The Impact of The Internet on the E-Commerce Organizations

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Abstract

Purpose
With this research we tried to answer: How can characterize new stakeholders that have emerged or have been empowered in the Internet environment, which can affect e-commerce?

Method
The research describes the Internet by framing of Castells (2007, 2013). We used Wielki (2006, 2011) for the classification of groups of entities operating in the electronic environment. We adopted a qualitative exploratory research, whose instrument of data collection was the in-depth, semi-structured interview using a script previously prepared and conducted face to face, with ten specialists. The analysis of the interviews we adopted the analysis of content, according to recommendations of Bardin (2011). Interviews were conducted with 10 experts. After the transcription of interviews, content analysis, it was possible to identify five categories of stakeholders: i) Disruptive: Business Organizations based on reputation and comparison of data; ii) No consumers who Generate opinion; iii) Digital Influencers; iv) groups and Activists; v) Hackers Criminals.

Findings
Respondents demonstrated concerns about issues related to the personal database, which led them to consider a possible relationship with new business models, based on data from companies and trade personal data. Of the 10 respondents, only one said that security was an item already solved in the sectorial tariff. Others weighed about lack of concern on the part of the companies, with the issues of security of customer data, as well as with the ownership of the same. Over half the respondents expressed concerns with the join of the Internet of things technologies and Artificial Intelligence, what makes room for future studies.

Originality
This study contributes to the management of companies by proposing a review of stakeholder management, based on the new settings made by the survey, especially for companies with a presence on the Internet. Review security strategies, customer relations, and competitive intelligence, signals from the external environment (connected), the latter continuously.

Keywords: Internet, e-commerce, Stakeholders.
1. Introduction
Since it became part of the contemporary economy, in early 1990, the development of the Internet, such as social and global business platform, acquired relevance, because it changed the reality of the business environment and organizations (Anderson, 2009; Dertouzos, 1997). For Freeman (2000), the new business logic is paradoxical.

The global and open character of the network, as well as the availability of numerous Internet-based technologies, easy to use, that allow simple navigation and access to various resources available, were the key elements of your success. Most of the analyses, which are about the impact of the Internet on the functioning of organizations, has been focused on possible ways to operate in this worldwide network of computers and the use of tools based on Internet technology (Castells, 2007; Freeman, 2000; Wielki, 2006; Zuffo, 2004).

This electronic environment, or cyberspace, is an area where not just traditional stakeholders — suppliers, business partners, consumers, empowered and competitors — operate, but also an environment in which various substituents products begin to emerge and new companies come to exist with an ease and unprecedented speed-like Alibaba, Uber, Airbnb, and NuBank. In this dynamic, new entities and forces emerged, and the changes become difficult your Prediction (Ariely, 2007; Aronica, Fingar, 2001; Castells, 2007, Wielki, 2006, Zuffo, 2004). The cyber-attacks of ransomware “Wanna Cry and Petya” that swept the computers in more than 150 countries, showing the vulnerability of the security systems, and leading organizations around the globe to rethink their routines.

We can verify that the contemporary economic, and business reality becomes more complex, and it can be difficult to predict the forces that influence organizations business environment. At the beginning of the 21st century, it begins to look for epistemology. In Silicon Valley, there is a demand for philosophers, on coaching function, as a Chief Officer Philosophy, to guide executives to questioning (Coren, 2017). Taking into consideration the problem of changes in the business environment of contemporary organizations, this work part of the concepts of the sociologist Manuel Castells on the network society, and the analysis of Stakeholders.

The research question for which you sought the answer is: How can be characterized the new stakeholders that have emerged or have been empowered in the Internet environment, which can affect e-commerce? We chose for this sector of the electronic trade, due to rapid development, profound changes and challenges in the areas of economic, social, political and technological change. As a secondary objective, the targeted research knows the characteristics and roles of these stakeholders.

