

A Study on the Role of the Trade Related to the Electronic Businesses in Profitability of Online Stores (Case Study: Online Sales of SAYPA Products)

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Abstract

E-business is a phenomenon that requires comprehensive change in all aspects of companies' business activities in order to reach business ease. This, in addition to the small changes that take place at the business level, highly requires changes in the environment governing the trading companies and countries that could provide an effective environment for national E-businesses development. E-business has a great impact on all trading functions. By the emergence of modern information technologies in the past decades, the role of technology per se could not be considered as a factor in facilitating processes of the company, and this issue should be considered as one of the key factors in strategy of the companies. Facilitating trade processes through E-business processes is considered as a sensitive and fundamental challenge for all industries and companies. This research tries to study the impact of E-business on timely delivery to the customers, and in order to reach this, 400 questionnaires were distributed between customers of SAIPA Co. The collected data was assessed through structural equation method using AMOS graphic software and ultimately, the results suggested that all the relationships between the components and timely delivery to the customers were approved. The calculated Cronbach's alpha for this research is 0.881, which shows a high reliability.

Keywords:

E-business, timely delivery, SAIPA, profitability, online sale

1. Statement of the Problem

E-commerce as one of the subsets of information and communication technology has experienced a great growth in the past decade, so that the policies in most commercial institutions include accepting and applying E-business in order to enter global market and attracting new, effective and functional customers in this regard. The impact of information and communication technology growth and them entering organizational systems era on economic strategies development leads to changes and review of the traditional approach towards business and market. Meanwhile, the extensive growth of the Internet in the counties and extension of electronic communications among individuals and various organizations through the Internet has provided a good environment for establishing

commercial and economic exchanges. E-business has a great impact on all commercial functions. In fact, the main question here is not the fact if the companies should use E-business, but the method of implementing E-commerce in the business for creating competitive advantage is a more important issue. E-business activities are currently carried out in a wide network of partners that are digitally connected, so that the opportunity for improving demand/capacity/price could be created. along with providing a service relationship between individual and services in various path with a high information speed. (Pavic, 2017)

It is clear that one of the main indices of customers in evaluation of the services is the timely delivery of the services and the time to access them, which have been studied by many researchers. However, the modern technologies impact on a quicker service provide has not been studied thoroughly yet. The domestic studies on E-business are often related to the methods of expanding E-business in companies and institutions and until now, the components of E-business and their impacts on other aspects of organizational culture and activities have not been studied. There has been little research carried out on the timely delivery to the customers. Hence, the review of literature on the domestic studies did not reach any specific conclusion and this requires complementary studies.

2. Research Objectives

Generally, the objective in this research is to develop the current resources through studying the E-business components impacts on the service providing companies in Iran and the auto sale services, and reaching a structural model of E-business components influencing timely delivery to the customers. The objectives are separately mentioned in the following:

1. Finding variables influencing E-business
2. Finding E-business critical and influential components

3. Proposing a structural model of E-business components influencing timely delivery to the customers
4. Proposing solutions for the managers

3. Research Questions

1. What are the E-business influential variables in the company website?
2. What are the influential E-business components in the company store?
3. How is the structural model of E-business components in timely delivery to the customers and website profitability?

4. Research Theoretical Framework

4.1 E-Business

The study of E-business in today's complex world is necessary, since the key processes of the traditional businesses in has drastically changed and they are moving towards fast and global access, speed in supply chain and carrying out business in the electronic form. (Buckhold, 2015) E-business is a broad concept, which includes all aspects of information technology in the business and not only purchase and sell. It includes creating integrity in in the whole processes of E-business and communications inside and outside of the organization. (Roweley, 2012) In other words, E-business is a general term used for describing the work processes applied in virtual or electronic spaces such as the World Wide Web. (Botto, 2013)

4.2 Difference between E-Business and E-Commerce

Turban (2014) considers E-commerce as buying and selling products, services and information through electronic tools such as the Internet. E-commerce includes technological exchange between parts (individuals or organizations) and inter and intra-organizational electronic activities that facilitate such exchanges.

