivity, reach and adoption, has probably become the most influential of the vast array of technologies available to busine
