

## عنوان مقاله:

Information System Strategy and E-business Marketing Topologies

## محل انتشار:

چهارمین کنفرانس بین المللی علوم و مهندسی (سال: 1395)

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## خلاصه مقاله:

Due to the advancement of information technology and using of its advantage by organizations the field of e-business marketing make so competitive. The area where along the success, many failures also be seen. Failure happen due to the use of constant strategies while the e-business environment is very dynamic and in such a context, strategy formulation and implementation is a challenge for e-business organization. In this research by using literature review and interviews with experts, a questionnaire was designed and by analyzing the gathered data through surveys, the e-business key strategy factors such as technology, information systems, risk management and compliance were extracted. These key factors then were presented as the e-business marketing strategy model. The results suggest that dissimilar dimensions of e-business strategy factors may not be equally conducive for different marketing strategies. Particularly, a risk management has insignificant relationship with any of the marketing strategies; whereas a high level of compliance is positively associated only with a focus strategy. IT governance is positively associated with price leadership and differentiation strategies, but negatively linked with a focus strategy

## کلمات کلیدی:

E-business, Information System, Marketing Strategy, Compliance

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