

Strategy of e-Business in Virtual Era

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Abstract: The e-commerce is a term which is used a lot in commercial and business literatures and surveys as well as the media today. Due to its novelty and various functions, this new phenomenon has been described differently in diverse references. In today world, the internet has disappeared the space and the universe is changed to an electronic village. In today internet world, e-business and e-commerce can be seen as a strategic topic which is a general aspect topic of e-business. Similarly the e-commerce is like a general strategy in a universal system. It has to be mentioned that a prosperous e-commerce, necessitates having basic sub-branches including its psychological, technical and graphical issues. The e-commerce is utilizing all information systems in order to control and promote business processes. Today these processes are developed by using web-based technologies. The e-business as one of the sub-categories of e-commerce, has experienced high development in last decade. The policy strategy of most of the commercial institutions has been very effective in accepting and applying e-business in order to enter the universal markets and attract the new customers. However applying e-business in commercial activities requires the attention to some effective internal and external factors. In case commercial centers pay attention to these factors and plan correctly toward appropriate use of technical e-business, the operation success will be guaranteed and the user centers will also be developed. In the current article, first of all e-commerce conceptions are discussed. Secondly e-business will be explained. And finally the secret of e-commerce success in the virtual will be discussed.

[Zeinab Rezanezhad, Raha Farhadi & Maryam Mahdavi. **Strategy of e-Business in Virtual Era.** *J Am Sci* 2012;8(12):591-598]. (ISSN: 1545-1003). <http://www.jofamericanscience.org>. 82

Keywords: e-commerce, e-commerce characteristics, e-commerce levels, e-business, e-business methods, e-business defects.

Introduction:

The necessity of using e-commerce:

There have been inevitable matters in the commerce arena due to its physical environment. The geographical dispersion causes the unequal and ineffective relationship between sellers and buyers. Another reason is inappropriateness of supplies and demands which is caused due to the impossibility of exact estimation of goods production and leads to the preservation of extra volumes of goods in a storage as well as the destruction of the production cycle.

The e-commerce solves these problems and offers new possibilities to perform commercial processes. It can even influence the economical principles. Thus the aspect of distance is not important. The buyers are able to choose their intended goods sellers. On the contrary, the sellers are allowed to have customers all around the world. By disappearing the distance aspect the weaker competitors and the dealers become at risk since in the e-commerce environment there should not be any misuse of a situation and unawareness.

This environment does not include the concept of time; therefore customers are able to perform all the shopping processes from seeking the suitable goods to paying, simply by clicking. Customers are of high importance. Thus, they can observe the shopping processes and even interfere in

their intended goods processes. Similarly sellers and producers have diverse views toward e-commerce.

It is like a threat to some of them. In this case, they possibly stay some more years in doing commercial affairs, but they have to ignore profitable commerce and low-expense purchase and selling channels.

Even though, some others see the e-commerce as an opportunity. Of course, regarding the characteristics and capabilities of this environment, this view is not away from reality (Navayi, Farhad 1380p).

The e-commerce characteristics:

Low expense: due to the automation of the processes, the order acceptance, after-sell services, and generally goods production expenses, are reduced.

The integration of commercial cycle: The changes in telecommunication and manner of receiving information have shifted the order and production offerings.

The electronic post web sites and the integrated numerical calculations such as photocopy machines and personal computers and printers, are of vital parts of commercial activities. The mentioned integration includes all facilities within a numerical framework.

Different facilities for shopping: The buyer is able to use facilities such as the formation of an order after designing a good in a couple of days by a

seller, or formation of complicated and particular orders and the comparison of diverse technically and commercially .(Teimoorian, 1380, p210)

The e commerce leaders:

Among different industries, the computer industries and credit and finance institutions have the most activities on the internet.

According to studies 49% of the online incomes have been less than 800 million dollars; 19% of them between 500 million to 10 billion dollars; and 22%, more than 10 billion dollars per year. Among the above cases 44% have been in America, 18% in England, 19% in Far East and 19% in Europe. However, it is anticipated that the percent of Far East, particularly china, will be enhanced significantly in coming years.