2. Theoretical Foundation
This item of work primarily describes the Internet - of the development of your SAP of the contemporary society - through networked society theorists, in particular, the work of the sociologist Manuel Castells. As a result, introduces the Stakeholder theory, postulated by philosopher Edward Freeman, and derivations of it, the project stakeholders, stakeholder analysis, and levels of analysis and application of theory. Given the impact of Internet environment on the functioning of the organizations, the section concludes with the proposal, the Economist Janusz Wielki, classification of groups of entities operating in the electronic environment.
2.1. The organizations and Internet trade

The development of the *World Wide Web* – an application of information sharing in community culture adds a social dimension to sharing technology-enabled the Internet cover the world, making it a means of social interaction and symbolic integration (Castells, 2007, 2013). In the early stages of the Internet, via the network a revolution of control that would put people in charge and would change the way the world we know. The Internet means all the power was in the Industrial age, and be deleted from a network is one of the most damaging forms of suffering exclusion in our culture. Although born through the United States Department of Defense, was the relationship that universities held in community networks that spurred the diffusion, in an open and free Internet (Castells, 2007).

If it weren't for this initial setting of community-based, the Internet would have a different appearance and probably couldn't happen to early accession which took around the globe. Do not create the space of autonomy for the exchange of information from the sharing, then calls Castells (2013), collective feelings of indignation and hope (Castells, 2007, 2013; Leidner et al., 2011). Topics such as consumer behavior change, the speed of propagation of information, celebrities "lightning" produced by the media, the possibility of anonymous, thanks to all the media transformations, can be heard and be seen through the creation of creative content and socially relevant allocated on sites like Youtube, Instagram, and Facebook, without the need of an intermediary agent or high costs for ad serving, are being discussed with passion, disgust, and fear in society. This is a period of transformation, that is driven by technological advancement.

By anonymous can be understood, on the fringes of social minorities access to the media to express their ideas and their concerns. Also, there is the concept of travel anonymously on the net or city streets, without the obligation to bear an explicit ID code. Freeman (2000) argues that the new business logic is paradoxical.

According to Castells (2007) the new features of this new global economy constitute the global interdependence, the decentralization of business and your relationship network, both internally and in the relations with other companies; and the concomitant decline of the influence of the movements of workers, individualization, and diversification, increasing, work relations (Castells, 2007).

Castells weaves considerations of criminal organizations, to argue "(...) the activities and mafia-style organizations from all over the world have also become global and informational" (Castells, 2007, p. 40). He complements attesting to the need for greater, or better, understanding of technology by the technicians: "Prophets preach the new technology was, extrapolating to the Organization and social trends the misunderstood computer logic and DNA" (Castells, 2007, p. 42).

One of the aspects of the increasing pace of technological change is making the preferences of the increasingly dynamic market (Leidner et al., 2011). Customers choose businesses for several reasons, but not for the performance. In addition to facing an increasing number of traditional competitors, companies today are a click away from extinction, depending on the strategies adopted (Chaffey et al., 2009). The Internet becomes public deliberations stage able to organizational reputation macular, and so affect their assets (Castells, 2007; Wielki, 2011).

E-commerce has been one of the main drivers of the growth of the Internet over the past 15 years. The importance of e-commerce is illustrated by the title of the document which initiated the reform of the governance of the Internet and established the Internet governance body, ICANN (*Internet Corporation for Assigned Names and Numbers*), a Framework for trade Global Electronic–which States that "the private sector must lead the Internet governance process and
that the primary function of this governance will be imposing a predictable, minimalist legal
environment, consistent and simple to trade" (The White House, 1997).

It is observed that the electronic commerce (EC) retailer, Business-to-Consumer (B2C),
was one of the sectors that most grew up at the beginning of the 21st century. The B2C in Brazil
began in the early 21ST century, in 2001, with a turnover of 550 million dollars in sales,
excluding sales of airline ticket, automobiles and auction sites. At the end of the Decade of
2010, sales rose from 10 billion Reais and a growth of 1,800%

To Nakamura (2001), "by definition, electronic commerce is all buying and selling
the concept for "the purchase and sale of information, products, and services using computer
network" (Albertin, 2010, p. 3).

