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Competing on the Internet:: The case of Amazon.com

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Abstract

Rapid technological change and the growth of the Internet have enabled firms to rewrite the rules of the competition in many sectors of the US economy. Although many academics recognize the importance of the Internet, research highlighting successful business models that some firms have developed to compete via the Internet have been slow in coming. Using an in-depth case study on Amazon, this paper highlights how this exemplar firm is exploiting this emerging technology-driven media to rewrite the rules of competition in the book retailing industry.



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Suresh Kotha is an Assistant Professor of Strategic Management at the School of Business Administration, University of Washington. His teaching and research interests are in the areas of competitive strategy, manufacturing strategy, and US/Japan comparative practices. Dr. Kotha is currently conducting a study that focuses on identifying and highlighting various mechanisms that exemplar on-line firms are employing to create and sustain their competitive advantage on the World Wide Web.

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