It is said that till the year 2005, the percent of China will be even more than that of America. So some of American companies have started teaching Chinese language .The e commerce leaders have special characteristics; for instance, they expect to have 20% of the whole universal online income or they are into entering the novel markets through the Internet .As they have suggested ,their success measurement criteria depend on 3 items : success development or goods or services delivering ,enhancement of market share and selling through B2C,B2B, applying expert employees, particularly in e commerce .They consider the strategy of cooperation with the suppliers as a competitive advantage .They also use the knowledge management and the information flow freedom in products value chain in order to increase profitability .

The e commerce levels:

The e commerce infrastructure contains hardware, software and communicative data base which is appeared as www on the screen and they are used with the support of EDI.

The customer orientation is the key segment of e commerce .This includes tele-buyer, bank functions , stock dealership and direct propaganda .

They are considered as the best group in commercial affairs department and that of the activities between first matters suppliers and consumers which are done by EDI.

The ecommerce framework includes electronic markets environments which facilitate commercial relations as well as the exchanges among the companies .

The electronic markets environments facilitate the exchanges between suppliers and consumers through communicative networks. The electronic hierarchy is the long-lasting communications between suppliers and consumers which is maintained by communicative networks and is supported by customers orders .

The commercial competitors value chains have been significantly integrated by informational systems and tele communicational networks applications. Prediction, contributes to the determination of the stores stock through value chain in order to minimize the mentioned stores stock and reduce the circular investment .

The advantages of ecommerce :

The advantages of e commerce include :1: increasing the commerce growth .2: increasing the sale .3: increasing the income.4: increasing investing. 5: increasing the public welfare. 6: making new opportunities for commercial industries (as a result of eliminating the discrimination and achieving privileges of governments debate). 7: increasing the new career opportunities (job finding for young people for long duration).8: the fundamental enhancement of the security of export markets availability resulted from tariff stabilization.9: increasing markets guarantees and their availability stabilizations resulted from applying the similar rules in all universal organizations members countries .10- The possibility of universal serving offering 11- avoiding wasting time and reducing aimless going back and forth 12- contributing the environment and energy sources 13- reducing the extra expenses and making international competitions 14- rapid information availability 15- the non existing of an intermediary 16- reducing the goods propoganda expenses particularly the international ones 17- entering the super regional markets in order to experience universal marketing

The security of e commerce

The security is one of the most significant matters of e commerce which hardens the e commerce action. The scare of internet shopping has been usually a matter because even if you do not buy something on the internet, your card name and number may be robbed and used for buying low cost materials on the net. If you use your card a lot you will not notice this. In early 1378 ,according to the statistical information of CI company about the seller internet companies 11 countries, it was shown that there was no robbery on credit cards since they are extremely secure. However, shortly afterwards, in late 1378, there were various robberies on the internet which made the authorities worried. Then, the American government appointed the FBI to do some researches about that and identified the criminals.

This caused high public concerns but fortunately since this problem occurred after the Christmas shopping , there were not too much loss to the internet. The information robbery is not the only security problem of the internet. Due to the ease registration on the internet without the need of any documents ,the individuals are able to start a base or

store for themselves. Another important matter of the internet is to rely on the sellers. The customers tend to buy from a reliable base, to deliver their materials on time and well. According to the researches, more than 20% of these internet bases have not included any rules about the payment returning. In case the buyers do not receive their orders or if the goods are damaged, only 32% of the bases have mentioned these rules formally. Similarly about 32% of the sellers have mentioned the ways to deal the possible related problems (parande, 1379, p 51). The management ought to prepare the security of e commerce through 3 ways :1- evaluating the possible hazards .2- planning to face them 3- supervision of the previous processes. Yet, the managers do not spend much of their budget on their net work security protection. Rather, they protect the information.

The market researches on Ecommerce :

The market research is one of the significant processes of marketing process. In marketing researches, the relationships between consumers, buyers, customers, public people and marketing managers are prepared through information exchange. The markets threats or opportunities are identified by analyzing the acquired information. By using these information, different data such as products quality, color, size, the kind of packaging, delivery time, contract method, Production advantages and competitors services, previous evaluation of a new production and after_ sale services are collected and necessary changes can be applied in company's various processes, according to consumers opinions. Interview, the use of written questionnaire as well as the telephone conversation are of those methods which are applied for collecting the potential or actual opinions of the consumers about the qualities of products or companies services (Roosta and friends, 1375). However, today, with regard to new communicative facilities on the internet network, a novel technique is used for accumulating people opinions which is called the electronic measurement research (Alavi, 1380, p 219).

