

The Role of ICT in our Daily Life Applications: Obstacles and Challenges

Electronic Marketing and Contemporary Challenges in Business Environments

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ABSTRACT

Social networking is one of the most important tools of e-marketing that helps reach customers, identify their trends and communicate with them. Social networking sites can help policy makers to prioritize decisions, choose between opportunities, and encourage the public to accept new programs, plans and policies. Overall marketing strategies are one of the most important new global developments that forcefully imposed itself during the last decade of the 20th century. Has become one of the pillars of the new global economic order, there is no doubt that the new economy focuses on the simultaneous use of the Internet. There is no doubt that e-commerce has become a reality. There are profits to be gained Because of the e-commerce. There are laws governing e-commerce and legislation among countries to regulate the procedures of this trade to serve the economies of those countries. The study will highlight the most important indicators that reflect the size of its spread worldwide. Then, it will discuss the online shopping, the most important indicators that reflect the spread of this new style of shopping, and then identify the main advantages of online shopping and challenges, and determinants of the success of online shopping . This research focuses on the factors influencing consumer adoption of the Internet as a means of shopping, which contributes to the rapid adoption of this type of shopping. Considering the researcher's review of the findings of the previous studies on the factors affecting the adoption of shopping online, the researcher will shed light on the role played by the researcher in addition to what the role of social networks can play in supporting shopping in different business environments.

KEY WORDS: SOCIAL NETWORKS, INTERNET MARKETING, SOCIAL MEDIA, E- COMMERCE, E-PAYMENT AND MARKETING STRATEGIES

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INTRODUCTION

In this age of information that has invaded and penetrated the technology of our present world until it has become an essential part of our daily lives, the emergence of electronic commerce has surfaced, even though it is late in the ladder of historical development of IT growth, but there are many technical difficulties Met The major challenges, notably information security, electronic payment methods, intellectual property, electronic contracting, technical authority, standards, etc., to impose digital life impose itself on everyone, with all its electronic features. The term E-Commerce is called the E-Commerce on the implementation and completion of marketing, selling and buying through electronic means, where the Internet is one of the most electronic means used for this purpose [1]. E-commerce is not limited to selling through the Internet, it is a broader concept that can be considered as a means of delivering information, services or products over telephone lines or through computer networks or through any technical means. From the business point of view, Transactions are automatic and fast. So as to meet the wishes of companies and consumers and managers in reducing the cost of service and increase the efficiency and accelerate the delivery of service, to open the way for the sale and purchase of products and services and information through the Internet, and the simplest manifestations of online shopping online, which allows people to visit dozens of exhibitions, Widgets, behind their offices or in their homes.

Because e-commerce between companies and consumers, known as online shopping, has received only a small amount of research efforts so far, mainly dealing with the most traditional forms of shopping such as shopping by mail and telephone or more complex forms of online shopping such as video shopping and shopping So this paper will address some key points as a general conceptual input to illustrate the concept of online shopping. "Internet marketing" is one of the most important new global developments that strongly imposed itself during the last period of the 20th century and has thus become one of the pillars of the new global economic order, Kotler asserted. The new economy focuses on the simultaneous use of the Internet [2]. Internet marketing is primarily based on modern communications and information technology, particularly the Internet.

E-commerce is a generic term intended for any type of business or business transaction involving the exchange of goods and services at any time through channels. For example, the process by e-Payment Gateway uses e-payment gateway to pay bills by telephone, Buying a product or service online The Internet is a new era in the marketing world for both the marketer and the shop-

per. Companies have been able to manage their information in a practical way, develop accurate and scientific strategies for online marketing, and can meet customer requirements .In an atmosphere of intense competition [9]. Definition of electronic commerce (EC)) as a process of buying, selling ,or exchanging products, services or information through computer networks.

"Social Networking", the Internet is the first important historical development in human life after the Industrial Revolution. This network connects many local and international networks and allows many people to talk or exchange information through computers. Social networking sites are classified in terms of Public access is divided into two main sections: Section 1: sites that include individuals or groups of individuals with professional frameworks: the first is a specific social section, and these sites are closed and are not accessible to the general public; while section II is known as: Social open for all those who are entitled to have an online account, join and choose his friends, and these sites network Facebook. Classified by social blogging, blogging, blogging, and blogging sites. The importance of social networking as a set of practices that helps in determining the field of shopping airlines at all levels to clarify the practices required for social networking sites in the field of Saudi air transport in particular and then work on developing, deploying and employing them to achieve the main objectives Lines of the Saudi air transport, thereby contributing to the achievement of basic management tasks show through capacity planning and decision-making and problem-solving.

