

Chapter 113

Evolving e–Business Systems: Transgenic Forces in International Realpolitik Space in 2050

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ABSTRACT

This chapter posits that transgenic governance forces are evolving and will engage future international e-business professionals in a multi-polar world of 2050. Social governance will be a cogent and compelling force in a tomorrow's internationalized world community. This is a call to e-business professionals and academicians to understand and engage themselves in the underlying different perceptions and paradigms, or Weltanschauung, of diverse sectors in a world of rising new cultures. They must become “transgenic” in their perspective and seize every opportunity to develop and sensitize themselves to the socio-political dynamics that influence future growth and development of international e-business systems. An understanding of strategic socio-political forces serves as an inter-organizational learning paradigm that fosters innovation and social responsibility for the betterment of humankind internationally.

INTRODUCTION

The 21st century continues to witness the transformation of organizational systems globally through e-business systems, which drive and evolve systemic goals. The implementation of business intelligence systems, client-relationship management systems, data mining and warehousing, knowledge management, security systems, supply chain management and systems integration continue to compel different

sectors to engage in forging inter-organizational relationships internationally. With the cogent and ubiquitous developments in nomadic information systems and wireless and wearable technologies, the emerging future continues to witness the convergence of artificial intelligence, biotechnology and nano-technology (Pearson, 2001). This promises to further accelerate inter-organizational and inter-sectorial interactions. The literature underscores the critical role of strategic inter-sectorial partnerships in fostering efficiencies, sectorial growth and social actualization through innovation and mutual

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organizational learning (Burgelman and Doz, 2001; Das and Teng, 2001). These linkages have the potential to liberate thinking beyond closed organizational paradigms and embrace complex changes and uncertainty extra-organizationally and proactively. This paper posits that international e-business systems are mutually advantageous inter-organizational systems between knowledge cultures differing in values, missions, perceptions and evolution. Moreover, e-business systems incubate and thrive in socio-cultural polities, which are articulated through the governance systems. This paper examines the transgenic forces that underscore Zhu's WRS-Li stage model, in light of tomorrow's rising and more complex socio-political space in which international e-business systems form, evolve and derive their substance.

BACKGROUND

E-business systems thrive through knowledge exchanges, relational and transactional capital transfers and are sustained through transactional processes. Tight coupling of international e-business systems require transactional and transformational leadership skill sets. The extant literature on critical success factors in international e-business systems, including B2B, B2C and collaborative interorganizational networks, stresses the importance of leadership, governance support, organizational learning, and knowledge management infrastructures. (Connelly, 2007; Ghosh, S. & M. Bertisen, 2007; Lee, C-P., G-G Lee & H-F Lin, 2007; Awazu, 2006; Jeon B.N., K.S.Han & M.J. Lee, 2006; Kumar, N. & Q.Peng, 2006). Moreover, the underlying theme of this literature stresses the importance of mutual international respect, understanding and shared visions as the fundamental basis for trust-the fundamental pillar of effective international e-business systems (Patel, T, 2007; Lu, X-H., L.-H. Huang & M.S.H. Heng, 2006; Mandal, P., 2006; Dubelaar, C., A. Sohal & V. Savic, 2005; Holsapple, C. W. & S. Sasidharan,

2005; Mandal P., 2004). Indeed the bridging of international digital divides, the deployment of responsible e-commerce systems, the productive development growth of future maquiladoras will depend on the fostering of these trust relationships (Rao, M.R. & Pomander, 2007; Ferguson, C. W. & D.C.Yen, 2006; Mandal, 2006).

Moreover, it requires an understanding of dynamic socio-political elements that influence e-business systems behaviour and foster trust within complex economic, socio-cultural and strategic dimensions (Murray, P.J. & Z. Zhu, 2003). In-depth knowledge of the technological and socio-political dynamics is tantamount to an understanding "of-the-becoming" (de Rond & Bouchikhi, 2004). Structural bonding (economic and functional factors that involve explicit benefits) and social bonding (emotional and affective resources) are the prerequisites to relationship cohesion in e-business (Rodriquez, 2002). Perception, mutuality, trust and understanding are the implicit drivers of e-business system behaviour. Mutual trust and understanding, or relational capital, fosters climates of good faith and open collaboration, which in turn forge efficient and effective international e-business systems (Roussin-Isett. K., 2005; Ibbott, C. J. & R.M. O'Keefe, 2004; Simsarian-Webber, S. & Kimoski, R. J., 2004; Gebrekidan, D.A. & G.B. Awuah, 2002).

E-business professionals must invest the time, energy and effort in understanding multiple Weltanschauung (views of the world), or paradigms (Shi & Wright, 2001). Active engagement, financial and political support of governance organizations is of paramount importance to the evolution to effective e-business systems. Governance laws, policy and regulation in market and competitive processes, financing, technological standards, knowledge management, privacy and security, all have a paramount impact on the transformational directions of international e-business systems. These governance forces reverberate and impact on a wide gamut of international sectors and industries, be they in aerospace, agriculture, aquaculture,

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