

عنوان مقاله:

The strategic management transition from business to E-Business

محل انتشار:

سومین کنفرانس بین المللی مدیریت (سال: 1384)

تعداد صفحات اصل مقاله: 15

نویسندگان:

shahrokh shahrivar - Master of IT management student of tarbiat modaes univercity

saeed jahanyan - Master of IT management student of tarbiat modaes univercity

خلاصه مقاله:

This paper examines how existing strategy frameworks, models, and tools are, and are not, applicable in the new internet age. Because current management theories evolved in the context of traditional firms, this paper examines the issue of strategic managment raised by the advent of e- business, what factors effect transition of strategic managment from traditional business to e-business responding to this question that "will the strategy tipes found ."?among e-business frims reseamable portter s generic strategics

کلمات کلیدی:

strategic management, traditional business, E-Business, porter s typology, value net, delta model

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/65880>

