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of implementation gaps**

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E Commerce as a Tool for Resource Expansion: Postal Partnerships, Data Protection Legislation and the Mitigation of Implementation Gaps

Professor Marianne Ojo (North-West University, South Africa)

Abstract

This chapter is aimed at illustrating how the potential of E commerce as a tool for resource expansion, can be maximized where information gaps, asymmetries, and more specifically, implementation gaps are addressed and mitigated. Engaging stakeholders, as well as bright line rules - distinguished from principles, at relevant phases and stages of mediation process between agents and stakeholders, would not only serve to foster greater accountability, but also ensure that better enforcement mechanisms are in place. Hence chapter illustrates how the stakeholder theory can be considered to be consistent with value maximization. Whilst incomplete contracts provide benefits of flexibility, they have also been criticized for facilitating lack of clarity in respect of objectives, focus and accountability in the decision making process. Furthermore, through the engagement of stakeholders, as well as appropriate forms of regulation, the chapter will also, simultaneously, illustrate how a “properly constructed Balanced Scorecard” can comprehensively communicate enterprises' business strategies.

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Objectives of Chapter

The objectives of the chapter are hereby highlighted as follows:

1. To identify, analyze and address global challenges encountered by E commerce firms in selected jurisdictions across the globe. 2. To investigate and propose means of harnessing Ecommerce as a tool for resource expansion. 3. To investigate the extent to which informational gap in executing Ecommerce goals has been mitigated over the years and also investigate if there is a corresponding decrease or increase in level of implementation gaps, as well as reasons for such increased or decreased gaps.

The first three objectives will primarily be facilitated through a discussion of a vital issue confronting the theories which constitute the focal point of discussion in this chapter. The issue referred to being information asymmetries and the theories being the principal-agent theory and the broader stakeholder theory. An incorporation of the role of corporate social responsibility will assist in facilitating the objective of illustrating how E commerce can be used as a tool for resource expansion.

4. Investigating gaps in data privacy and protection legislation and directives as means of proposing ways whereby greater trust can be fostered between the originating business, distributing channels and consumer. 5. To investigate buyer spending habits, consumer preferences and behaviors across the globe as a means of proposing how e commerce businesses can better understand and address consumer needs, hence also mitigating costs which could be incurred through returns.

In investigating and addressing the above-mentioned objectives, the chapter will also attempt to contribute to the existing and previous literature on why certain jurisdictions have been more successful with their E tailing business models, as well as make recommendations aimed at addressing present concerns which may relate to implementation, strategy and design, and environmental concerns.

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