5- THE LIMITATIONS OF E-COMMERCE?

There was much hype السرور surrounding تحيط the Internet and e-commerce over the last few years of the twentieth century. Much of it promoted ساعد the Internet and e-commerce as the panacea دواء عام for all ills, which raises اوجد the question, **are there any limitations of e-commerce and the Internet?**

Isaac Newton's 3rd Law of Motion, 'For every action there is an equal and opposite reaction' suggests that for all the benefits there are limitations to e-commerce. These again will be dealt with according to the three major stakeholders – organizations, consumers and society.

5-1 Limitations of e-commerce to organizations

1- Lack الضعف of sufficient system security, reliability الموثوقيه, standards and communication protocols.

There are numerous اعداد هائله reports of websites and databases being hacked into, and security holes ثغرات امنيه in software. For example, Microsoft has over the years issued اصدرت many security notices and 'patches' الاصلاحات for their software. Several banking and other business websites, including Barclays Bank, Powergen and even the Consumers' Association in the UK, have experienced breaches واجهوا in security where a technical oversight' عدم رؤية تقنيه' or a fault in its systems

خطا في النظام led to confidential client information المعلومات الحساسه becoming available to all.للزبائن

2- Rapidly evolving التطور السريع and changing technology, so there is always a feeling of trying to 'catch up' اللحاق بـ and not be left behind لا يترك خلف التطور والمستوى التكنولوجي الحديث.

3- Under pressure to innovate ابتداع and develop وتطوير business models to exploit للاستفادة the new opportunities الفرص

4- Facing increased competition مواجهة المنافسة المتصاعدة from both national and international competitors often leads to price wars خسائر دائمية and subsequent unsustainable losses حرب الاسعار for the organization.

5- Problems with compatibility of older and 'newer' technology. There are problems where older business systems cannot communicate with web based and Internet infrastructures البنية التحتية للانترنيت, leading to some organizations running almost two independent systems تعمل بنظامين مستقلين where data cannot be shared لا يمكن استثمار This often leads to having to invest مشاركة البيانات. in new the تعمل كجسر لتجاوز systems or an infrastructure, which bridges different systems. In both cases كلا الحالتين this is both financially costly as well as disruptive يوقع فوضى to the efficient running of organizations.

5-2 Limitations of e-commerce to consumers

1- Computing equipment الاجهزة الكومبيوتريه is needed for individuals للاشخاص to participate in the new 'digital' economy, which means an initial capital cost تكلفة اساسيه to customers.

2- A basic technical knowledge اساسيات الخبره تقنية مطلوبه is required of both computing equipment and navigation of the Internet التجوال في والانترنيت and the World Wide Web.

3- Cost of access كلفة النفاذ للانترنيت to the Internet, whether فيمل لو dial-up كان عن طريق استعمال خط الهاتف الارضي or broadband tariffs بيانات الانترنيت.

4- Cost of computing equipment. Not just the initial cost of buying equipment but making sure that the technology is updated regularly to be compatible متوافقه with the changing requirement of the Internet, websites and applications.

5- Lack الضعف of security and privacy الخصوصيه of personal data. There is no real control of data that is collected over the Web or Internet. Data protection laws قوانين حماية البيانات are not universal and so websites hosted in different countries may or may not have laws which protect privacy of personal data.(Q: Explin this point)

6- Physical contact replaced by electronic processes. Customers are unable to touch لمس and feel استشعار goods being sold on-line or gauge يقيس voices and reactions ردة فعل of human beings.

7- A lack of trust الثقة because they are interacting with faceless computers.

5-3 Limitations of e-commerce to society

1- Breakdown in human interactionكسر اواصر الترابط الاجتماعي. As people become more used to interacting electronically there could be an erosionتاكل of personal and social skillsالعلاقات الاجتماعية which might eventually وبالتالي be detrimental مظر to the world we live in where people are more comfortable راحة interacting with a screen than face to face.

2- Social division الانقسام الاجتماعي . Which mean that people who do not have technical skills become unable to get better-paid jobs and could form an underclass with potentially dangerous implications for social stabilityالاستقرار الاجتماعي.

3- Reliance الاعتماديه on telecommunications infrastructure, power and IT skills, which in developing countriesالبلدان النامية nullifies يحبط the benefits when power, advanced telecommunications infrastructures and IT skills are unavailable غير متوفره or underdevelopedتحت التطوير.

4- Wasted resources ضياع في الموارد. As new technology dates quickly how you do dispose of all the old computers, keyboards, monitors, speakers and other hardware or software?

5- Facilitates Just-In-Time manufacturing التصنيع حسب الحاجه وفي وقته. This could potentially cripple يعطل an economy in times of crisis الازمات as stocks are kept to a minimum and delivery patterns are

based on pre-set levels of stock which last تكفي او تدوم for days rather than weeks (see Case Study).

CASE study فقط للاطلاع

In September 2000 in the UK, protestors demonstrating over the high price of petrol blocked petrol depots, preventing the delivery of petrol to petrol stations. Within days this led to petrol shortages throughout the UK. The knock-on effects (سلسلة من ردود الافعال) were disruption in public transport, hospital services (with cancellation of non-emergency operations), school closures, shortages in food as supermarkets reported panic buying and some warned supplies could run out 'in days rather than weeks'. Petrol and other essential supplies such as bread and milk were rationed. Even after the blockade was lifted, it took two to three weeks for supplies to get back to normal.

6- Difficulty in policing the Internet, which means that numerous crimes can be perpetrated ترتكب and often go undetected. There is also an unpleasant rise in the availability and access of obscene material and ease with which paedophiles الاشخاص الشاذون جنسيا and others can entrap children by (تحديدا المنجذبون نحو الاطفال) masquerading طريقة تنكرية in chat rooms.