

## عنوان مقاله:

STUDYING AND EVALUATING THE DIFFERENT ASPECTS OF APPLYING ELECTRONIC EXCHANGE

## محل انتشار:

پنجمین کنفرانس بین المللی تجارت الکترونیک در کشورهای در حال توسعه (سال: 1389)

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## خلاصه مقاله:

Exchange as an economic mirror has an important and remarkable role in accumulation of small money. Real boom of exchange is a sign of economic efficiency and applying electronic exchange is an important step in this going. Case study of international exchange shows the important role of new technologies in increasing the productivity; while it is perfectly new found in Iran exchange. Iran in 2010 during execution of Article Fourth Four of the constitutional law is implementing electronic exchange. Therefore, the effects of that should be appraised. This paper attempts have been made to study the effects of electronic stock exchange on stock trading from different angles and to evaluate its positive and negative effects on stock trading. In particular, we study the retail brokerage sector where the growth of online brokerages and the availability of alternate sources of information and research services have challenged the dominance of traditional brokerages. Findings present in three sections including positive effects, negative effects and effects on brokerage industry.

## کلمات کلیدی:

Electronic Stock Exchange, Online Trading, Brokerage Industry

## لینک ثابت مقاله در پایگاه سیویلیکا:

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