INTERNET & SOCIAL NETWORKS

During his long history, humankind has not experienced changes in the pattern of production, exchange and communication, but in the way of life in the depth, comprehensiveness and speed of the societies since the introduction of modern information and communication technologies. These technologies have penetrated in some sectors such as the financial sector and the banking sector, The methods and practices used by institutions working in these sectors are comprehensively transformed. The transformation included the structures and the structure of these institutions. As a result, a type of organization has no specific location or structure of a traditional hierarchy or a physical entity, but its existence and activity depend on the network of exchange and communication relations through which its activities activities are carried out. It is its own institutional entity, which has become a flexible entity Material existence, but communicates information and communication, and if it is a fictional or virtual book. The information and communication revolution has contributed significantly

to increasing the size of the current global economy and the lifestyle of its societies known as the globalization trend over the past quarter century. The effects of this information and communication wealth are expected to continue and expand to all sectors of activity, production and exchange in societies [3].

The Internet is the first important historical development in human life after the Industrial Revolution. This network connects many local and international networks and allows many people to talk or exchange information via computers. This rapid communication has increased the value of the Internet as an important tool of Access to information tools. The World Wide Web has gone through several stages of development until it has reached the accepted form, sponsored and funded by ARPANET. The Internet is in fact a network project, dubbed the Advanced Research Projects Agency of the US Department of Defense, in 1968, time spent on building a cohesive network that could withstand difficult conditions such as a nuclear accident. Milnet could transmit government military information, and the arpanet was divided into two networks: the first was Milnet to transmit government military information, the second was Arpanet, Is the The real state of the Internet.

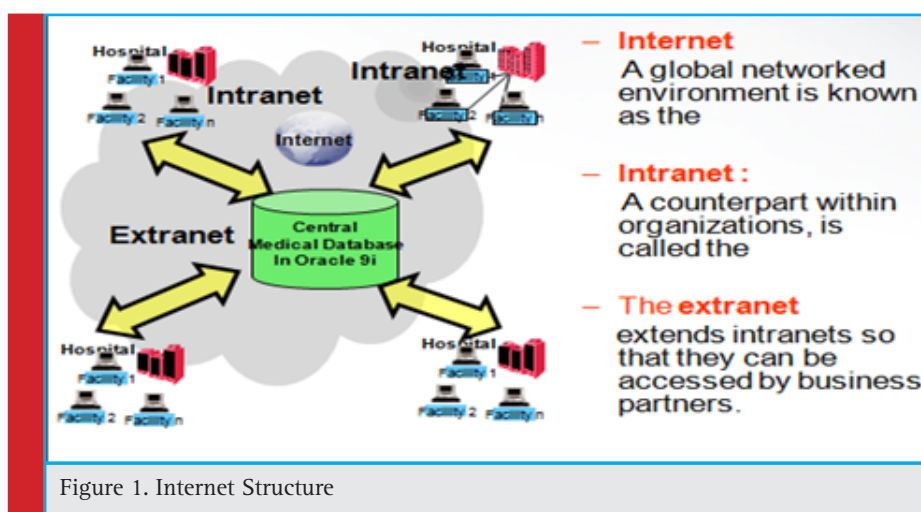
It is worth mentioning that this network was not the only one of its kind at the time, but several networks started in BITNET. In 1980, some other networks emerged, such as the Bitnet network, and connected to the Internet after its establishment. In 1968, the National Science Foundation Linking the network with five of the National Science Foundation computers. NESFNET connected to a basic structure known as the "Super Computer" with the latest in communications science, until it became the backbone of the Internet. Many countries then established private networks And connected to the

Internet This great system became known as the Internet. The Internet has become the network of networks that connect more than 200,000 networks in 150 countries around the world, and is growing with a strong demand from educational institutions, academia, research centers and companies. According to published statistics, there are 2 million users joining the Internet each Month, an average of 46 new users every minute [4] The number of Internet users in the world about 1,114 million users according to a recent statistic. - The widespread use of the Internet globally.

There is no doubt that the modern social networks have become one of the most important means of communication and the transfer of data between people and communities. For example, studies Shows that Facebook and Twitter are two of the most widely used tools used by government and private organizations to connect with people. The spread is becoming clear as each of the ten in the world has an account in the social networking site Facebook and every month 500 million users are registered on the global YouTube site. This increasing amount of social communication for all segments of society means more mass of these tools.

THE CONCEPT OF ONLINE MARKETING

Internet marketing is one of the most important new global developments that has imposed itself strongly during the last decade of the 20th century and has become one of the pillars of the new global economic order, Kotler said. The new economy focuses on the simultaneous use of the Internet. Online marketing is the key to achieving the goals of modern companies and institutions. It includes finding the needs and desires of the market under the environment and the tools that the Internet brings together in the form of electronic



communication technology. In other words, there is a difference between e-commerce and online marketing; e-commerce is the means of buying and selling through the Internet, while online marketing refers to the marketing aspect of e-commerce [5]. Online shopping is defined as “a form of trade between companies and consumers through electronic means.”

