"Electronic and Mobile Commerce"
OECD Digital Economy Paper # 228 (2013)
E-commerce as an economic engine

For businesses e-commerce lowers barriers and operating costs.
For businesses e-commerce enlarges the **scope of the market**.

Amazon product categories offered on country-specific sites.

For consumers e-commerce provides **better information** on goods and sellers.
For consumers, e-commerce:

- facilitates price comparisons,
- allows easy purchases.

A powerful new platform for e-commerce growth, particularly for B2C transactions:

Smartphones and mobile apps.
E-commerce has grown steadily

- Composition of e-commerce:
  - Dominated by **B2B sales**.
Composition of e-commerce:

- **B2C** transactions have been **growing faster** than other segments, but from a low base.

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**E-commerce ratios in Japan for B2B and B2C transactions**

<table>
<thead>
<tr>
<th>Year</th>
<th>B2B (%)</th>
<th>B2C (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>2007</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>2008</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>2009</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>2010</td>
<td>3.0</td>
<td>3.0</td>
</tr>
<tr>
<td>2011</td>
<td>3.0</td>
<td>3.0</td>
</tr>
</tbody>
</table>

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**There are significant challenges to higher e-commerce adoption and use.**

- Firms with Internet connection and firms receiving orders via computer mediating networks (EU, 2011)
Barriers to e-commerce appear to affect small enterprises disproportionately.

Some market-based solutions are helping to reduce barriers to e-commerce.
Some **market-based solutions** are helping to **reduce barriers to e-commerce**

Policies that can improve e-commerce adoption and use should, in turn, have a **positive impact on long-term economic performance**.

- **Cross country legal differences.**
- **Complex tax regimes.**
- **Problems related to international payments.**
Thank you for your attention

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