

"SEAMLESS" OR "INFO-MEDIATED" ELECTRONIC MARKETPLACES: A RESEARCH NOTE

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The expected "Dis-Inter-Mediation" of electronic markets has not yet occurred. To the contrary, E-business technologies have created a "Re-Inter-Mediation of Markets". Whether a least-cost-driven management failure or a significant software deficiency, this current reality needs to be critically assessed.

The biggest current impediment to E-business is that IT-connectivity is remarkably "dumb" about recognizing context—Web searches result in unwanted and overloaded information. A paradigm shift in the development of the information highway calls for "clever" connectivity overcoming current limitations of hypertext and other Internet make-up languages.

Whether such cleverness is a software issue or a result of the growth of a new info-mediary industry, is an issue of some conjecture. This paper explores the emerging contours of an info-mediary industry and suggests that much is to be done in order to render IT-connectivity genuinely clever, genuinely inter-connected - capacities crucial to an effective knowledge-based economy.