There is a current discussion on the feasibility of the use of the term electronic commerce,
one with the concept of Omni-Channel is connected to the evolution of multi-channel, and there
are no more differences between physical stores or online stores. The client knows the product on
the Internet and buys at the physical store, and vice versa. In any case, the consumer experience is
through various channels available for purchases: mobile devices over the Internet, television,
radio, direct mail, catalogs, etc. (Monteiro, 2013).

The Omnichannel consumer uses all channels simultaneously, and according to IDC
Retail Insights, the Omnichannel consumers spend up 15% to 30% more than the multi-channel
buyers do. The report of IDC Retail Insights (2016) informs the consumer every day waiting for
added convenience, ease and better shopping experience, causing retailers to re-examine their
business strategies.

Thus, the affiliate marketing takes on an increasingly important role in e-retailing (Smith,
Halpin, 2016). For Freeman (2000), the new logic, business is held by controls systems
increasingly sophisticated and centralized (Freeman, 2000, p. 20). For this work, B2C platforms
of rapprochement between consumers and suppliers, including companies like Airbnb, and Sick,
you can argue that this is business C2C (consumer to consumer). This article aims at deepening
in such a discussion.

2.2 Stakeholders

On the other hand, organizational storytelling is based on historical Theory of the firm, which
preaches economic performance prioritization, maximization of shareholder’s profit (Friedman,
Miles, 2006). On the other hand, the Theory of Stakeholders, with the assumption that the
company's goal is to coordinate the interests of different stakeholders, especially in the new
business models in society (Friedman, Miles, 2006; Harrison, Freeman, De Abreu, 2015;
Boaventura et al., 2009; Freeman, 1984, 2000).

The theory of Stakeholders – which is based on four fundamental sciences: Economics,
sociology, politics, and Ethics – aims to be a management theory and a normative theory in
organizational ethics, which can lead to the combination of these two dimensions. It consists of a
set of proposals that suggest that the leaders of the company have ethical obligations to their
stakeholders, enhancing the science of management of the roles and responsibilities of leaders. In
addition to the function of profit maximization should be included the management of
commercial interests and the rights of non-shareholders. (Freeman, 1984; Donaldson, Preston,
1995; Jones, 1995; Boaventura, 2009).

One of the issues that arise in the application of the theory is the way to meet all the
demands of the possible interested parties. Some authors advocate criteria for prioritization of
stakeholders. Mitchell, Agle, and Wood (1997) propose a model of project stakeholders, a
classification by power, legitimacy, and urgency, allowing the company (Organization-wide analysis) define and prioritize the interests to be served. The attributes that involve the stakeholders can be used in three different ways by the companies, according to Donaldson and Preston (1995):

1) Descriptive Aspect: using the model to represent and understand the relationships and roles in external and internal environments.
2) Instrumental Aspect: using the model as a management tool for administrators.
3) Normative Aspect: when the Administration recognizes the interests of all stakeholders, by assigning them intrinsic importance.

Although this is a vital first step in any participatory exercise, the stakeholders are usually identified and selected on an ad hoc basis. It has the potential to marginalize important groups and compromising the long-term viability and the support for the process. That is why it is growing interest in methods that can be used to "stakeholder analysis". Reed et al. (2009) define stakeholders analysis as a process that defines aspects of natural or social phenomenon affected by the decision or action, identifies individuals, groups and organizations that are affected or may affect parts of the phenomenon (and may include non-human entities and future generations), and prioritizes the individuals and groups to be involved in the decision-making process.