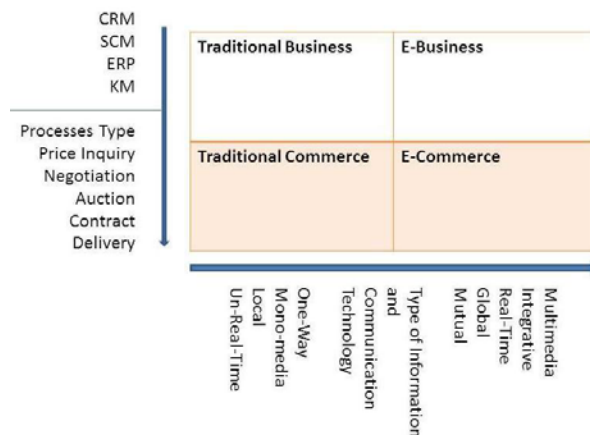


Fig. 1 Definition of E-Commerce and E-Business

4.3 E-Business Formation Philosophy

It is generally accepted that the convergence between the information development process and information technology development process leads to a revolution entitled "communications revolution". On the other hand, income-oriented and cost-oriented (competitive advantage) changes in organization and management theory have led to creation of communication conflict (poor communication due to the cost-oriented approaches competitive advantage and necessity for improving communication with the customers due to the income-oriented approaches of competitive advantage) in this field. Accordingly, solving the aforementioned conflict, using communication revolution is a novel method for inter and intra-organizational relationships. This novel method of communication is referred to as E-commerce and E-business. (Petrovic, 2011)

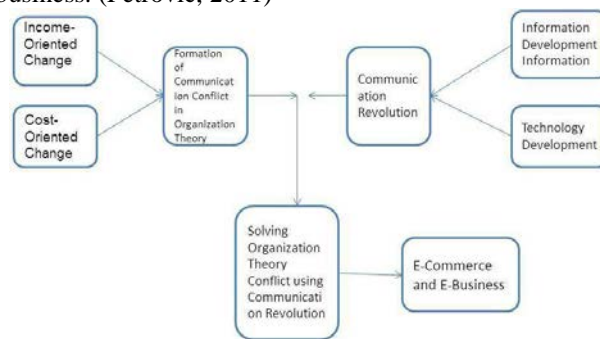


Fig. 2 E-Business Formation Philosophy

4.4 Business Model Definition

Business model definition is usually difficult since business is interpreted differently in different field of business. This issue is felt more in novel E-business models definition, comparing to the other fields. There has

been a little reliable research and academic activity carried out in this regard. (Rayport, 2012)

4.5 The Importance and Necessity of E-Business

“E-business” became popular in 2000 and 2001. If E-business is define accurately, it could help companies to implement their own E-business strategies. Additionally, it also enables them to identify, assess, change and even simulate their business. Some of the main advantages of E-business model include:

1. The process of modeling social systems or an ontology such as an E-business model helps with understanding the related factors in a certain fields and also understanding the relationships between them.
2. Drawing and using the E-business models function as a basis to facilitate the change discussions. Designers of business model could easy change the components of an E-business model.

4.6 The Main Components of Business Model

Six components of a business model are as the following:

- Value Status: After describing the customer’s problem, the product of services, which could obviate this problem, is the value status. The value of this product or service in the customer’s viewpoint is considered as a criterion in the value status.
- Market Part: The customer groups which are the target is called market part. It has to be considered that various parts of the market have different needs. Sometimes, innovation in a business model flourishes after change in the market part.
- Value Chain Structure: The place of company activities in the value chain and the method of reaching a part of the produced value in the chain by the company form the value chain structure.
- Producing Profit and Margin: How is profit reached? (Through selling, leasing, membership, support, etc.) How is the costs structure and how is the intended profit margin reached?
- Status in the Value Network: Identifying competitors, complementary companies and the impact the cooperation networks could create for the customers. These definitions describe the status of the company in the value network.
- Competition Strategy: How a company tries to create a sustainable “competitive advantage”? This advantage might be in the type of managing the expenses or in niche strategy or in the hidden, cozy market that is unreachable for the competitors. This competitive advantage is necessary, however. (Amiri et al., 2013)

4.7 Business Model Design

A business model could be designed through one of the following methods:

- Innovation: A business model is created for the first time by an innovative idea or thought.
- Revitalization: An old business model is revitalized.
- Change: An available business model is turned to a new business model through a small change using one of the six principles mentioned above.
- Adoption: A business model is used for another business or country without any change. (Alvani, 2015)

4.8 Business Model Integration

Various models of framework based on the customers’ demands were explained in the previous part. In the coming parts, initially the business field and activity and also the categorization of customers should be determined and subsequently, by combining the activity fields and business models, an integrated framework for the company business should be prepared for all fields.

