

# The Determinants and Limitations of Providing the Internet Brokerage Service in Taiwan

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## ABSTRACT

Commercial application of the Internet is getting popular. It has changed people's life style and consumption behavior. With the support by the government, the trend has been extended into almost all kinds of businesses, including financial industry. In this study, we examine what factors affect the decision of providing Internet Brokerage service as well as the possible obstacles such as legal regulations and trading environment that security companies have to overcome. Our finding indicate that government policy, legal regulations, and firm size have the significant impact on the decision making process. In addition, security firms already adopt updated information technology such as web site or Intranet service and own many of IT employees are more likely to become an Internet Broker. Although the impact of decision makers' attitude and the potential risk of providing Internet brokerage service are insignificant, firms with and without Internet Brokerage service rank the importance of these factors differently.

Keywords : 網路券商 ; 電子商務

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## REFERENCES

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