The analysis of stakeholders has become increasingly popular among a wide range of organizations in very different fields and is now used by policymakers, regulators, governmental and non-governmental organizations, companies and communication (Friedman; Miles, 2006). This variety of different approaches gave rise to a variety of interpretations of what is meant as a stakeholder analysis (Donaldson and Preston, 1995; Stoney and Winstanley, 2001).

Given the impact on the functioning of the Organization, Wielki (2006) argues that the entities can be divided into three different groups:

- Group of known and identifiable entities operating in the Internet environment and affecting the Organization: strategic partners, regulators, suppliers, customers, financial institutions, digital influencers and the media.
- Group of identifiable and unidentifiable bodies operating in the Internet environment, neutral from an organization: firms are operating in other sectors, its customers, institutions, foundations or organizations and private individuals, using the Internet for their purposes.
- Group of unknown or difficult to identify entities that affect the Organization of real, tangible. Can be a source of many problems to be able to present the more serious challenges: Hackers criminals, companies or persons disseminating spam, virus writers, and ideological organized criminal groups. Customers and former employees disgruntled. Competitors that use of techniques for defamation and for diverting the access to the company's Web site.

This article is part of the analysis of stakeholders that are part of a large research project, which is in progress, for the development of future scenarios for the sector of e-commerce retailer, replicating the methodology proposed by the organizational theorists Boaventura and Fischmann (2007, 2008).
3. Methodological Procedures

The research is exploratory, and the data were collected through semi-structured in-depth interview, conducted face-to-face, in a private environment and with the optional maintenance of ten experts interviewed. The interviews followed a previous script and the interviewer, however, might include questions aimed at deepening of important aspects of responses, including the problematic theme. The interviews were recorded and transcribed for data analysis. The analysis of the interviews took place with the technique of content analysis, according to Bardin (2011).

Ten experts were selected from different segments of the e-commerce retailer sector, noting that, for the study; there was interest in the great diversity of respondents (Boaventura and Fischmann, 2008; Raele et al., 2014; Martins et al., 2012). The technique used for the analysis of content was the proposal by Bardin (2011), which gave rise to the units (keywords) and subsequently grouped into categories, which were then related with the theory proposed. The questions sought by stakeholders in the cyber environment born or empowered. The data were collected in the period from November 2016 to April 2017, in the city of São Paulo. We can find the profile of the respondents (experts) in Table 1.

<table>
<thead>
<tr>
<th>Interviewed</th>
<th>Main Occupation</th>
<th>Education degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1</td>
<td>Lawyer in Digital law.</td>
<td>Master's degree</td>
</tr>
<tr>
<td>E2</td>
<td>A journalist in technology and innovation.</td>
<td>PhD</td>
</tr>
<tr>
<td>E3</td>
<td>Director of professional services company in Cybersecurity.</td>
<td>Postgraduate studies</td>
</tr>
<tr>
<td>E4</td>
<td>An entrepreneur in the Marketplace and investor in startups.</td>
<td>Postgraduate studies</td>
</tr>
<tr>
<td>E5</td>
<td>Academic researching e-commerce.</td>
<td>PhD</td>
</tr>
<tr>
<td>E6</td>
<td>Academic and lawyer in competition law.</td>
<td>PhD</td>
</tr>
<tr>
<td>E7</td>
<td>Director-President of the Brazilian body in Internet governance.</td>
<td>PhD</td>
</tr>
<tr>
<td>Y8</td>
<td>President of Brazilian Association of the sector studied.</td>
<td>Master's degree</td>
</tr>
<tr>
<td>E9</td>
<td>Director of the board of ICANN- Internet Corporation for Assigned Names and Numbers.</td>
<td>Master's degree</td>
</tr>
<tr>
<td>E10</td>
<td>An expert on purchases over the Internet.</td>
<td>Graduation</td>
</tr>
</tbody>
</table>

Table 1. Profile of the experts interviewed
Source: Prepared by the authors based on research data

4. Presentation and Analysis of Results

The content analysis was performed according to the recommendations of Bardin (2011), based on data collected in the interviews. A thorough analysis allowed the identification of the main key points or record units (RMUS), which were then grouped by similarity, in units of meaning (US) and these finally were grouped into five categories (C1 to C5), which are described below. Although hacker has not been defined as a stakeholder category per se, the findings in the research cause it to be considered for analysis.

