The anticipatory quality of organizations towards regulations outlined.

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Relevance

• Regulatory landscape ever changing, new GDPR.
• Benefits:
  – Avoidance of reputation damage
  – Implementation on own pace
• Unclear how organizations anticipate
• Organizations could benefit from anticipation
Research question

How do organizations in the online retail sector anticipate on new regulations and what are the costs and benefits of this anticipatory quality?
Sub questions & Method (1)

1. Which new regulations are important for online retail organizations to anticipate on?

Literature review and experts knowledge
Sub questions & method (2)

2. How do organizations anticipate on new regulations?
3. What are the costs of anticipating on new regulations?
4. What are the benefits of anticipating on new regulations?

Survey organizations
Expected outcome

• Insight in how companies anticipate
• Insight in the costs and benefits of anticipation

• Provide possible recommendation how organizations can benefit from anticipating new regulations
THANK YOU FOR YOUR ATTENTION