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E-commerce is also viewed as the process of buying, selling, and exchanging information through computer networks; including the Internet (Turban, King, McKay, Marshall, Lee & Viehland, 2008).

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term electronic commerce in its broadest scope, as basically equivalent to e-business. E-commerce is a very diverse and interdisciplinary topic, with issues ranging from e-technology, addressed by computer experts, to consumer behavior, addressed by be-

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