

عنوان مقاله:

E-Commerce Strategy and Implementation

محل انتشار:

هشتمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر اعتماد الکترونیکی (سال: 1393)

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خلاصه مقاله:

The relationship between business and technology has existed for a long time. The main consequence of globalization is competition increasing on an international level. In these circumstances, consistently, we will face with reducing of transportation costs, astounding growth of information technology, increasing commerce, minimized geographical constraints and competition increasing that lead to international economic efficiency. The most important consequence of globalization on the economy is growth of e-commerce. E-commerce wave has affected almost all firms in the economy and these firms have forced to enter in the field of e-commerce. Basic steps of strategy formulation are to design the strategic objectives of e-commerce undoubtedly. Strategic objectives of e-commerce facilitate all efforts and operations to imply the suitable e-business and competitive advantage in the electronic world. The elements of the electronic market data interchange electronically and internet business that expresses the relationship between ICT market processes and management. So, to remain the managers in economic competitive, should imply a clear view of the various tools of information and communication according to organization requirement. Suitable basis for the development of ICT in the organizational structure with sufficient knowledge and positive attitude of managers in the organization's activities is important.

کلمات کلیدی:

Globalization, E-commerce, Information Technology and Communication

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