DRIVERS AND PITFALLS OF ELECTRONIC BUSINESS: A DUBAI PERSPECTIVE

Aisha Ali Al-Alawi[1]
[1] School of Information Management and Systems
Monash University

EXTENDED ABSTRACT

While E-Business (EB) is in its finest in the developed countries, the developing countries in particular Arabic countries are still in their early stages. The reason could be lack of research about EB in this region, as research leads to development. The literature confirms that very little research regarding electronic business focus on Arab countries.

This paper provides an overview of upcoming research that is unique in its kind and designed to fill above mentioned gap in the literature by investigating drivers and pitfalls of electronic business in the region. This research focuses on Dubai from Arab courtiers because it is a lot more advanced in electronic business compared to its neighbours. It is growing to be the electronic business hub in the region and a significant International tax free zone. Hence this paper introduces the preliminary findings from literature that shed light on the status of electronic business in Dubai. It includes the background, motivation, contribution to knowledge, rational of the research, conceptual framework, research aims, questions and methodology.