

عنوان مقاله:

Internet Marketing Strategies:A Competency-Based Approach

محل انتشار:

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خلاصه مقاله:

The use of the Internet has become increasingly popular in recent years . Companies employ the world wide web to gather and disseminate information to and from actual and potential customers which makes this belief that internet technology may serve as a strategic tool. it has a potential effect of any of porters competitive strategies. the academic literature assumes there to be a net positive effect of the internet on competitive advantage but some researches does not support this. in this paper we will illiustrate that enterprises can acquire relational and informational competency by using the internet technology . According to the internet competencies, internet marketing strategies can be divided into five categories : Transactional, Profile, Customer - oriented , Relationship, and knowledge strategies

کلمات کلیدی:

.Internet marketing strategies , Relational competency , informational competency

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