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# The Challenge of Information Infrastructure and Electronic Commerce

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# The Challenge of Information Infrastructure and Electronic Commerce

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## **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.