The term e-commerce is the product of the term e-commerce (Internet), where Internet marketing is an investment of the power of the Internet in the application of principles, concepts and elements of the marketing mix (product, pricing, distribution, promotion) Is linked to large companies but is available to all users and all uses at all levels. The Internet is one of the new and important marketing channels for all products and services, and therefore companies and institutions must benefit from using alternative marketing strategies and money Meh for this new marketing channel. Here we find that there is a convergence or overlap between several concepts, namely is a broader concept: -

- Electronic marketing includes marketing operations through several forms and electronic media and modern marketing is through the Internet, one of which is marketing. A concept that includes electronic commerce
- E-commerce Sales and purchase operations through computer systems or through different network systems, and the Internet is one of them.
- Search Engine Marketing Marketing through e-mail, marketing and other virous methods. It is therefore difficult to define a clear and precise meaning of the term Internet marketing

Some of these concepts can be presented as follows: Online marketing means “utilizing expertise and expertise in the field of marketing to develop new and suc-

cessful immediate strategies that enable the achievement of current goals and objectives faster than traditional marketing, as well as the expansion and growth of business in a very short time and with investment Less capital “. Online marketing may also defined as “the use of information technology to effectively link the functions provided by sellers and buyers” and Internet marketing is known as “a modern business method of research” in the need of both companies, traders and consumers alike to reduce costs and at the same time Improve goods and services and increase service delivery speed “. Online marketing may also be defined through the functions it performs, which include communicating with customers and making sales, which are an innovative model of direct marketing as well as giving content through the payment of websites either through the sale of the advertisement or the purpose of a certain amount of money for Access to it [6].

It is no secret that social networking sites are important today because of their active role in everyday life, the possibility of being marketing tools, spreading beliefs, gathering followers and supporters, as well as having fun and spending time. Regardless of who calls for the abandonment of the use of these sites because of the damage and the risks of legal and social aspects and personal embarrassments or technical security problems. But the question that arises when addressing the importance and benefits of social networking sites is the role that these sites can play in the service of teaching and teaching methods? And yes, as many say: Yes, that is only because it has become the primary tool for the exchange of information without dispute.

Websites are one of the most important technological phenomena of the present century. In recent years, the number of users has increased to astronomical figures. The proliferation of laptops and 3G phones have con-

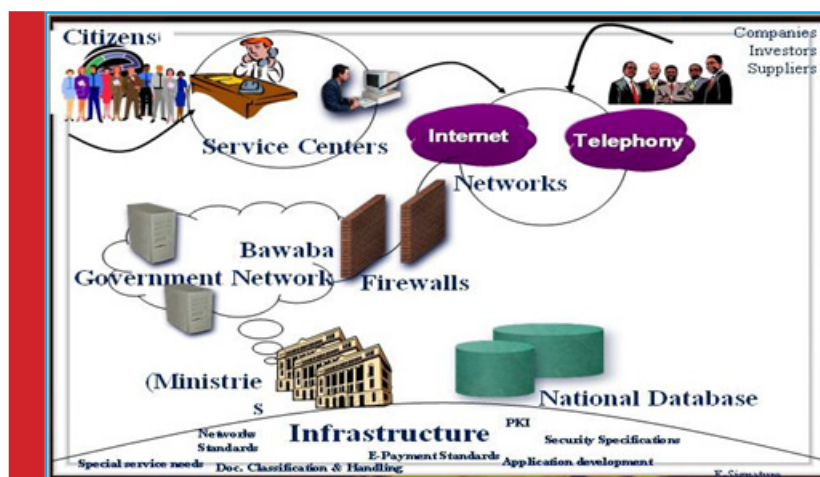


Figure 2. Social networking sites Categories

tributed to the increased social responsiveness of users. Rapid modern life has contributed to its spread. Everyone exchanges messages and conversations and shares images and videos through these networks because of his preoccupation with real social life. Psychological studies have shown that the process of storing the human mind of information or vocabulary is determined by the nature of the recipient's mental state. This idea also found its support in Greek philosophy, where Aristotle in his speech on the theory of knowledge on the need to adhere to the dimension of entertainment during the lessons. Therefore, these sites will be one of the most things that could generate a revolution in the field of education if they are employed in line with the requirements for knowledge and science. Students will be more enthusiastic, especially when it comes to using social networks in lessons that some may see as "complex."