C1: Disruptive Organizations: reputation-based business and data comparison. In this regard, stresses the importance of agility in decision-making, as being essential, as well as
the insertion of disruptive technologies. Technological innovation consists of a product or service that uses "disruptive" strategy to make obsolete an existing technology (Bower and Christensen, 1995). Businesses are volatile, that is, they can reach high peaks in the valuation of their assets and disappear in short period.

Respondents raised the disruption, or in General, citing the necessary features, or on the platforms of bringing the suppliers and consumers, price comparison sites and reputation rating companies; or citing companies copies, like Uber and Airbnb. The following are excerpts that illustrate the views of some respondents.

E1: "disruptive Companies that managed to innovate or deliver users something they need different. All these services have existed in some form before, but none were as good or was as easy as these companies mentioned. The Airbnb Valley today on the stock exchange more than the Marriott, which network is the largest network of hotels in the world".

E1: "the complaint here is a stakeholder of reputation. When I enter a website, and I see that he has a claim on Claim Here I end up not buying. Also, as the complaint here is very well indexed by Google if I search for that specific company. This is surely an important agent".

E3: "The use of information and the correlation of information allowed us to create a new business model. We created a business model and created new stakeholders ".

E4: "And a stakeholder relevant is the price comparers and complaint sites."

E5: "These guys who do some financial intermediation. Original Bank is showing Investment Bank, and everything else, I think these people are the new (stakeholders) that are appearing. Old promise that is now really appearing ".

E7: "the complaint here is great. But, again, the business of the complaint here is not to rank companies, is the same business from Google, is advertising, they sell space because they are making customers go there. We are living in the era of reputation: Uber based on reputation, Airbnb. The complaint here gives the reputation of companies ".

E8: "and a stakeholder relevant is the price comparers and complaint sites".

The company Google and, secondly, Facebook, were treated with deference, being also the first classified as the technology itself.

E1: "Google and Facebook, I think it is more than an agent, I think he is the technology itself. He is part of the environment. For example, Google, he dictates the rules of the market, he says, who appears on the front page and who does not appear. At the same time, he makes a move to Chrome. He who fought with Java. Then he goes way beyond being an agent that will influence your business".

E4: "current Us concepts Yes, because they are direct influencers, a paid link from Google, a targeted action, the ability of Google to get a funnel more specific for the target audience you want, to rank. They are new stakeholders.

However, there was no unanimity concerning if Google is a stakeholder. Just for E3, Google is not a stakeholder. "I wouldn't say that they are stakeholders, but are references. I do not have to pay Google, because it just have relevant content. So I don't have to pay Google, I don't see Google as stakeholder".
C2: No Consumers who Generate Opinion.

The anonymity and adopting online aliases facilitates the generation of misrepresentation and attitudes on the network that would be curbed with the identity revealed. Organizations must keep updated and manage conflicts effectively, even in online environments of high pressure; differentiate between what people say and what they want; recognize problems online and create strategies to deal with them (Gillin and Moore, 2009).

The respondents referred to the power of the so-called Haters, people who constantly post hate comments or criticisms, impulsively; and the phenomenon of replicating the content posted by a third person who had a problem in the consumer experience, and that, even if it's not a consumer brand, replicates and potentially viralizes on the web, damaging the organizational reputation. Some excerpts from speeches of respondents, used in the preparation of this category are listed below.

E2: "All companies are on social networks, regardless of them having a profile or not. They have to be prepared to have a starring role because companies will talk about them without them knowing. They will not always be in control, but it's better than they participate than let things happen.".

