

عنوان مقاله:

E- Business Strategy

محل انتشار:

دومین کنفرانس بین المللی پژوهش های نوین در مدیریت، اقتصاد و حسابداری (سال: 1394)

تعداد صفحات اصل مقاله: 7

نویسندگان:

,Farough Kazemof - *Department of Industrial Management, Hormozgan University, Bandar Abbas, Iran*

,Mohammad Sedaghati Jahromi - *Department of Industrial Management, Hormozgan University, Bandar Abbas, Iran*

خلاصه مقاله:

Emergence of the Internet has opened up new possibilities and opportunities for organizations so that they could interact with their customers, suppliers, partners and employees. E – Business can be defined as following the existing business processes by applying web technology to make them more efficient through business collaboration and communication. In an e – business, typically, can be placed directly by customers on the web, then electronically processed via workflow techniques and passed via web- enabled links to suppliers to execute. E – business has caused organizations to fundamentally review how their business operates in order to satisfy customers at lowest costs, approach by many traditional business, who are offering an Internet channel in addition to their traditional channels

کلمات کلیدی:

Electronic business, Value chain, Customer-supplier life cycle

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/439886>

