Week 3: Strategy and Electronic Commerce

E-Commerce and the Undulating Distribution Channel
By John N. Gallaugher

Discussion Question:

How has e-commerce help restructure distribution channels? Are there situations in e-commerce in which disintermediation proves to be successful?

A Framework for Identifying Web-Based Electronic Commerce Opportunities
By Fred Riggins

Discussion Question:

Is the framework proposed by the author comprehensive? Can you think of any other e-commerce opportunities that are not included in the framework? Which opportunities have your organization taken advantage of?

Strategy and the Internet
By Michael E. Porter

Discussion Question:

Porter suggests that instead of the Internet making strategy less important, as some have argued, it has actually made strategy more indispensable than ever. Do you agree with Porter’s view? Why? How can the Internet help enhance the competitive advantage of your organization? Please provide an example.