E - COMMERCE AND ITS CONCEPT IN MODERN TIMES

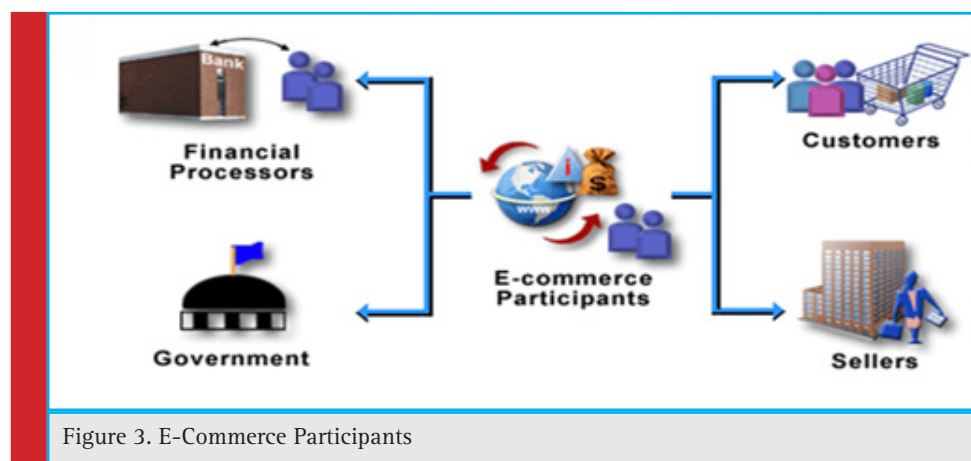
E-commerce is a general term intended for any kind of business or business transaction involving the exchange of goods and services at any time via channels and so-called electronic payment gateway such as paying bills by telephone or purchasing a product or service through the Internet. The shift from traditional to online stores and virtual malls has changed customer buying habits and patterns. Some changes have been made: convincing customers and consumers that online transactions are safe and product quality guaranteed, with channels for product replacement and return, Identify the different ways available to deliver products, and introduce customers to the broad base of products, additions and deletions, which occur on the go and that the shopping as a user friendly.

E-commerce applications have appeared since the seventies of the last century The most popular applica-

tion of electronic money transfers and prevalent among the giant companies, and then developed electronic data exchange, which expanded the application of electronic commerce from mere financial transactions to other transactions, increasing the use of this technology in the companies and other contributors. As well as applications that have previously appeared in telecommunication sector used in the sale of shares and tickets on private networks. With the advent of the Internet in the 1990s and its spread to millions of people, e-commerce has emerged over the Internet and its applications have been greatly developed.

E-commerce is defined as the process of buying, selling, or exchanging products, services or information through computer networks. E-commerce began in the early 1970s in the field of banking and banking operations. In the early 1980s, the exchange of electronic money transfer was the means of exchange between companies to increase the efficiency of electronic data work during the organization of electronic business and reduce the manual work. Data has been an integral part of business, and has helped to spread business widely and e-commerce has become a cheap way of doing business, a fact that can not be ignored. Previous studies indicate that 46% of large business companies have a presence or presence on the Internet, and the number has risen to 78% at the present time, which means that there is a turnout of companies in this new form of trade, e-commerce has imposed itself strongly on the world stage. Figure 3 illustrates e-commerce through the area of communication, business process, service delivery, learning, collaborator and community participant [7].

The e-commerce process between business and consumers provides the consumer with information and services that enable him to identify lessons learned from the experiences of others in how they use e-commerce concepts, especially in the development of complementary services such as booking, selling, hotel and car rental



services enabling them to make the right buying decision so that online shopping can be defined as a form of trade between companies and consumers through electronic means. Previous studies have dealt with the Internet as a marketing tool for goods and services [10]. Some have seen it as a form of direct marketing that requires effective and direct communication between the marketing establishment “see Fig.4”. [11]

In view points of the benefits that the customers reap from e-commerce: Saving time and effort: e-market is open continuously (all day and without any holiday). Customers do not need to travel or wait in line to buy a particular product, nor do they have to move the product home. Buying a product does not require more than just clicking the product, and entering some information about your credit card. In addition to credit cards there are many proper payment systems such as electronic money (E-money). Choice of choice: E-commerce offers great opportunity to visit various types of shops online, in addition, it provides customers with full product information. Besides, it is all done without any pressure from vendors. Price reduction: Many online companies sell goods at lower prices compared to traditional stores, because online shopping saves a lot of the costs spent in regular shopping, which is in the interest of customers. User satisfaction: The Internet provides direct interactive communication, enabling e-market companies to take advantage of these features to respond to customer inquiries quickly, providing better customer service and satisfaction.

On other side, regarding the benefits does a trader gain from e-commerce: More effective marketing, and

more profits: The adoption of companies on the Internet in marketing, allows them to display their products and services in various parts of the world without interruption - the length of hours of the day and the year - providing companies with greater opportunity to profit, in addition to reaching more customers . Reducing company expenses: Preparing and maintaining e-commerce sites is more economical than retail or office maintenance. Companies do not need to spend heavily on promotional items, or install expensive equipment for customer service. The company does not seem to need to use a huge staff to carry out inventory and administrative work. Online databases maintain the date of sales and customer names. This enables a single person to retrieve information in the database to check the dates of sales. Communicate effectively with partners and customers: Fold e-commerce distances and cross borders, providing an effective way to share information with partners. E-commerce provides a good opportunity for companies to benefit from the goods and services provided by other companies (ie suppliers), called e-commerce from companies to businesses.