The importance of reliance in e commerce :

Reliance is not a new matter in commerce. Due to the studies, reliance is the main factor for every human exchange (Zand D.E 1972,p229). Its importance in e commerce is due to the higher uncertainty level of e commerce economic disability than traditional commerce as well as the transactions of many of the strategies of the reliance of traditional world in e commerce sphere.

Economical transactions of the internet lead to numerous risks. These risks are either the uncertainty of using the open technological infrastructures in information exchange (the uncertainties

relate to system) or those factors related to Internet transaction (the uncertainty related to transaction (Hoffman D.L Navak T, 1999, P80). The uncertainties related to the system include those happenings which do not focus on the direct influence of factors related to transaction and are categorized under the outer risks.

In e commerce the outer risks depend on those potential hazards resulted from applying technology and security gap, which can not be avoided through an agreement or a contract with those who are engaged in transaction. The secure processing of commercial transaction, the electronic related to software and hardware infrastructure, and the security of data exchange services include the coded protocols. The technical security gap may appear in data transmission channel or on "final process point" or e commerce system. In e commerce, the base model with consumer of the "final point" of e commerce system includes the customer systems, internet retail server and finally banks server and electronic market related factors.

The user or a customer can only control the security of transaction of its system directly. i.e, it does not control other factors related to the e commerce transaction. The web retailers are able to reduce the uncertainty of system through coded transactions, installation of firewalls, applying identity mechanisms and certain private stamps. (Palvou p.a tan y.h, gefen D, 2003, 215). The real security of electronic channels and transmission path are not the important matters of e commerce. In fact, the costumers mental image about the existed risks in this process is of high importance.

The uncertainty related to transaction is either within the inside risks domain, or the market uncertainty. From customers point of view the uncertainties related to transaction, depend on the internet sellers and their behaviors in transaction process. The services and products qualities on the web sites are one of the important segments of uncertainties related to transaction which directly depend on sellers trends and abilities in delivering.

The vital segment in the beginning of commercial transaction is the mutual reliance of the two exchange parties. As it was mentioned before, the virtual and complex nature of e commerce lead to various risks and few tools in order to make reliance.

The management of e commerce in an organization:

The pioneer managers of commercial activities have strengthened and expanded the ICT indices according to organizations needs and have benefited their positive capacities in commercial affairs. Similarly, they have made attempt to eliminate or lowlight the commerce role through

traditional method. It should be noticed that the slow speed of exchanges as well as the high volume of activities for that exchange are 2 of the problems of traditional commerce. However, the e commerce needs less activities by increasing the speed of exchange procedure. In active organizations, the managers take steps to install and start the special internet base with capabilities which are used for e commerce communications, through suitable recognition of the organizations. It ought to be mentioned that one of the important branches of professional site design is programming and designing those sights which are particularly allocated to e commerce. Every internet base can be considered as a small store at the vast world of the internet, thus, it is necessary to use vital indices of attracting and maintaining the customers while starting an internet base. In this way the customers are well informed of those facilities offered to them. The most remarkable issue of e commerce is your supportive services for customers. You must be careful that every customer receives his /her goods with suitable quality and within the shortest time. Although the basic language of the internet is English the customer all around the world will certainly visit your website at least in 3 various languages.

While designing the site you should consider the native indices and characteristics of the people who visit your websites as well as their interests and entertainments this issue is very significant in your website so it is recommended to design your website at least in 3 various languages.

While designing the site, you should consider the native indices and characteristics of the people who visit your websites as well as their interests and entertainments. This issue is very significant in your website attraction and propaganda. Be careful to consider special privileges and facilities for those who usually do internet exchanges and agreements with you. In case not enough attention paid to them, they will no longer stay with you. You should try to collect information about the commerce export and import custom and insurance rules of other countries, particularly those which want to do exchanges with you.

