

**STRATEGIC MANAGEMENT OF E-COMMERCE: ISSUES AND CHALLENGES**

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**ABSTRACT**

This paper addresses several issues concerning e-commerce (EC) strategic management today. First, we will frame EC in a strategic management context where competitiveness, cost reduction, productivity, profitability and growth require that companies effectively implement EC strategies. Next, we will highlight six important challenges companies must face when implementing their EC strategies: How should companies go about (i) EC IT investment, (ii) improve customer relationship management, (iii) improve competitiveness, (iv) address EC security, (v) address EC legal issues, and (vi) explore tax challenges of e-commerce. The paper recommends practical course of actions to managers of the EC companies to improve their strategic decisions and improve their EC operations.

Keywords: *E-commerce, strategic management, E-commerce challenges*