

# **CONTENTS**

<u>INTRODUCTION</u> .....	4
<u>PUBLIC SECTOR</u> .....	6
<u>Trends and Possible Technological Trends</u> .....	6
<u>General Concerns that E-government Technologies Might Bring to the Public Sector</u> .....	7
<u>SWOT Analysis</u> .....	8
<u>Strengths</u> .....	8
<u>Weaknesses</u> .....	9
<u>Opportunities</u> .....	9
<u>Threats</u> .....	10
<u>Recommendation</u> .....	10
<u>BUSINESS SECTOR</u> .....	11
<u>Trends and Possible Technological Trends</u> .....	11
<u>General Concerns that Current Retail Technologies Might Bring to the Business Sector</u> ..	12
<u>SWOT Analysis</u> .....	13
<u>Strengths</u> .....	13
<u>Weaknesses</u> .....	14
<u>Opportunities</u> .....	14
<u>Threats</u> .....	15
<u>Recommendation</u> .....	15
<u>EDUCATION SECTOR</u> .....	16
<u>Trends and Possible Technological Trends</u> .....	16
<u>General Concerns that E-learning Technologies Might Bring to the Education Sector</u> .....	17
<u>SWOT Analysis</u> .....	18
<u>Strengths</u> .....	18
<u>Weaknesses</u> .....	18
<u>Opportunities</u> .....	19
<u>Threats</u> .....	19
<u>Recommendation</u> .....	20
<u>HEALTH SECTOR</u> .....	21
<u>Trends and Possible Technological Trends</u> .....	21
<u>General Concerns that E-Health Technologies Might Bring to the Health Sector</u> .....	22
<u>SWOT Analysis</u> .....	23
<u>Strengths</u> .....	23
<u>Weaknesses</u> .....	24

Preview from Notesale.co.uk  
Page 2 of 30

<u>Opportunities</u> .....	24
<u>Threats</u> .....	25
<u>Recommendation</u> .....	25
<u>CONCLUSION</u> .....	26
<u>BIBLIOGRAPHY</u> .....	27

**Preview from Notesale.co.uk**  
**Page 3 of 30**

## **PUBLIC SECTOR**

The public sector is the part of the economy that is concerned with providing government services. As can be seen in the video, 'The eGovernment Revolution' (2011), information technology has been perceived as way of making government bureaucracy more efficient and effective. It describes the importance of e-government to citizens, who are the main beneficiaries of government services. These same benefits can be experienced by citizens in South Pacific countries if e-government was implemented in those countries. Therefore, in later sections, these report provides a SWOT analysis to analyse and determine the practicality of implementing e-government in South Pacific countries.

E-government refers to “the use of Internet technology to deliver information and public services to citizens, business partners, and suppliers of government entities, and people who work in the public sector” (Turban, Volonino, & Wood, 2013, p. 172). In many instances, e-government has been used as the major basis of delivering government information and interacting with the government – everything from browsing government agency websites to emailing government officers to applying for government benefits. E-government transactions generally are of three types: government-to-consumer (G2C), government-to-business (G2B), and government-to-government (G2G). With G2C, the government offers services to citizens via the Internet such as online application for social security benefits. G2G involves the use of information systems to provide intra-government services and enable electronic sharing of data among government departments or agencies. As for G2B, it entails the use of the Internet by government to buy or sell goods or services to business firms. An example is the use of electronic tendering systems to invite firms to place their quotes for supplies of goods or services.

### **Trends and Possible Technological Trends**

The public sector has long perceived the benefits and processing efficiencies in moving towards e-government. Many government agencies and departments have long adopted e-government into their work environment. For instance, many governments have implemented information systems to support sharing of information among government departments or staffs – anything from staff emails to sites where one can download government documents or forms. Many governments are also taking advantage of the power of the Internet to deliver services to citizens. Such services are wide-ranging and includes electronic voter registration, websites

existence of the South Pacific countries which leads to an increase in the demand in products that reflect the South Pacific culture (Wartson, 2010).

### **Threats**

Online retailing in the South Pacific has certain threats. Firstly, there are no barriers of entry for online retailing as retailers can have an online presence as long as they have access to the internet. Thus, online retailers in the South Pacific may face competition from other new online retailers which have similar products. Online retailers may also face threats in the form of legal issues. According to (Turban, Volonino, & Wood, 2013), legal issues such as the collection of sales tax might become a legal requirement for online retailers which will increase the complications for retailers in the South Pacific to conduct business online. In addition, fraudulent online businesses by competitors may damage the trust of consumers on legitimate online businesses which may result in decline sales for online retailers in the South Pacific. Finally, as stated previously, internet users are becoming concern about privacy issues, thus they might be more reluctant to engage in online purchasing.

### **Recommendation**

It may not be feasible to adopt online retailing if the targeted consumers are people living in the South Pacific region because many people in the South Pacific are still facing the issue of costly and unreliable internet connection. Thus, online retailing will not help the business to reach those consumers. On the other hand, if the targeted consumers are those living in developed countries, then creating an online site for the business will definitely allow the business to expand its customer base. However, since companies in the South Pacific are not as well-known as established businesses in overseas countries, it might not be able to gain a significant portion of the marketspace even if it goes online. In addition, due to the high transportation cost associated with the delivery of the goods to the overseas consumers, it might not be practical to adopt online retailing since the profit margin that is obtained might not be worth the trouble.

To conclude, it may be sound for businesses in the South Pacific to have an online presence by creating their own website and informing internet users about their products. However, as for online retailing in the South Pacific, its practicality is quite slim in this current decade, but perhaps in future, the South Pacific may overcome its current limitations, which by then would allow businesses in the region to seek new opportunities through online retailing.

## **HEALTH SECTOR**

Health sector is an essential component of any economy and is particularly concerned with the provision of health care services and goods to people in the economy. As stated in the video, 'Jonathan Bush: Emerging Technologies in Healthcare' (2013), cloud based health care service is a technological advancement which has led to positive changes in the health sector model thus making it more efficient and price effective. It also describes the importance of cloud based health care services to patients and health professionals, who are the major beneficiaries of health care services. These benefits can also be explored by health professionals in South Pacific countries if cloud based technology were implemented in those countries. Thus, in the second part of this report, a SWOT analysis is provided which analyses and determines whether it is practical to implement cloud based health care services in South Pacific countries.

Cloud computing is a technology where 'technology is rented or leased on a regular or as-needed basis' (Turban, Volonino, & Wood, 2013) and this technology is described in the video 'Jonathan Bush: Emerging Technologies in Healthcare'. Cloud computing allows health professionals to carry out services such as billing, health record keeping and patient communication via a software which is provided at little or no cost. The revenue for the service provider of the cloud is the percentage on the services it provides which it collects when the company gets paid by its patients. Cloud computing ensures that companies that use this technology do not pay a substantial amount nor invest heavily in expensive hardware and software which would become obsolete in the future.

### **Trends and Possible Technological Trends**

It would be quite beneficial for the health sector to move towards cloud based health care services. Many health care organizations have adopted cloud based health care services into their workplace and there are many more who are planning to adopt cloud based strategy. According to 2014 HIMSS Analytics Cloud Survey, 83% of IT health care organizations are using cloud services while 9 % plan to do so in the future (Columbus, 2014). Cloud computing technology enables health professionals and organizations to have access to unlimited data storage and computing resources over the Internet. This would lead to substantial cost reductions as health organizations would not have to maintain large data centres nor purchase expensive computing equipment. Cloud computing can be set-up for a health organization really quickly and it also provides solution to the problem of not having adequate internal staff or the skills to operate a large computer system. The move towards adopting software-as-a-