Similarly, do some researches about the online payments and money receiving methods you can enhance your information about the demand and supply system of the virtual world besides the needs and scarcities of various goods all around the world and the developments of other competitors and organizations. Then, you will be able to plan necessary strategies according to the above clarifications the importance of e commerce and users of this new phenomenon have been

emphasized. However, in order to achieve their goods and expected plans organizations should be aware to prepare suitable tools and substructures the profitability of suitable communicative tools is the first and the most important issue which is elected due to anticipatory requirements. These tools can be applied with regard to the kind of usages and the organization performance level. The existence of credit and their vast usages among the people and even for their daily exchanges are the other remarkable factors. However, your organization credit problems ought to be solved through governmental procedures. The principles rules and regulation of countries are diverse. The issues such as custom, insurance, tax,...are confined to every country. Thus a successful manager in e commerce must be always aware of the latest changes and information about other countries rules in order to go ahead of those rivals; By entering the e commerce to the structure of the organization which used to do economic activities through traditional procedure, new needs will be seen in its commercial exchanges, such as the changes in organization employees communicative procedure with commercial parties; viz, an employee who used to send or receive data by letter writing or fax and ... may face novel tools, now. In this situation the need of e marketing, fundamental changes of propaganda and organization public relations and ...are those issues which force the manager to employ new and expert workforces or to inform the required matters the current employees through instructional programs. An organization manager ought to consider the e commerce due to the organization importance very carefully. He should also be careful in saving and security of the data from the time they are entered till their storages. They should also pay too much attention to the security of electronic payment and receiving. Due to the difficulty and expansion of task, the manager should use the proper hard wares and soft wares which are accepted by other companies and organizations. The online management, the marketing management, the public relations and propaganda management, the affairs management and ... are examples of an e commerce design for an organization. One of the fundamental criteria for determining the success of e commerce plans, is to do necessary tasks for performing supportive affairs of goods and services. Your organization is responsible for all done exchanges and relations in order to meet the customers needs. Fast transferring of goods to customers by post, air, sea, and land transportation are considered as those factors which motivates the customers further continues online shopping. Otherwise, a customer may refer to other online organization or no longer does online shopping. Even

if there are not any integrated and systematic rules for electronic pays and receives in a country, one should apply various methods and tools of electronic pays and receives in his organization. In this way you can be flexible against the high variety of available tools; for instance, customers can be allowed to use two or more reliable credit cards. So, more people will be able to buy on your online organization. It is well suggested to work with those credit organizations (banks and insurance centers) which include more compatibilities with the standards and e commerce structure of you and your customers. Try to improve qualities of electronic services and goods. you should make attempts to prepare the customers with necessary and clear information about different goods offering. Some sub _information may be useful too, such as the currency equality, price, transportation, expenses in different seasons ;...Thus, it can be said that a successful organization is one which by accepting the expenses and probable risks, changes its procedures from traditional to modern ones and go ahead of its rivals (Mohammad Zadeh ,1381,p123).

The e commerce success factors :

There are some important factors for the success of e commerce which are divided into two categories:

Technical and organizational. they will be discussed as follow 1:The proper use of analysis in the market :

Like the traditional models, the e commerce requires appropriate programming and fundamental rules for demands and supplies .

2-Making an easy and secure path for customers in order to effect transactions. The credit cards are the most suitable tools of online payments which are used for more than 90% of online shoppings .

3-Providing reliance and security. The parallel servers, hard wares matters, technologies with no mistakes and hidden information can fulfill this need

4-Making an organization with sufficient efficiency for proper reflection to every kind of changes in e commerce social and physical environments .

5-Making an attractive internet base with an appropriate external sight.

6-Offering sufficient information about the products(Sarfarazi 1385,p3)

Online commerce :

The secure Online commerce is another domain of e commerce. Online commerce includes almost 37% of commerce currently. The recent development of online commerce has forced the main companies to move toward online. The stock commerce for management, not only is used for the dealers but also pay the commissions for services; for instance, Merrill lynch contains about 150000 dealers. The online commerce costs are paltry

compared with traditional dealers commissions. The online commerce is fast and easy. The online commerce companies invest on the stock and prepare the audiences with some alternatives. You can buy stock, government bonds and other items. Another kind of e commerce has forced the traditional companies to move toward e commerce or at least take to commit the party market to the rivals. Similarly, the e commerce prepare opportunities for new kinds of jobs. The people have been interested in profitable commerce of the web. There are companies which do not contain even a product but make an agreement as some funds to themselves simply by customers' clicking and shopping on the websites.

