The Challenge of Information Infrastructure and Electronic Commerce

Roger Clarke
Australien National University

Robert Mason
Case Western Reserve University

Michael Shaw
University of Illinois at Urbana-Champaign

Follow this and additional works at: http://aisel.aisnet.org/pacis1995

Recommended Citation
Clarke, Roger; Mason, Robert; and Shaw, Michael, "The Challenge of Information Infrastructure and Electronic Commerce" (1995).
http://aisel.aisnet.org/pacis1995/28

This material is brought to you by the Pacific Asia Conference on Information Systems (PACIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in PACIS 1995 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
The Challenge of Information Infrastructure and Electronic Commerce

Panel Chair: Robert Blanning, Vanderbilt University, USA

Panelists: Roger Clarke, Australian National University, Australia
          Robert Mason, Case Western Reserve University, USA
          Mike Shaw, University of Illinois at Urbane-Champaign, USA

Abstract

Several countries in North America, Europe, and Asia are preparing and implementing plans to construct integrated systems at the national level to serve as a foundation for nationwide information processing and data communications. These systems -- often called a national information infrastructure (NII) or more colloquially an information superhighway -- are expected to result in a variety of economic, social, and political applications. We are concerned here with one aspect of the economic applications: the use of an NII in electronic commerce. This will include electronic advertising, negotiation, trading, after-sales service, and market research. The panel will describe and compare approaches to conceptualizing and realizing an NII.