MAJOR PROBLEMS AND CHALLENGES THAT FACING ONLINE SHOPPING

Despite the huge development in technology, especially in computer and related sciences, which resulted in a change in the administrative and production systems, which was reflected in e-marketing or e-commerce, which indicates the disappearance of traditional trade, replaced by e-shopping, reducing the need for stores

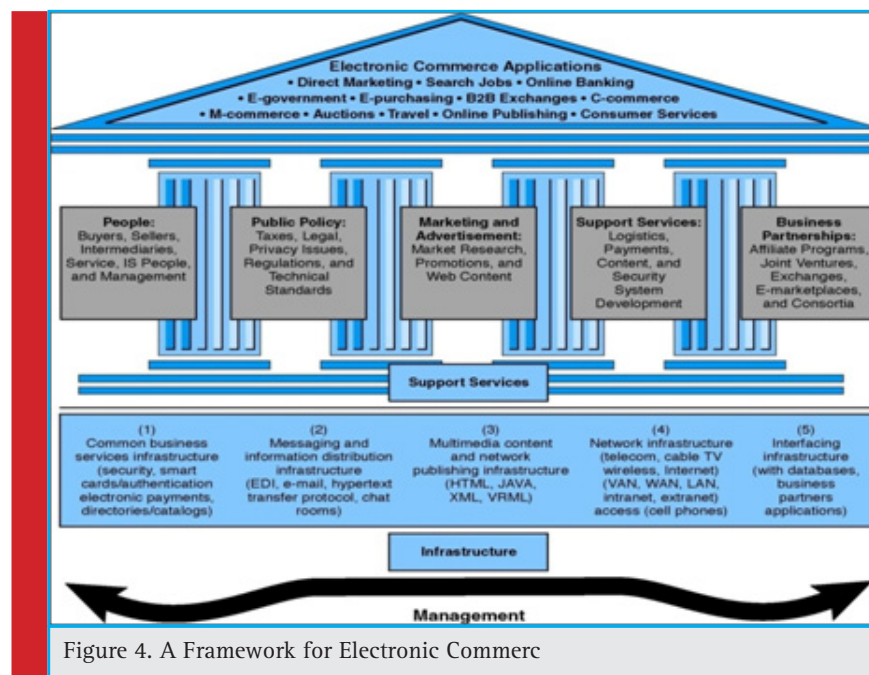


Figure 4. A Framework for Electronic Commerce

and salesmen and their cost. The researchers differed in their views on online shopping. Some views suggest that online shopping is not yet ripe for full-scale prosperity. Other views, however, suggest that online shopping will replace traditional shopping, but there is little research that supports or refutes these views. The fact that online shopping is still opaque for many consumers may be due to several factors, As a result of identifying these factors and removing them or minimizing their negative effects may have a major positive impact on increasing the number of adopters to shop online.

- How to protect the privacy of individuals, as that element is essential to ensure the user's confidence in this evolving type of shopping and the security and confidentiality of information is a key factor for the growth and promotion of this type of shopping.
- Lack of awareness is a barrier to online shopping, as is the low consumer base where there are potential discourages business efforts to create websites for consumers to shop and buy.
- The cultural and social background of the consumer who is resisting change. Online shopping requires a change in purchasing behavior, which is not accepted by shoppers. Credit cards are the most common way of paying for purchases through the Internet. Credit cards are the most common way of paying for purchases through the Internet. The little number of credit cards in some countries may limit this type of shopping.
- Problems of protection and insurance against risks and problems of protection guarantees for the movement of electronic exchanges between the parties of dealing whether sellers / buyers / banks ... etc.

The major problems and challenges that face shoppers can be summerized as follows:-

- Lack of knowledge of how transactions are being conducted on the Internet
- Lack of computers experiences in many families. Even if available, shopping and handling are unusual, especially for family members who make purchase decisions such as Parents.
- The potential theft of consumer card numbers through online handling, and thus carry cardholders the burden of buying goods or obtaining services they did not order.
- Online shopping leads to the loss of the well-known shopping pleasure of families in shopping through the direct social interaction between the seller and the buyer, and reduces the opportunities for family interaction as a result of the decline of

traditional shopping opportunities, which are considered by some families as the only opportunity For having or fun.

- Some are implicated in the rush to buy goods that the individual may not need as a result of the attractiveness of the advertisement ease of purchase with credit cards, and thus the accumulation of personal and family debt.
- The possibility of fraudulent contracts and theft due to the inability to verify the identity of the sellers, and the potential for commercial fraud or theft exists, the requested commodity may not be returned or may come with different specifications.
- The inability of the consumer to see or inspect the commodity before purchasing it.
- Language is a hindrance to a considerable number of Customers who only speak Arabic.

It is noteworthy that the most tedious challenges facing non-shoppers in the Kingdom of Saudi Arabia, which is revealed in the current study is to deprive the pleasure of shopping, followed by the lack of secure internet connection to customers and the absence of payment alternatives to other than credit cards. Online shopping is a challenge for both the customer and the marketer, although there is widespread awareness and ongoing developments to eliminate these eradicate problems facing this process, but it takes a long time to get rid of them entirely . Based on the above, the importance of the study is to answer some general questions such as: What are the advantages of using social networking sites in marketing ? What are the obstacles that limit success?, what are the entities that should be assigned the responsibility of marketing through communication sites Social? And what are the reasons for the weakness of members' participation in social networking websites ?,What are the tools and means that can contribute to achieving the desired interaction of these members with those websites ?, What are the information and topics that are being asked by the members of these websites? [8]

Finally , E-commerce is primarily based on a database of information and data that flows through information media over the networks, and thus it is exposed to penetration or manipulation of this information as long as it has been possible to penetrate the information system itself in many ways. Protection of trade through the confidentiality of information This is because most of the information dealt with daily can be protected by many protection systems, but the real danger is that any business if stolen information will be at risk that may adversely affect electronic E commerce trade.

