



E-commerce for African immigrant entrepreneurs: Planning towards home

Alain Michael Momo

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Even though God has ordained immigration, that has changed humankind history, rationalism, technological innovation, capitalism, liberalisation and Third World debt are central driving force of globalization, which is positively related to global immigration. Regardless of their entrepreneurial engagement, the presence of African immigrants in foreign countries is often associated with high unemployment rate; therefore African immigrants became easy targets of blame for everything that has gone wrong in their host country. Taking a case study approach, this book suggests that technological innovation namely e-commerce, could be utilised to enable African immigrant to plan towards home; which is new a vista, an opportunity for further intellectual and constructive discourse.

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