E-commerce marketing: fad or fiction? Management competency in mastering emerging technology. An international case analysis in the UAE

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Abstract
Considers the fundamental role of marketing within the dynamics of e-commerce and addresses three key issues which challenge the concept of marketing when companies are faced with managing and utilising e-commerce. First, is Internet marketing a “fad”? Second, if Internet marketing is viewed more broadly, does it provide an effective marketing tool for organisations? Third, does e-commerce present a “new marketing paradigm”? Poses questions about the relevant skills that marketing managers need for effective marketing on the Internet. Questions whether these changes are IT or customer driven and the consequences for management development. To support the analysis of the effects of these changes, a preliminary study was undertaken in four different industrial sectors, involving four international companies based, or with main offices, in the United Arab Emirates. Semi-structured interviews were undertaken with marketing managers to address the key issues.

Keywords
Electronic commerce  Marketing strategy  Management learning  Management development  United Arab Emirates

Citation

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