Determining the challenges of legal e-commerce requires a conceptualization of the process from begin-

ning to end in a general rather than detailed manner, and then directing the research index to draw the titles of the challenges, and then to describe the content of the challenge and the solutions to be determined. The electronic commerce in its general form, requests for goods or services in which the student is in a place other than the place where the service or the goods are required, and the answer is given to the availability of the service or the goods on line. The situation may be - as in the virtual stores - Followed by a request for a service or purchase order from the customer's browser for the site, and on the line as well, thus standing for the information website on the network, the specific means of display of the contract and its price or replacement in the case of on-line services (ie via information networks). This phase (which precedes the contract actually) raises many problems and challenges. First, the user or customer documents the existence of the site, the goods or the service. The second is the legality of what is presented in the site in terms of ownership of its material of moral nature (intellectual property problems). Third, the challenges of protecting consumers from online fraudulent activities, phishing sites, or illegal content of the services and products offered. The fourth is: the taxes on electronic commerce revenues across the line, the criteria for calculating them, and the extent to which they are being regarded as a severe and severe constraint on the growth of electronic commerce. These challenges also go with the next stages of the e-commerce activity line. Reliability and consumer protection go hand in hand with other stages of e-commerce activities.

The next stage is the conclusion of the contract, so that the acceptance and acceptance on the line also, and this is done in many ways according to the content of the business and contractual means on the site, the most famous electronic contracts on the web, and contracting e-mail via e-mail and generally, the will of the supplier or product Or the seller with the will of the customer, and conclude the agreement on the line, and here appear two main problems: - First, each party documents the status and the person and the presence of the other party, in the sense of confirming the integrity of the character of the contractor. Among the means to solve this challenge are the establishment of neutral bodies that mediate between the contractors (the authorities of the intermediate certificates) in terms of ensuring the verifying of the existence of each of them and ensuring that the information is exchanged between them real and work on-line by sending confirmation letters or authentication certificates to each party confirming the status. Second: - The contract or the legal force required by the contract, which in traditional trade guarantees the signature of the person on the contract or the request for the goods or the personal

evidence in the case of the unwritten contracts of those who witnessed the material facts related to the contract, The enforcement of the parties to the obligations after the conclusion of the contract, how to be signed in this imposition, and the extent of his argument that was by electronic means, and the extent of acceptable evidence in the evidence, and mechanisms to provide evidence if it is just documents and files stored in the system ??? The e-commerce environment has its own nature, and thus the digital signature method is used to achieve the normal signature function as we will explain in the following:- The third stage is the enforcement of the obligations of the contractors, the seller or the supplier of the service obliged to deliver the sale or execution of the service, and the customer obliged to meet the price. Each obligation has its own challenge. The obligation to deliver raises the problems of default or delay or delivery of a place that fails to meet the specifications of the agreement like. those in the field of traditional business activities. The payment of the allowance or the price, raises the problem of technical payment methods such as credit card payment or the provision of the card number on the line, a challenge that arose in the technical environment and Walid, And the certificates of the parties that mediate the process of meeting the non-contractual relationship, in addition to the challenges of criminal activities in the field of the abuse of credit cards and activities of seizure of its number and the reconstruction of the card for the purpose of illegitimate [9]. In addition to these challenges, challenges can be described as general challenges related to the activity as a whole, not the stages of implementation such as the privacy of the relationship between contractors and the privacy of information exchanged between them and limiting the protection of the activity as a whole from the criminal activities of hackers of computer systems and networks, Disputes that arise between the parties to the contractual relationship, as in the Internet environment, the geographical boundaries and separations disappear, and with them the jurisdiction of the jurisdictions of the judiciary, regardless of the jurisdiction of the dispute and any law applied to them when different nationality of contractors, The common situation in the field of electronic commerce. The organizational changes brought about by e-commerce in companies have affected the structure of the market. The e-commerce market is one market in the world called the global market and includes the entire world.

This new pattern of modern trade has received the attention and attention of our leadership to its guidance, which has being approved by the Supreme Council for forming a permanent technical committee for electronic commerce at the level of specialized agents in the Ministries of Commerce, Saudi Arabia and King Abdulaziz

City for Science and Technology. An advisory team of businessmen has been formed, including a group of specialists and those who are scientifically qualified in this field, as a link and interaction with private sector institutions and institutions. The National Committee and the Consultative Group continue their efforts to accelerate the completion of the requirements for the dissemination of the concepts and methods of e-commerce in the Kingdom and to create an environment conducive to its spread and encourage investment in its technologies and practical applications. And believe in the importance of electronic commerce and the importance of the changes that will be introduced by this new revolution we find that the leadership of the representative in the Ministry of Commerce has provided and made a lot of clarification to the technical and dissemination of the necessary awareness, and so it is better to now put the most important things done by the Ministry of Commerce.