Inevitability of e commerce use :

The increasing expansion of e commerce in developed countries, besides its competitive advantages, mean that the developing countries should rapidly revise their commercial strategies and policies . It s fundamental reasons are as follow :

1-In case no e commerce is used the competitive conditions of developing countries will be weakened regarding the economizing in doing electronic exchanges .

2-The lack of using e commerce also means the gradual exchanges as well as missing the moment and transient opportunities in universal commerce .

3-By expanding this way of exchange in developed countries, the preceeding paper methods will be a abolished and the possibility of doing exchanges through traditional procedures will also fall in to disuse .Moreover, the expansion of information technology plays vital role in making employments and production of countries. The whole mentioned factors cause the diverse countries of the world to take some steps toward regulation and preparing strategies of e commerce as well as facilitating and promoting it .

The conceptual consideration of e business :

There are many ways to describe e business. Some of them are as follow :

1-The e business is a tool which pave the way of economical bases to reach the commerce market. A path in which customers buy goods and services

2-The e business is a tool which prepare its users with effective and efficient customers in electronic network .

3-The e business is a commerce guide ability through electronic network such as the internet and network . Magra:it is a description which explains about the company performance method .

Petrovik,Ayer and foolak: it is a description of a commercial system logic in order to make values.

Eplegt :it is a description of a business set which explains its structure, the relations among structural criteria and also its answering method to the real world .

Tymerz:it is a good and service designing as well as the information including descriptions of various players of business beside their roles explanation of potential advantages for various players of business descriptions of income resources.

Ustrvalder and pagniver :It is a description of a value which a company offers to one or more customers. It is a design of a company and its colleagues for marketing value offering and communicative investments in order to make processes that lead to consistent and positive income .

Vil and vital: it is a description of roles and relationships among consumer s customers suppliers and confederates of a company which characterize the basic productive informative financial flows and rivals main interests, as well .

It is a description of commercial relations between a commercial on one hand, and its goods and services available in market, on the other. The e business model is particularly a method to structure the income and expense flows .

Teps cut :An e business model includes suggestions for creating new value which is looking for novel levels of performances through changing the competition rules as well as mobilizing the people and resources together (Alavi 1385p214)

The e business capacities :

The e business users can be categorized into 3 different branches: the inside business systems, the customers relation management, the organizational resources programming, preparing employees information, knowledge management, teamwork management, documents management system, human resources management, process control, inside transactions communications and organizational cooperation management, electronic letters, voice letters, discussion associations, conferences, cooperative systems_ e commerce_ base with base, and base with customer electronic investment, the supply chain management, e marketing, transactions processing. These users can be applied by :diverse people, all internet users, only internet employees particular group of users like customers and rivals.

The e business methods :

In general, there are 3 methods of doing e business

Off line :

In this method bases use the electronical post for performing commercial tasks.

On line :

In this method the bases try to do commercial exchanges through UNIFORM RESOUECE LOCATOR=URL. URLs are the

addresses which their structures are the same for all computers (Esnel ,1379,p 77) .The links to go to the sites containing various news. These sites include numerous addresses with diverse topics .(Esnel 1379,p 97) .The portal services include searches motors, electronic post, chat, maps ,sale and other alternatives for the customers. They are the goods for marketing and propoganda .

The advantages of e business use :

Close communications –availability to new markets, the enhancement of sale and profit level, the elimination of expenses such as buying papers, prints, brochures and cataloges , the reduction of exchange expenses, the improvement of management on consumers suppliers and employees relations_ the reduction of environmental pollution, traffic and population .