E2: "I think that public opinion, which a lot of people is talking about a brand, of a company, without necessarily having had an experience about it. Any fan of a store was mistreated and complained about the service, and then starts many friends to comment on the play and this is second-hand information. The guy was no digital influencer, but his case was so severe that reflected too".

E4: “Haters like Bel Pesce. How to deal with it. More than clients and dissatisfied employees. Are not professionals, but psychological genres, he has a rating, has, for example, the dissatisfied customer, has what's there only to make fun of, has categories, levels ".

E6: "so I think yes, that has new stakeholders’ new forums on the internet that directly impacts the shape of the Company Act. And even the advertising Act. Has two versions of what I am saying “.

C3: Digital Influencers. This category indicates consumer influencers on social networks, in particular, Youtube and Instagram, and with which the organizations have established partnerships for the promotion and licensing of products and services. The empowerment of certain individual actors also occurs on the World Wide Web. They join both a legion of fans as the growing interest of the marks. According to the BBC report (Finley, 2016), Blogging and Vlogging (video blogging) provide an additional and invaluable resource to connect with people, and the brands are seeing advantages in associating with these public ready. Respondents showed the Digital Influencers, in:

E2: "I was at an event last year about digital marketing, then, on a Panel, raised a man and introduced a brand of glasses, glasses super trendy so and asked as I do to get rid of fashion bloggers? What do you mean, man? They make a lot of demands; they charge a lot. If you find a cheaper way to publicize your brand, you are not required to hire a blogger".
E4: "social media heavily influence some segments of the electronic trade. For example, fashion. In fashion today, the role of a blogger in business today, is extremely strong. She determines the sets. The fitness world is very strong. More than media ".

E5: "I think today the freedom that the internet back to vocalize certain demands, whether they are, and there is the danger, whether they are true, bogus demands, demands legitimacy or no legitimacy, I think Yes, there are new stakeholders who end up concentrating very power on the Internet".

C4: Activist Groups. They were approached by two strands of interviewed activists from the third sector related to the use of technology. The first one was about the use of the networks to expand the expression of views on organizational reputation and political activism. The other was the hackerativism, that is, the use of hacker mechanisms to harm target organizations deny access to websites, for example, in technical actions based on political ideologies. Castells (2007) and Wielki (2011) defend the use of the Internet as a stage of public deliberations and for various activities.

Excerpts from speeches of respondents indicating the occurrence of these groups are listed in:

E2: "NGOs too, these organized groups, organized civil society. As much as they did before was a protest in front of the company. [...] Hackerativism and denial-of-service rate that happens for political issues ".

E6: "Nowadays everything is very fast; the company has to be equipped to be able to respond very quickly and hence are born new actors in it. I think there's a lot more voice nowadays NGOs, third sector, who feels able to go against the performance of certain electronic commerce companies than before in face-to-face trade and traditional means of disseminating information.

C5: Criminals Hackers. Another key issue that permeates the concern of both business people and customers is the security of data and computational physical structures. The threat that hackers criminals, the crackers, for safety and the assets of organizations are undeniable. To neutralize the damage to assets of the companies, that can reach the entire it Department, or to retaliate against the competition, companies are beginning to hire ethical hacking, stakeholder born, or empowered, in the digital environment (Wielki, 2011, Digital Look, 2016). Wielki (2006) defines Hacker as a stakeholder in the organization.

There was a division of opinions about whether hackers were a stakeholder in your organization, whether they were a new stakeholder or about being a common criminal and a threat. For E1 and E10 the criminal hacker constitutes stakeholder. The following are some evidence of this in the following lines:

E1: "He is a stakeholder, but he's not a new stakeholder. And it can be internal. The hacker can be my sales intern, someone. Usually part of a hacker's work is social engineering. He has inside information that enables him to give the coup. How to negotiate or control is with its security, it governance, corporate governance practices, and procedures".