4.9 Factors Impacting E-Business Model Choice

By concluding theories of Timmers, Topskat and Copplan and combining the criteria provided by these three, Finnegan and Hayes (2016) expressed five criteria of economic control, integrity of value chain, integrity of functions, business innovation and sourcing as the influential factors in choosing the E-business model. In his article, Bedi (2015) considered the effective factors in choosing the E-business models as the size of the organization, E-business culture in the company activity environment, perceiving and understanding E-business models, the amount of the resources required by the business, type of the target market of the business, the nature of products, and strategies of various levels of the organization. By reviewing the review of literature, Mohammadiyan (2013) identified the concept and components of E-business models and subsequently, he expressed the organizational and environmental prerequisites required for designing the E-business model and introduced his framework based on Finnegan and Hayes criteria for choosing proper E-business model based on Simon decision-making approach. Fat’hiyan and Tohidi (2016) introduced a framework for small and medium service providing companies of Iran for choosing the E-business models. In their studies, they understood that the criteria of organization size, E-business culture, level of innovation, technical infrastructure, main profitable activities, the status of the company in supply chain, understanding and recognition of E-business models, company’s required resources, the target market of the company, the nature of company products,

strategies of various levels of the organization in choosing E-business models of the business should be considered.

4.10 E-Business Components

In categorizing the E-business approach, there is a model that includes two main components. These two components include:

System and Technology

Management Processes

Any of these factors have a separate spectrum. In other words, the two extremes of the technology spectrum are defined as: on the traditional side, mono-media un-real-time technologies are used and on the other side of the spectrum, multimedia, real-time and universal technologies are used. In the spectrum related to the management processes, traditional issues related to business are on the traditional trade side and on the other side, there are the modern issues such as supply chain management or Customer Relationship Management. (Turban and Potter, 2017)

4.11 Six Decision for E-Business Strategy Adoption

There are six consecutive and related decisions for adopting E-business strategies. These decisions include:

1. Analyzing the Market Opportunities

Success in E-business strategy depends on a deep understanding of market situation in the long and short term. Here the market includes the sellers and buyers that form the future of the organization exchanges.

2. Trade Models

A trade model shows the content, structure and management of the interactions and exchanges between one company and competitor companies with the customers. The trade models in the organization play the role of the intermediate ring between strategies and business processes in the organization and they create a functional relationship between two categories of trade strategies, processes and operational plans.

3. Exchanges with the Customer

In this stage, the organization should answer these questions: How does the organization enter the market and attract new customers? How does the organization collect the customers' information? How does the organization identify the needs of the customers? Hence, in this stage, the organization should set its operational plans based on gaining the trust and loyalty of the customers. The organization should decide how to provide the customers with the opportunity to reach their orders in the shortest possible time and subsequently, with the lowest cost track the process of their order until they receive the product.

4. Market Relationships

In this stage, the organization decides about the relationship with the market and tries to integrate the

supply chain management in order for the organization to reach E-business development.

5. Implementation

As the E-business manager chooses the strategy, they should implement the strategy in the best possible way and wait for the results. In the meanwhile, the E-business manager should use all the resources of the organization for implementation of the adopted strategy.

6. Evaluation

The E-business manager should wait for the results, after choosing the strategy implemented in the organization and then evaluate the adopted strategy. (Tajeran, 2005)

4.12 Timely Delivery

The main core of timely production and delivery philosophy is to prevent waste of energy, waste of time, in vain activities, extreme and useless production, re-regulations, deficits, and rejection of products. Timely production and delivery is for low-cost production, production and delivery of qualitative and necessary parts to the required amount, in the right time and location and by applying the least facilities, equipment, materials and human resources. These items include all the items which are used for the elimination of the defects and even include the wasted times related to the launch of printing machine. Timely production and delivery forces the printer to decrease the time they need to finish their jobs. (Voss and Clutterbuck, 2012)

