

Impact of Ecommerce and Mobile Commerce

Choose an e-commerce or mobile commerce platform for a business with which you are familiar.

- Discuss the impact of e-commerce technology on the business that operates the platform you chose. Consider the following questions:
- What strategies has the business used to leverage e-commerce technology to its advantage?
- How has the platform affected the business's revenue, customer base, or market share?
- What risks or challenges has the

business faced as a result of using e-commerce technology?

- Discuss how mobile technology creates commerce opportunities for businesses. Consider the following questions:
- What are some examples of businesses that have successfully leveraged mobile technology to create new commerce opportunities?
- How does mobile technology enable businesses to reach new customers or offer new products or services?
- What are some challenges or risks associated with using mobile technology for commerce?

Discuss the concepts, principles, and theories from your textbook. Cite your textbooks and cite any other sources if appropriate.

Your initial post should address all components of the question with a 500 word limit.

Textbook:

Pollard, C., Turban, E., & Wood, G. (2018). Information technology for management: On-demand strategies for performance, growth, and sustainability (11th ed.). John Wiley & Sons, Inc. ISBN: 978-1118890790; eBook ASIN: B07F7R7L6K.

