

# E-COMMERCE IN THE ASIAN CONTEXT

---

*Selected Case Studies*

EDITED BY

RENALD LAFOND  
CHAITALI SINHA

**International Development Research Centre**

Ottawa • Cairo • Dakar • Montevideo • Nairobi • New Delhi • Singapore



INSTITUTE OF SOUTHEAST ASIAN STUDIES  
Singapore

# Contents

<i>Foreword</i>	vii
Rich Fuchs	
<i>Acronyms</i>	ix
<i>Introduction</i>	1
<i>Renald Lafond and Chaitali Sinha</i>	
1. Action Research on E-Commerce for Small Artisans and Development Organizations: Pan Asia E-Commerce <i>Aniceto C. Orbeta, Jr</i>	5
2. Direct Marketing of Artisanal Products through the Internet <i>Rajveer Singh</i>	27
3. E-marketers: An Innovative Approach to E-Commerce <i>Loyola Joseph and Santosh Narayanan</i>	49
4. Impact of Policy on Development of E-Commerce in Vietnam <i>Tran Ngoc Ca</i>	70
<i>Index</i>	95