

**Introduction**

E-commerce has provided modern businesses with a major channel to sell their products or services. In this highly competitive and lucrative field, it is important to distinguish your e-business as in marketing. This raises the question whether the theories of Knowledge Management are relevant in e-business too. The purpose of this study is to analyse the significance of KM in e-commerce in modern business. To start the research, an annotated bibliography has been prepared below. The sources have been chosen on the basis of their relevance, adequacy and application to the chosen topic.

**The significance of knowledge management in e-commerce in modern businesses**

<b>Title and reference of article</b>	Tiwana, Amrit. <i>The Essential Guide to Knowledge Management: : E-Business and CRM Applications</i> . Upper Saddle River, NJ: Prentice Hall PTR, 2000.
<b>Type of article</b>	A handbook for introduction to KM
<b>Aim/purpose of article</b>	The book introduces the concept of KM and how it can be useful for e-commerce and CRM applications. It provides the scope of KM and its applications to modern business.
<b>Sample, location, method of data collection and analysis</b> <b>[methodology]</b>	The author has selected a few e-commerce web sites from his prior experiences. The author has identified the gaps in the current web sites such as Webgrocer.com and suggested improvements. The analysis is limited to the application of theories of Knowledge Management.
<b>Findings</b>	The author concludes that the success of e-commerce business is defined by knowledge and relationship capital. The book explains the underlying ideas behind relationship management and e-business applications of knowledge management to the beginners.
<b>Significance of article in relation to: other articles, your topic OR prior research</b>	The book acts as a good starting point for the research on Knowledge Management and e-commerce. It carries a brief history of e-commerce web sites and provides reasons why some sites were successful and some were not.

<p><b>Limitations of article, e.g. location, industry, focus</b></p>	<p>The book carries examples of web sites from US only. This makes it difficult to generalize the arguments put forward by the author to other markets.</p>
<p><b>Strength/s of article</b></p>	<p>The book acts as a strong starting point for understanding the concepts of KM and its applications to e-commerce businesses.</p>
<p><b>Weakness/es of article</b></p>	<p>The book is written from the personal experiences of the author and may be biased to an extent. Moreover, there is only qualitative research performed which limits the scope of the book for people looking for hard data.</p>
<p><b>Title and reference of article</b></p>	<p>Holsapple, Clyde W., and Meenu Singh. "Toward a unified view of electronic commerce, electronic business, and collaborative commerce: a knowledge management approach." <i>Knowledge and Process Management, Vol. 7, Issue 3</i>, 2000: 151-164.</p>
<p><b>Type of article</b></p>	<p>Research Article, University of Kentucky</p>
<p><b>Aim/purpose of article</b></p>	<p>The purpose of this article is to arrive at a consistent definition of e-commerce based on a knowledge management view.</p>
<p><b>Sample, location, method of data collection and analysis</b> [methodology]</p>	<p>The writers have structured the existing five-fold e-commerce taxonomy to accommodate various e-business perspectives. It is a qualitative research and the writers have reviewed the existing literature on e-business.</p>
<p><b>Findings</b></p>	<p>The writers contend that that the knowledge-oriented perspective of e-commerce/c-commerce/e-business is beneficial in furnishing a common, organized, and unified foundation for understanding and managing electronic organizations in the knowledge economy.</p>

<b>Significance of article in relation to: other articles, your topic OR prior research</b>	The article is significant to the topic of research as it provides a literature review on existing works done by previous authors. It provides a platform to arrive at common definitions for many loosely defined terms.
<b>Limitations of article, e.g. location, industry, focus</b>	The article is quite outdated as it was published in 2000. There have been many technological advances in both fields since 2000 which has not been covered by the article.
<b>Strength/s of article</b>	The article provides a good starting point for the research on relationship between KM and e-commerce. It carries the existing research and provides a basis for future research as well.
<b>Weakness/es of article</b>	The article adopts a qualitative research methodology which limits the scope of the article for numerical data analysis. Moreover, the article does not cover the latest happenings in the field of e-commerce and KM.

<b>Title and reference of article</b>	Lopez-Nicolas, Carolina, and Francisco José Molina-Castillo. "Customer Knowledge Management and E-commerce: The role of customer perceived risk." <i>International Journal of Information Management</i> , Vol. 28 (2), 2008: 102-113.
<b>Type of article</b>	Research Article, Campus de Espinardo
<b>Aim/purpose of article</b>	The research is designed to gain a deeper understanding of the Customer Knowledge Management (CKM) tools in the e-commerce context.
<b>Sample, location, method of data collection and analysis</b> [methodology]	It is an empirical study based on 276 respondents with previous online experience. A multidimensional approach has been adopted to estimate the perceived customer risk about e-commerce.
<b>Findings</b>	This study shows that the customers' perceived risk associated with different CKM tools plays an important role in explaining certain customer online behaviour.

