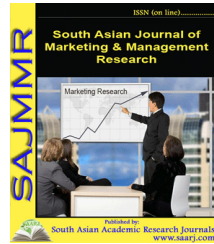




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## INVESTIGATING IDENTITY FRAUD MANAGEMENT PRACTICES IN E-TAIL SECTOR

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### ABSTRACT

*Identity theft is becoming a bigger problem for internet retailers. The research on this topic is fragmented, and none of the studies take a comprehensive look at identity theft management methods in the online retail environment. As a result, the goal of this paper is to look at identity fraud management methods and provide a complete set of guidelines for the e-commerce industry. The research discovered that there is a lack of literature on identity fraud management methods. The results also show that businesses see identity fraud as a technical problem, which is one of the main causes for a lack of efficient identity fraud management. This research recommends that e-tailors should be created in technical, human, and organizational elements to cope with this problem as a management challenge. This research is restricted to data from publicly available sources. Studies based on actual data will be useful in bolstering this study's thesis; furthermore, future studies should cover a broad range of datasets. This research will assist e-commerce businesses in comprehending the whole identity fraud management process, as well as developing and implementing a complete set of practices at each step for successful identity fraud management. This research adds to the body of knowledge by integrating current literature at each step of fraud management and taking into account social, organizational, and technical factors. It would also assist academics in gaining a comprehensive knowledge of existing research and will offer up new avenues for future research.*

**KEYWORDS:** *E-tailer, Fraud management, Identity fraud, Identity theft, Managerial practices.*

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