4.13 Resistance against Timely Production and Delivery

Similar to comprehensive quality management, timely production and delivery is an unfamiliar concept and people and managers resist the unfamiliar concepts and they do not like to change the familiar methods they are used to. Due to the same reasons, getting rid of unnecessary material such as empty boxes and paper rollers is difficult for many in the U.S. (Timmers, 2014)

5. Review of Literature

5.1 Review of Domestic Literature

In their research, Fat'hi et al. (2015) studied business models concept and various types of frameworks in the online business models and studied the framework based on the customer thoroughly. This framework provides an opportunity for a comprehensive model of the commercial activities of company in various fields and it is one of its strong points. What is clear is that choosing a certain business model does not guarantee the success of an organization and the main point is for the model to be compatible with the field and environment of the business

and also the company's potentials and also the customer's needs.

Talebpor et al. (2014) tried to propose fuzzy models by studying the method of interaction between the factors and their impact on the growth through using E-business in the organization. In order to achieve this and modeling these factors and their impact, initially by studying the previous studies, the influential factors in developing E-business approach were identified and subsequently, these factors were categorized according to the experts' opinions and using Delphi method. Subsequently, using FCM, the guided graphical diagrams of the factors are drawn and using these diagrams, the cause and effect relationships between the concepts mentioned in the nodes are provided and the relation network between the factors is analyzed and determined.

Nuri (2013) in a study that is the result of a research plan tried to propose a model compatible with the exporting companies, after explaining the E-commerce maturity literature, and evaluate the E-commerce maturity rate in exporting industrial companies. Studying the ratio of the presence of studied companies in several stages show that the companies are passing through the first stage towards the higher stages and this could promise a relative movement and the sense of urgency in developing E-commerce. It is clear that to improve the E-commerce level, the managers must be trained. Other companies also can benefit from these indices by applying small changes and determine their E-commerce maturity level.

5.2 Review of International Literature

Hayes and Finnegan (2015) have categorized various factors creating innovation in implementing E-business in four aspects of information technology, centralization and flexibility in duties, the intensity of competitive price and centralization intensity in the market (market share). The first aspect is related to the technological aspect of the organization, the second aspect is related to the intra-organizational factors, and the last two aspects are related to the external environment of the organization.

Kollmann (2014) considers the business model as an architecture for the products, services and information circulation including the description of the players in various businesses and their rules, description of potential interests of the players in various businesses and description of the income resources.

In order to assess the relationship between E-business and export, Andrew (2013) conducted a study in India. In this study, 51 businesses were studied in three groups of non-export, export, and only-export, considering the indices: E-business methods, the rate of the skill of the workforce employed in the business, technologies used in the businesses and the efficiency of the business workforce.

6. Methodology

Questionnaire was used to collect the data in this research. In order to test the opinions of the customers of SAIPA Co. website, which is considered as the main core if the research data, questionnaire was used to prevent any type of interference in the data. The questionnaires were presented to the customers in person and the required information was provided to the participants so that they could answer the questions. The whole process took 26 days. The familiarity of the customers with the questionnaire and having a correct understanding in facing them shows the validity of the aforementioned questions. Although the questionnaire was used for various groups of customers, the questionnaire was designed so that it does not cause any problem and to be easy to be used. In order to test the validity of the questionnaire, experts and professors opinions were also used.

7. Research Findings

One of the techniques in reducing the data is factor analysis, in which, a high number of variables are transferred into small sets of important factors so that the current and necessary information in the variables are reduced in the structure of a set of variables, that is called exploratory factor analysis. However, in order to test a theory in the set structure of variables in a certain scientific field, confirmatory factor analysis should be used. In analyzing the factors, the factors loading size (correlation coefficient between the questions and factors) helps with the interpretation. In other words, larger factor loadings in the questions express that factor. Before factor analysis, the following conditions were tested and the above conditions are approved: the sample size (each question at least five subjects) being symmetrical, being linear (assumed), lack of remote points, multiple and single collinearity, correlation matrix being fit. Factor analysis is sensitive to skewness. Hence, the questions whose skewness absolute value is higher than 1 are omitted, considering the following questionnaire.