E10: "is not an external threat, are stakeholders."
Respondents E2, E3, E6 and E8 showed no differences between criminals in the network and outside of it; do not consider stakeholders, but yes, external threats.

E2: "I don't see much difference compared to other types of criminals. If we consider criminals as some stakeholders, they are also ".

E6: "But thinking in business, the criminal hacker is an external threat, as well as be a logistic operator fraud instead of delivering the products, diverts the product. For me, it's a not a pathology Physiology ".

6. Final Considerations
This study aimed to answer the following main research question: How can be characterized the new stakeholders that have emerged or have been empowered in the Internet environment, which can affect e-commerce? Based on the contents of the interviews we detected five main points, which are related to the categories identified: 1) disruptive, organizations with a business based on reputation and comparison of data; 2) people who are not necessarily consumers, but to generate opinion; 3) the digital influencers; 4) activist groups and, finally, (5) the debate around the hackers' criminals.

Before interviews with the experts, we assumed that, the digital influencers would be a stakeholder from the Internet and that the hacker would be considered a stakeholder, in line with the taxonomic proposal of Wielki (2006). However, the concern of respondents with a business based on reputation and comparison of data, as businesses take off, Uber, Airbnb, and also with the ordinary people who can disseminate hate content, the haters, which differ from Digital influencer for being, the latter, the celebrity version of cyberspace. Including, Youtube recently ruled that will remunerate only pages with more than 10,000 "likes" signaling a possible standardization and indicating the digital influencers are not new, but an evolution.

The question of people who are not necessarily consumers but who generate opinion leaves open the possibility of a further study on the power of opinion at a time when each matter, that is, the Organization must be prepared to interact at the level individual and not just massive. Prior to the research, we had not taken into account the empowerment of the third sector: the ideological activism using digital tools criminals as a way to punish companies, which revealed the theme of the hackerativism as a form of expression and manifestation. The study revealed so as new stakeholder only the haters. The study also revealed the empowerment of groups of activists of the third sector. Some disruptive companies, including Google, although they have been cited as stakeholders. However, in this respect, the study lacks depth.

Before the research, a literature review about the legitimacy of stakeholder pointed questions concerning special interest groups. The paucity of literature on Stakeholder within the Internet led to the work of Wielki (2006). The survey also revealed, preliminarily, four classes of hacker: (1) the hacker while technology specialist, sort of "Professor Sparrow"; (2) the hacker criminal, nicknamed the hacker criminal, or jam, or black hat; (3) the hacker activist; and (4) the hacker ethic, which integrates corporate teams, in the area of data security. The classification of hacker as stakeholder also needs to be confirmed.

Respondents demonstrated concerns about issues related to the personal database, which led them to consider a possible relationship with new business models, based on data from companies and trade personal data. Of the 10 respondents, only one said that security was an item already solved in the sectorial tariff. Others weighed about lack of concern on the part of the companies, with the issues of security of customer data, as well as with the ownership of the
same. Over half the respondents expressed concerns with the join of the Internet of things technologies and Artificial Intelligence, what makes room for future studies.

The results reported here are typical of the sample studied, however, considered that are relevant and may be interesting for companies with Internet-based businesses, as well as to academic researchers and scholars on the subject. This study contributes to the management of companies by proposing a review of stakeholder management, based on the new settings made by the survey, especially for companies with a presence on the Internet. Review security strategies, customer relations, and competitive intelligence, signals from the external environment (connected), the latter continuously. The changes are dizzying, and a position of convenience and absolute certainty can constitute fatal errors to the existence of the organization.

New studies will be able to contemplate larger samples, including with experts from other countries, or the use of other analytical techniques such as focus groups or the Delphi technique. The issue of disruptive organizations while new stakeholders also deserve greater depth. The study was conducted before the attack on ransomware, a possible indication that organizations need to review strategies in the digital environment and the management of stakeholders that operate there.

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