

## عنوان مقاله:

APPLICATION OF 3R model in e-strategy assessment of internet banking -case study mellat bank

## محل انتشار:

پنجمین کنفرانس بین المللی مدیریت استراتژیک (سال: 1389)

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## خلاصه مقاله:

Commercial banking is undergoing rapid change, as the international economy expands and advances towards institutional and market completeness. A major force behind these developments is technology which is breaching geographical industrial and regulatory barriers, creating new products , services and market opportunities , and developing more information - and systems oriented business and management processes. a more efficient distribution channel will not bring sustainable strategic advantages. to compete effectively banks may need to embrace a new set of strategic priorities , based on the unbundling of banking services and processes and the .deconstruction of the integrated banking model

## کلمات کلیدی:

E-strategy, reach, richness, range, internet banking

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/103031>