<b>Significance of article in relation to: other articles, your topic OR prior research</b>	The article is significant to the topic of research as it adopts a stakeholder approach to KM. An important stakeholder, i.e. the customers has been studied and their risk behaviour has been analysed. The study has important managerial implications for e-commerce activity.
<b>Limitations of article, e.g. location, industry, focus</b>	The respondents come from a particular geographic location which makes it difficult to generalize the findings of the research.
<b>Strength/s of article</b>	The research is an attempt to measure the risk preference, internet usage and knowledge of customers which is helpful in designing e-commerce web site. This is useful in understanding the strengths and weaknesses of present e-commerce web sites.
<b>Weakness/es of article</b>	The research has been conducted on the basis of only a few KM tools. It is important to broad base the scope of research before its findings can be reliably applied to other researches.

<b>Title and reference of article</b>	Helms, Marilyn M., Mohammad Ahmadi, Wen Jang Kenny Jih, and Lawrence P. Ettkin. "Technologies in support of mass customization strategy: Exploring the linkages between e-commerce and knowledge management ." <i>Computers in Industry, Vol. 59, Issue 4, 2008: 351-363.</i>
<b>Type of article</b>	Research Article
<b>Aim/purpose of article</b>	This paper explores the linkage between KM and e-commerce and how it contributes to mass-customization strategies in business
<b>Sample, location, method of data collection and analysis</b> [methodology]	The research provides profiles of 15-20 prominent e-commerce web sites in US including Amazon, e-bay. A quantitative research has been conducted to assess the readiness for mass-customization of these web sites and its relationship with KM.
<b>Findings</b>	The authors posit that the linkage between e-commerce and knowledge management can support firms as they gather customer preferences and evaluate the data to advance mass customization

<p><b>Significance of article in relation to: other articles, your topic OR prior research</b></p>	<p>This research is significant in the overall research as it presents an important application of the linkage between e-commerce and KM. The mass-customization has provided competitive edge to various businesses. This application provides further evidence of the importance of KM in e-commerce business.</p>
<p><b>Limitations of article, e.g. location, industry, focus</b></p>	<p>The research is conducted on a retrospective basis i.e. the results are supported by evidence from the industry. However, this does not take into account similar businesses which have failed to achieve the same levels of mass-customization.</p>
<p><b>Strength/s of article</b></p>	<p>The article provides strong evidence of the desirability of the linkage between KM and e-commerce. It posits that mass-customization readiness can provide a competitive edge to the e-commerce web sites.</p>
<p><b>Weakness/es of article</b></p>	<p>The methodology adopted by the article does not provide it a predictive capability. This means that the fate of future web sites cannot be reliably predicted using the methodology adopted in this article. This limitation provides scope for future researchers in the area.</p>

<p><b>Title and reference of article</b></p>	<p>Chaffey, D. "E-business and E-commerce Management: Strategy, Implementation, and Practice." <i>Financial Times</i>, November 2007.</p>
<p><b>Type of article</b></p>	<p>Article published in Financial Times</p>
<p><b>Aim/purpose of article</b></p>	<p>The article was written with an aim to provide a critique of use of KM in e-commerce management.</p>
<p><b>Sample, location, method of data collection and analysis</b> [methodology]</p>	<p>The article adopts a qualitative research methodology and the author has relied on his personal experiences of use of KM in e-business and e-commerce management. The writer has evaluated the strategy and implementation of KM in various e-business web sites and how they have fared as compared to web sites not employing KM. Thus, it is a comparative analysis.</p>
<p><b>Findings</b></p>	<p>The author found that there is no significant improvement for web sites using KM in their e-commerce implementation as compared to web sites not using KM.</p>

<p><b>Significance of article in relation to: other articles, your topic OR prior research</b></p>	<p>This article is critical for the overall study as it provides a divergent perspective on the topic. It challenges the notion of adopting KM in e-commerce at all. This provides a challenge to the assumptions held by the researcher and also provides for certain limitations of the existing research.</p>
<p><b>Limitations of article, e.g. location, industry, focus</b></p>	<p>The article is written from a very personal view point and shows symptoms of researcher bias. However, it still provides an interesting comparison of various e-commerce web sites.</p>
<p><b>Strength/s of article</b></p>	<p>The article is useful in challenging the assumptions one may adopt while starting the research on the linkage between KM and e-commerce. The article also provides the limitations of existing research which can be improved upon.</p>
<p><b>Weakness/es of article</b></p>	<p>The article does not provide a quantitative approach to the comparative analysis. This makes it difficult to replicate its results in other settings.</p>

**Conclusion**

The purpose of this exercise was to prepare an annotated bibliography for the research topic “Significance of KM in e-commerce”. It was observed that most of present literature is limited to a qualitative analysis which makes it difficult to replicate the study or predict future behaviour. This provides the scope for a quantitative analysis of randomly chosen e-commerce web sites. The application of KM on these web sites can be analysed in future research.

**Bibliography**

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