THE DIFFERENCE BETWEEN E-COMMERCE AND E-BUSINESS

There has been a lot of controversy over the definition of e-business and e-commerce, where are the more comprehensive than the other, or where is one of them falls under the other, as the change in the concept and definition and the purpose for which the use of technology appeared different terms and definitions. It is common for many that the use of the term e-commerce is only synonymous with the term e-business, but this is a common mistake that does not consider the difference between them. The line between e-commerce and e-business has become blurred. The two terms became interchangeable. E-commerce refers to the trade between companies and individuals (consumers) and its applications, while the business includes all types of trade between companies and their applications in addition to e-commerce, both terms include doing business by computer from Through the network of private or public data transmission or through the Internet or intranet, and in the next paragraph Sabin the difference between the two terms [3,4].

E-commerce is a breakthrough in the world of commerce or a new technical technique in which technology is used to change and expedite business processes, but to create markets and distribution outlets that do not comply with temporal or spatial limits. Laudon and Laudon defined e-commerce as the use of information technology such as computers and communications to automate the sale and purchase of goods and services. The concept of e-commerce, has changed and its definition has been defined after the definition was limited to the electronic link between the customer and the organization, whether consumer, organization or government. Thus,

a new concept was born, focusing on external openness "outside the organization's environment", internal and external interdependence and integration at all levels and levels. Thus, this new principle or new term "e-business" is based on the ability of the organization to exchange information, money, goods and services in an electronic format, whether this exchange between companies or between companies and individuals.

E-business refers to beyond e-commerce. It is not only the purchase and sale of goods and services, but the provision of services to customers and cooperation with business partners and do business and internal transactions electronically. E-business is a more accurate expression of the transformation, substitution, or exchange of goods, services, information and knowledge through the use of networks and technologies that enable organizations to perform such tasks easily and smoothly [7].

We conclude from the above that the definition of electronic commerce and electronic business: E-commerce: is a new concept explains the process of selling or buying or exchanging products and services through computer networks, including the Internet. There are several views, including:

- The world of communications defines electronic commerce as a means of delivering information, services or products via telephone lines or through the Internet or through a technical means.
- In business is the process of applying technology to make transactions business automatically and quickly.
- While the services known as electronic commerce as a tool to meet the wishes of companies and consumers and managers in reducing the cost of service and raise their piles and accelerate the delivery of the service.
- In the world of the Internet, he knows of the trade that opens the way for the sale and purchase of products, services and information via the Internet

We notice that they are borderline and exclusive. Therefore, electronic commerce falls under electronic business. On other side, the electronic business can be characterized as follows:-

- E-Business: is an integrated, easy, unified, flexible, and secure way to do business in a unique way by unifying and simplifying the systems and procedures that control the core operational work.
- we can say that e-business: is e-commerce in addition to sharing information and knowledge.
- E-business is a more correct expression of the transformation, substitution, or exchange of goods, services, information and knowledge

through the use of networks and technologies that enable organizations to do these tasks easily and smoothly.

Competitive advantages linked at the micro level, meaning that the company can compete in a product or service in the global market, although there is no comparative advantage at the sector level within the country. Certainly, the multiple advantages of e-commerce such as cost reduction and market expansion are more effective And innovation for companies that use e-commerce, which enables some producers to achieve and increase the competitive advantages, and the interest in competitive advantages has increased significantly, and e-commerce is one of the main entrances of any company to increase its size in the market and then increase the Competitive advantages. Where the expansion of electronic commerce leads to structural changes in the activity of enterprises, the most important of which are:-

- **Change strategy of the establishment:-**

The increase in the use of e-commerce in the activity of institutions leads to changes in the model and strategy of the institution as well as in its organizational structure, where the so-called e-commerce (Cyber trader) and virtual projects. It is a company without a physical presence which does not have a headquarters, but operates through the Internet in an electronic space by dealing with various companies and consumers through the international information network. This is reflected in the organizational and organizational organization of the company and the management method changes. The electronic commerce functions many administrative and technical functions, which may result in a reduction in the number of employees in the company, which necessitates the reorganization of the administrative and organizational structure in the company, Vision and less control, and the intellectual effort shifts from routine work to innovative work. The company's e-commerce offers the advantage of presence in different markets without the need to open new branches in different countries. It saves the costs significantly. This is accompanied by the rapid completion of business through e-commerce as a result of the integrated integration of the company's organizational and management process from planning to organization and recruitment, Where e-commerce provides information at a tremendous speed and on a large scale helps to accomplish the planning tasks of the company more efficiently, and this is reflected in the identification of the objectives of the company in the present and future because the

mechanism of the work of electronic commerce It includes advantages that help to choose the best alternatives to the company's economic activity.

