



E-commerce in Transition Economies: Albanian Perspective

Gezim Rojba

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E-commerce is a business model that has been quite successful in different countries of the world. In this book, we will thoroughly demonstrate the situation of Albania and if there is a tendency of adoption toward the usage of e-commerce in the Albanian market. There are various models of E-Commerce, this study examines the suitability of each of these models in the context of Albanian businesses and suggests the model that is most appropriate to the Albanian business situation. This study also proposes to look into the reasons of the failure of e-commerce initiatives in the past as well as looks into prospects in the future. This qualitative case study uses interviews conducted with knowledge workers from companies including banking, telecommunication, and web designing firms. This study investigates the existing models in E-commerce including B2B Model, B2C Model, Advertising Model, Merchant Model, and probes their applicability in the Albanian scenario.

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