Descriptive Statistics									
	N	Range	Minimum	Maximum	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1	200	4	1	5	.809	-.669	.172	1.226	.342
Q2	200	4	1	5	.824	-.294	.172	-.243	.342
Q3	200	4	1	5	.867	-.368	.172	-.216	.342
Q4	200	4	1	5	.959	-1.000	.172	1.126	.342
Q5	200	4	1	5	.773	-.997	.172	1.978	.342
Q6	200	4	1	5	.922	.003	.172	-.738	.342
Q7	200	4	1	5	.929	.072	.172	-.704	.342
Q8	200	4	1	5	.813	-1.133	.172	2.197	.342
Q9	200	4	1	5	.872	.514	.172	.083	.342
Q10	200	4	1	5	.831	.182	.172	-.294	.342
Q11	200	4	1	5	.846	.121	.172	-.411	.342
Q12	200	4	1	5	.903	-.782	.172	.397	.342
Q13	200	4	1	5	.856	-.356	.172	-.172	.342
Q14	200	4	1	5	.800	-.798	.172	.892	.342
Q15	200	4	1	5	.929	-.404	.172	-.155	.342
Q16	200	4	1	5	.775	-.937	.172	1.880	.342
Q17	200	4	1	5	.881	.399	.172	-.482	.342
Q18	200	4	1	5	.878	.058	.172	-.630	.342
Q19	200	4	1	5	.881	-.669	.172	.498	.342
Q20	200	4	1	5	.962	-.634	.172	.030	.342
Q21	200	4	1	5	.907	-.158	.172	-.345	.342
Q22	200	4	1	5	.939	.385	.172	-.249	.342
Q23	200	4	1	5	.868	-.944	.172	1.192	.342
Q24	200	4	1	5	.758	-.322	.172	.448	.342
Q25	200	4	1	5	.747	-.238	.172	.890	.342
Q26	200	4	1	5	.925	-.444	.172	-.145	.342
Q27	200	4	1	5	.807	-.462	.172	.198	.342
Q28	200	4	1	5	.865	-.944	.172	.724	.342
Q29	200	4	1	5	.830	-1.814	.172	3.843	.342
Q30	200	4	1	5	.805	-1.427	.172	2.142	.342
Q31	200	4	1	5	1.137	-.319	.172	-.942	.342
Q32	200	5	0	5	1.058	-.117	.172	-.432	.342
Q33	200	5	0	5	1.227	-.015	.172	-.875	.342
Q34	200	4	1	5	1.091	-.345	.172	-.619	.342
Q35	200	4	1	5	1.168	-.208	.172	-.835	.342
Q36	200	4	1	5	.733	-1.269	.172	2.908	.342
Q37	200	4	1	5	.824	-.839	.172	.756	.342
Q38	200	4	1	5	.974	-.279	.172	-.221	.342
Valid N (listwise)	200								

In order to determine the compatibility or internal consistency of the items in the questionnaire which is supposed to measure the aspects of a concept and structure, they have to have a correlation with each other. One of the measuring methods for internal consistency is the calculating a type of reliability which is carried out through Cronbach's alpha and is called alpha coefficient. The general rule is that the Cronbach's alpha value for a questionnaire should be close to 70. However it should be considered that the higher amounts of this value (above 90 percent) does not mean it is good, since first, the items might have multiple and single collinearity, that means they overlap (their common covariance is high) and in other words, they measure the same item and in this case, one of the questions which has the highest overlap should be kept and other questions should be omitted. Secondly, the questions might have a low correlation with each other and it is better to consider three other cases which are provided in the SPSS report. In this research, the initial alpha coefficient is 0.795 percent (80.0).

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.802	33

In the table below, considering the last three columns, it is observed that there is no question whose 1 and 2 are low and 3 of them is increased around 95 percent. Hence, no questions is omitted.

