We’re All Connected: International Perspectives on Global E-Commerce

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Markets in transition, reintermediation, strategic morphing, the demise of the dot-coms, and the quest for ROI – these are just some of the words that we read day-by-day in the business press about the new face of global e-commerce. In this month’s book review section, we have selected four books for Electronic Markets readers that offer unique perspectives on the range of business models and strategies that characterize the second generation of global electronic commerce. They include:

- *Strategies for E-Business Success* (Brynjolfsson and Urban, 2001)
The first three books represent the editorial efforts of authors from Asia, Europe and North America, respectively, each of whom has brought together leading consultants, industry professionals and academic observers. Taken together, the group of books will permit the interested reader to access a new sampler of thinking about how business strategy in e-business settings has been formulated, and to understand how e-commerce developed in a variety of regional settings.

The reviewers are now second-year and third-year doctoral students who participated in the ongoing "Doctoral Seminar in Economics, IS and Electronic Commerce" at the Carlson School of Management, University of Minnesota. Interested EM readers can visit http://ids.csom.umn.edu/8801 to see the syllabus materials and learning goals for the course. The last time we offered this course, Spring 2002, we invited seminar participants to review books that were written by leading academic and industry authors. The only catch was that they had to craft their reviews based on the body of theoretical knowledge in “economics, IS and electronic commerce,” as we defined it in the seminar. We reviewed our students’ essays three or four times, and encouraged them to sharpen their critical perspectives. The published versions that you see here are the result of further selection and editing by EM’s editorial staff.

We hoped to convey the importance of their making effective responses to reviews, with limited time available and on deadline -- good reality training for future faculty. A related goal was to show participants how to leverage the power of iteration in writing. Most students who enter doctoral programs in Information Systems and other business school disciplines have an insufficient appreciation of writing as a process, as opposed to writing as the product. We encourage them to think about screen-writer, Dorothy Parker’s famous observation: “I hate writing, but I love having written.” Students learn that the product only gets better once they learn to participate in the “writing process.”
For early doctoral program seminars, our pedagogical approach continues to be to downsize the overall length of some of the students' written deliverables. This also permits us to place greater emphasis for grading and evaluation on student performance throughout the course.

Once again, we acknowledge Beat Schmid and Lucia Pavlikova for their interest in and support of this ongoing project. Nick Ball, a 3rd year doctoral student in IS at Minnesota, continues his capable handling of all of the finishing details for publication of the book review essays. Finally, we appreciated the authors’ cooperation to steadily sharpen and improve the quality of their work. Our doctoral seminars at the University of Minnesota continue to promote early career research productivity and the exploration of new perspectives for research.