

Implementation of e-commerce in developing countries: impact and its limitations-Albanian Case study

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Abstract

The implementation of Electronic Commerce (hereinafter referred to as "e-Commerce") in developed countries has been proven as an indisputable potential to ameliorate the efficiency and productivity in different areas, therefore, its implementation is attracting significant attention in developing countries. Despite its opportunities established in developed countries, there were many doubts about the e-commerce implementation in developing countries. That reluctance is heightened by the limited number of studies on e-commerce and the lack of legislation. This paper aims to contribute on filling the research gap by highlighting the e-commerce implementation in Albania as a developing country, its importance, the level of trust, its benefits, its positive or negative impacts and its limitations. This study will be continuously and accordingly updated with new evidence based on research results, along with future developments of Albania's economic, political, social and demographic environment. This is because different areas represent different infrastructure and different social and economic characteristics, different levels of trust on transactions, different attitudes towards institutions. We have also take into consideration that different communities have different attitudes toward the acceptance and developments of e-Commerce system. In this paper, we present a comprehensive approach to e-commerce, concentrating specifically on Albanian case. Firstly we analyze the current situation of e-Commerce. Secondly we pay attention to the benefits and legal strategies for its implementation. The third step consists in presenting the relevant objectives. We believe and insist that the development of e-commerce in developing nations, - including Albania, has a positive perspective, if the government, companies and the public can better understand and implement e-Commerce.

Keywords: e-commerce, m-commerce, e-tailing, cybermall.

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