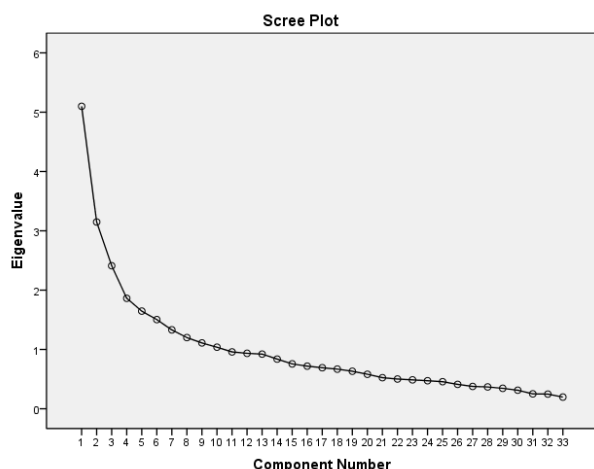
In the initial factor analysis, considering Kaiser-Meyer-Olkin Measure of sampling (KMO) is around 70 percent, since it is higher than 50 percent (here 0.707, which is near 71 percent). Hence, this questionnaire has the potential to be factorized. The closer it is to one, the better. And also, according to Bartlett's sphericity test, since its value (sig. = 0.000) in the table below is lesser than 5 percent, the potential to be factorized is approved. However, it is better to test other indices of potential to be factorized, due to the sensitivity of this test.

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Bartlett's Test of Sphericity	Approx. Chi-Square	2310.953
	Df	703
	Sig.	.000

In order to test other indices of potentiality to be factorized, the KMO value of each question is observed from anti-image matrices and if the sample size is suitable on the elements of the main diameter of the second part of anti-image matrices after which a line is drawn and distinguished as anti-image correlation, and above it "a" is displayed above its number and this means that the sample size is proper. (measures of sampling adequacy = MSA) (all above 0.5)

The scree plot below shows specific values for each of the factors and one factor with the highest specific value is shown that is higher than five and one factor is higher than two and shows the factors greater than one. (two factors)



8. Conclusion

This chapter is a brief of the main results of the study and it covers how these results are related to the objectives of this research. The research hypotheses were studied and the results are shown in the previous chapter. Additionally, this chapter discusses the probable outcomes of the empirical findings of the research. The managerial and academic outcomes are also going to be considered. Moreover, this chapter includes suggestion for the future studies.

Main hypothesis: E-business influences timely delivery to the customers.

H0: E-business does not influence timely delivery to the customers.

Table 1: Statistics related to the Main Hypothesis

Sample Size	Mean	Standard Deviation	Standard Mean Error
400	3.59	.750	0.02

Table 2: T-Test for the Main Hypothesis

Test Value = 3					
Test Static Value	Degree of Freedom	Significance Level	Mean Difference	Mean Confidence Distance from 95 Percent Confidence	
				Upper Limit	Lower Limit
23/84	399	0/000	0/59	0/64	0/54

Considering Table 2, test statistic value is 23.84 and higher than 1.96, upper and lower limit of mean shares the same sign and positive and the significance level is 0.000 that is lower 0.05. Hence, considering the observations, it could be said that H0 is rejected and the main hypothesis is approved. H0 is defined as the lack of impact of E-business on the timely delivery of the product to the customers and the research hypothesis is defined as the impact of E-business on timely delivery of product to the customer and in this test, H0 that is the lack of impact is rejected and from the personnel viewpoint the significant impact of E-business on timely delivery of product to the customer is approved. Considering Table 2, the rate of opinions mean is 3.59, which is higher than 3 that is the assumed mean. That indicates that the personnel have considered the relationship between these two variables high.

9. Recommendations

First Managerial Recommendation

Decrease in the process time during supply chain from the beginning to the delivery time

Decrease in the supply chain in SAIPA Co. and smaller companies leads to process agility, organizational commitment, timely delivery and ultimately, customers' satisfaction and it increases the possibility of them to purchase the services of the company.

Second Managerial Recommendation

Strategic Planning in the increase of the value of the brand of SAIPA Co. in the long-term through using timely and safe services

By considering the carried out studies in this company and other companies in various time ranges, when companies have decided to provide products and goods in a short period of time, their products and services quality has decreased slightly. Hence, by strategic planning and using desirable and useful E-business in the long-term, the

conflict between timely delivery and quality could be eliminated and by increase in the business value, the customers' satisfaction is reached and the market share is increased.

Third Managerial Recommendation

Benefiting from CRM

By the increase in the expectations and the change in the behavioral styles of the consumers and different tastes, a closer relationship with other customer groups could be established and the their personal tastes could be applied, and b the conducted studies, SAIPA Co. is currently implementing this plan, but it is proposed that the issue is considered in a broader aspects.

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