Title of Article: E-Commerce Promotion in the New Economy: Integrating the Missing Links in Nigeria

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Abstract: This paper analyses threats, vulnerabilities and insecurities attendant to E-commerce in the late modernity. There is a consistent global concern about emerging risks affecting commerce in general and the field of E-business in particular. Primarily, governments, organizations and other institutions pursue reductionist strategies mostly exemplified in risks prevention and contingency planning in managing the myriad of its events but most of these neglect the social welfare issues affecting sizeable portion of the population. This subset is hitherto believed to be capable of expropriating the benefits of E-commerce and driving its successful outcome. Regrettably, the reverse is the case in Sub-Saharan Africa (SSA). It is therefore argued that these neglected imperatives carry consequences for economic stability in Nigeria. Consequently, this discourse is situated in the risk model propounded by Ulrich Beck under modernization paradigm. Finally, a pungent advocacy on the need to impress it upon the political leaders to address these basic issues becomes important for economic growth and sustainability in Nigeria and in its global context.