The difference of e business and e commerce :

In general, the e business includes applying the new technologies for chain relationships among producers, sellers, suppliers and generally goods and services suppliers on one hand, and the buyers, consumers and customers, on the other. It also leads to some results as making better decisions, improving goods and services, reducing the expanses and opening new channels . In contrast, the e commerce is any form of transmissions in commerce in which the parties communicate with each other more by the internet rather than physical transfers. On the other words, the e commerce is a subcategory of e business in an organization since the e business includes the electronical form of all of the organization business processes including production, expansion and research of official financial human resource management support and commerce affairs. While in e commerce only the organization commerce process electronically, is considered as a fundamental segment of e business .the commerce causes the commerce relations and exchange processes to be universal. The commercial environment of a company may include a network toward the availability to public organizations or network which are designed for particular people accessibility or even an internal network which is designed for the availability of the employees and individuals inside the company .The e business is not simply setting a web page. However, it is a commercial models environments such as commerce with employees , customers, suppliers and rivals .

The electronic commerce privileges in virtual epoch :

The expenses of settling electronic store are much less than that of physical ones . The customers do not belong to one special region or country and the store environment is not surrounded by geographical boundaries . Competing for attracting

customers, causes the improvement of the qualities of products and services. The store management and further strategies determination will be well structured. The stores will be able to identify their customers according to their tastes, interests and choices, guide them in choosing their intended goods. Adding new services such as supportive services, answering customers enquiries, ... can be done easily. Competition and marketing will be performed by making a proper market and an attractive attendance on the internet universal network.

Communicating with the customers, producers and other engaged individuals will be facilitated by using the WEB pages, electronic letters and EDI. The orders can be received and sent electronically. The number of customers and buyers will be increased rapidly. The profit rate will be enhanced in contrast to the consuming expenses. The communication with the good, producers will be improved by eliminating the mediators.

Conclusion:

Due to its speed, reducing the expenses and profitability of transient opportunities, the e commerce opens a new way of competition. It is said that falling behind this, will certainly mean to be secluded in the universal economic commerce. A successful appliance and settlement of e commerce require a systematic strategy and program. The rapid development of e commerce in developed countries and their competitive benefits show that the developing countries should revise their commercial strategies and policies, fundamentally. Otherwise, their competitive situation will be weakened electronically due to economizing of the exchanges. The lack of profitability of e commerce can mean the slow exchanges and missing the e commerce transient opportunities. However, the e commerce which is one of the human innovations and inventions and that is at the service of the people, can facilitate the commercial processes, eliminate the unnecessary processes, reduce the expenses, decrease the distances, and reduce the time. Entering the internet environment and using it, cause the people to improve increasingly and e commerce is one of these improvements. The e commerce is one of the outstanding issues of today universal society. Some of its goals include: easy and rapid accessibility to various types of information, the remarkable reduction of exchange expenses the reduction of time restrictions ... Most of the experts believe that in the recent years, sth like an industrial revolution has occurred, by which the world has entered the information epoch. It has changed the economical social and cultural aspects of human lives greatly. For instance, the changes of interpersonal

companies and governments economical relationships. The commercial exchanges between people and companies together as well as the individuals with companies and the government, have shifted rapidly from traditional manner (which used paper documents) to perform exchanges through applying electronic information systems.

The lack of profitability of e commerce also means the slow speed of doing exchanges as well as missing the universal commerce transient opportunities. So far, the e commerce has been appropriate only for large firms. Now, the internet and universal web make it possible for small firms to compete with the larger ones. The e commerce let the companies to do commerce for 24 hours or seven days a week all around the world. The banks roles in the e commerce depend on managing the risks related to electronic market. The globalization of economy and the vital attempts of producers and importers necessitate the attention to scientific marketing in regional and international domains. Expanding the internet network in diverse countries leads to the expansion of e commerce. The market researches which are a part of marketing processes can be done by electronic measuring research technique today. This technique, due to its advantages in comparison with traditional methods has a lot of usages in e commerce. Overall, there are 3 methods of e business exchanges:

OFF LINE :in this method the bases use electronic post system for their commercial performances.

ONLINE :in this method the bases do commercial exchanges through uniform resource locator =URL. URLs are addresses which their structures are the same for all computers and the intended resource can be reached by that (Esnel,1379,p77).Portal is a network page including several links to enter the different kinds of news sites. These pages contain a lot of addresses with diverse topics (Esnel,1379,p97).The portal services include :searcher motors, electronic post, chat, maps, sales and other alternatives for the customers. In fact the portals are goals for marketing and propaganda.

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11/10/2012