- Change in the cost of producing the goods or services

One of the most important effects of e-commerce is to reduce the costs of the product and the consumer because of the use of electronic in trade. The low cost is reflected in increasing the profit for the product and the low price to the consumer.

Since the currency used in electronic commerce is plastic cards (electronic money) and that currency in addition to it facilitates, facilitates and even activates the dealing in the market and the availability of time and expenditure to the consumer, they are associated with the granting of credit to the consumer and then the failure to know the bank money, , But with the possibility of renewal and continuation within the framework of the total users, the potential size of credit is large and tends to be continuous. This will undoubtedly add to the liquidity of the economy and stimulate it, especially in times of recession, which may create the incentive, if sustained, to increase investment and create positive macroeconomic positive effects through double and accelerated factors.

The security aspect is one of the most important obstacles in the spread of e-commerce as expected. The use of the Internet in sales and purchase may result in security consequences such as theft of credit card numbers, which are the most used means of buying through the Internet, or theft of sensitive financial or business information during Transfer between different companies and institutions, and therefore requires the development of several security systems based on the transfer of information in a safe way to prevent others from viewing it during the transfer through the network, and also comes not to provide a legal environment and legislative e-commerce as a primary necessity for The application of these laws and procedures, especially with regard to the protection of intellectual property rights and creativity, the adoption of electronic signature and the recognition of electronic processes as a legal document, the status of manual documents. Electronic signature technology also plays a prominent role in this field. No electronic commerce can be developed without electronic signature .

The weakness of the telecommunications infrastructure is an important obstacle to the spread of the Internet and the implementation of its applications in the best way, but it is necessary to work on spreading and providing it to all users in the Kingdom, by reducing costs and upgrading the quality of services provided by specialized companies, The development of telecommunications infrastructure, the introduction of more flex-

ible legislation and laws, and the provision of greater facilities for both providers and users. The awareness and culture of dealing with the Internet, and enhancing the level of knowledge of its foundations, technologies, applications, benefits and risks in the largest possible segment of citizens is very important in the spread of e-commerce applications of all kinds, in addition to finding qualified human abilities with the appropriate competence and experience to support e-business. In building a knowledge-based society, as the breadth of e-commerce is strongly linked to the existence of a society capable of using this technology well and understanding its applications.

CONCLUDED COMMENTS

Internet marketing is one of the most important new global developments that have imposed itself strongly during the last decade of the 20th century and has thus become one of the pillars of the new global economic order. Online marketing is the key to achieving the goals of modern companies and institutions. It includes identifying the needs and desires of the market under the environment and the tools that the Internet brings together in the form of electronic communication technology. It has been found that the electronic transformation affects the stage of production and technology used, which makes an increase in the competitiveness of countries that have the potential to use this technology. In addition, e-commerce plays a vital role in the provision of information, which is reflected in the knowledge of more institutions on the market conditions. It has been pointed out that the transformation of electronic banking business led to the expansion of the financial and cash market and its transmission to the network for electronic trading in securities and cash is not. Only this has extended to goods and services as well.

As well as the knowledge of a large number of institutions on the market conditions and the development of tastes and trends in demand and quality, which entices new institutions to enter the production of goods and services that increase the demand for them and thus lead to increased competitiveness, and may be increased competitiveness from the point of view of production and service institutions one of the challenges of expansion in electronic commerce. But increased competition at the local and international levels leads to the benefit of consumers who enjoy wider choices and the emergence of new goods and services at lower cost and higher quality. E-commerce is a unique and unprecedented way to reach all markets in the world at the same time. At the lowest cost, vendors help to overcome barriers to distance and access to a variety of distant and diverse markets, while

helping buyers to enjoy the same characteristics at the same time, as well as helping to overcome time barriers. And dealing with customers 24 hours, and thus is a real application of the idea of globalization to transform the world markets into a single market does not adhere to the barriers of space and time, and thus provide opportunities and infinite possibilities to display goods and services in the markets of different countries without the limits of space or distance or time and thus. Which has achieved a high increase in competition, where every trader in the economic markets on the network trying to access the highest possible quality and display at the lowest cost, ultimately benefiting the consumer of this increase in competition. The application of Arab electronic commerce and its use and enhance its role and work to increase its growth and development needs concerted efforts at the local and Arab levels, with the need to find a sophisticated infrastructure for communication and good systems for the fight with the establishment of an appropriate legal and legislative environment to provide protection and culture to its customers.

We finally concluded that E-commerce is one of the most important modern features in the knowledge economy and the main engine for it, and is the fastest growing sector in the global economy and has become a reality in the current environment and is expected to increase soon due to its effective impact on the business environment. E-commerce uses different patterns in its work, such as communication and exchange between companies (b2b) and the pattern of communication and exchange between the company and customers (b2c) that the global class of e-commerce has abolished the limits and restrictions to enter the commercial markets, some of which turn the world into a market open to the consumer regardless of location. Geographical seller or buyer.

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