

The Cognition of Firms to Electronic Commerce on Internet

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ABSTRACT

Electronic commerce is changing our life style and also changed the conventional style of marketing. Electronic commerce lets us a chance to regain the competitive advantage. If we can apply the information, to seize the opportunity, and make the right strategy in the high-speed information age, we will become a winner. Although the speed was hold one of trumps to win by firms, however electronic commerce lets it affirm again and speed its pace. Strategic change is motivated by perceptions by managers and other decision makers that strategic gaps exist between the perceived current states of the assets and capabilities comprising the elements in the organization and desired states of those assets and capabilities. It will generally take longer to change the ideas organization use than the things organization use. Because of following internationalization and globalization in the dynamic competition of information age, it is the first pace of how to gain the competitive advantage that know the cognition affection. This paper presents the cognition of firms in electronic commerce, and while firm is making electronic commerce, the firm will adopt the attitude. This paper gives some clue to guideline.

Keywords : electronic commerce ; electronic business ; cognition ; time-moment ; company traits ; web-strategy

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