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the conducting of business through  
electronic means (typically computer  
systems and the Internet) rather than  
through traditional face-to-face, mail-  
order, or telephone transactions. There  
are two major categories of e-commerce  
transactions: business-to-business and

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businesses to manage their operations more effectively (Golicic et al., 2002). E-services facilitate easier transactions for customers: Customers generally prefer e-service over

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buying or selling of products via electronic means such as the internet or other electronic services. This type of trade has been growing rapidly because of the expansion of the Internet.

~~Electronic commerce – Simple English  
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Electronic commerce (or e-commerce) has evolved over the years to become a major channel through which businesses can exchange goods and services, coordinate production and market to customers. By harnessing the power of the internet, electronic commerce has changed the way in which organisations conduct business.

~~Electronic commerce – University of  
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of business through electronic means  
(typically computer systems and the  
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brick-and-mortar enterprises have found it  
necessary to adopt some sort of e-business  
strategy as the Internet becomes...

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