

المهمة ٤ دراسات نقدية ٢

إشراف د. أشرف الفندي

لمناقشة الورقة العلمية

An investigation of the impact of effective factors on the success of
e-commerce in small- and medium-sized companies

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المحاور:

- ابعاد الدراسة البحثية..
- بداية البحث ..
- الغاية والأهداف ..
- الفرضيات العلمية ..
- مصطلحات الدراسة



An investigation of the impact of effective factors on the success of e-commerce in small- and medium-sized companies



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ARTICLE INFO

Article history:

Received 28 March 2016

Accepted 16 September 2016

Available online 24 September 2016

Keywords:

E-commerce

Information technology

Small- and medium-sized companies

ABSTRACT

Companies and organizations have to attract and retain customers so that they can survive. Electronic-commerce (e-commerce) is regarded as an appropriate strategy for marketing, selling and integrating online services which can play a significant role in identifying, obtaining and maintaining customers. E-commerce optimizes and enhances the relationship and communications between the organization, producers, distributors and customers. However, it should be noted that success in e-commerce depends upon determining effective factors in e-commerce. There is a set of effective inside organizational and outside organizational factors in e-commerce which should be taken into consideration. In this study, a model and framework was proposed for specifying the effective factors on e-commerce success. Structural equations with partial least squares (PLS- SEM) was used to investigate and experiment the proposed model. The obtained results based on the collected data from 180 staff employees of the Post Bank¹ in Eastern and Western Azerbaijan indicated that customer satisfaction, the amount of costs, infrastructures and knowledge and information are the effective's factors which have a significant impact on e-commerce success.



• يتعين على الشركات والمؤسسات جذب العملاء والاحتفاظ بهم حتى يتمكنوا من الاستمرار في أعمالهم التجارية. التجارة الإلكترونية تعتبر استراتيجية مناسبة للتسويق والبيع والتكامل الخدمات عبر الإنترنت والتي يمكن أن تلعب دورًا مهمًا في تحديد العملاء والحصول والحفاظ عليهم وتعزيز العلاقة والاتصالات معهم بين (المنتجين والموزعين والعملاء). ومع ذلك، تجدر الإشارة إلى أن النجاح في التجارة الإلكترونية يعتمد على ذلك عند تحديد العوامل الفعالة في التجارة الإلكترونية. هناك مجموعة فعالة داخل المؤسسات في التجارة الإلكترونية ينبغي أن تؤخذ بعين الاعتبار.

• في هذه الدراسة تم اقتراح نموذج وإطار لتحديد العوامل المؤثرة على نجاح التجارة الإلكترونية واستخدمت المعادلات (PLS-SEM) لدراسة وتجربة النموذج. وكانت النتائج التي تم الحصول عليها بناءً على البيانات التي تم جمعها من ١٨٠ موظفًا في Post Bank1 في أذربيجان الشرقية والغربية قد أشارت إلى (رضا العملاء، ومقدار التكاليف، والبنية التحتية والمعرفة والمعلومات) هي العوامل الفعالة التي لها تأثير كبير عن نجاح التجارة الإلكترونية.

ابعاد الدراسة البحثية

بداية البحث ..

أشارت دراسة في شركات دولة تايوان أن هناك مجموعة من العوامل تسهل نجاح التجارة من خلالها في ثلاثة محاور :



الأداء

التسويق

التشغيلي

رضا العملاء،
وتحسين
العملية والمنفعة
التنافسية

الإعلانات عبر
الإنترنت، و
العملاء بالعلامة
التجارية.

الاتصال
الداخلي، أمان
الإنترنت،
تصميم ويب،
توفر معلومة.

الأهداف ..

توفير نموذج وإطار عمل أكثر شمولاً لفهم
العوامل المؤثرة على نجاح التجارة الإلكترونية في
الشركات والمنظمات الصغيرة والمتوسطة

التحقيق في آثار البنى التحتية والتكاليف
والعملاء الرضا والمعرفة والوعي بالتجارة
الإلكترونية

دراسة وتحديد التحديات والصعوبات القادمة
التجارة الإلكترونية للدراسات المستقبلية

الغرض الأساسي من هذه الدراسة :

هو تحديد العوامل الرئيسية
التي تؤثر بشكل كبير على نجاح
التجارة الإلكترونية في الشركات
والمنظمات الصغيرة والنامية.

01

02

03

الفرضيات العلمية ..

H2

هناك علاقة ذات دلالة
إحصائية بين **قيمة التكلفة**
والنجاح في التجارة
الإلكترونية.

H3

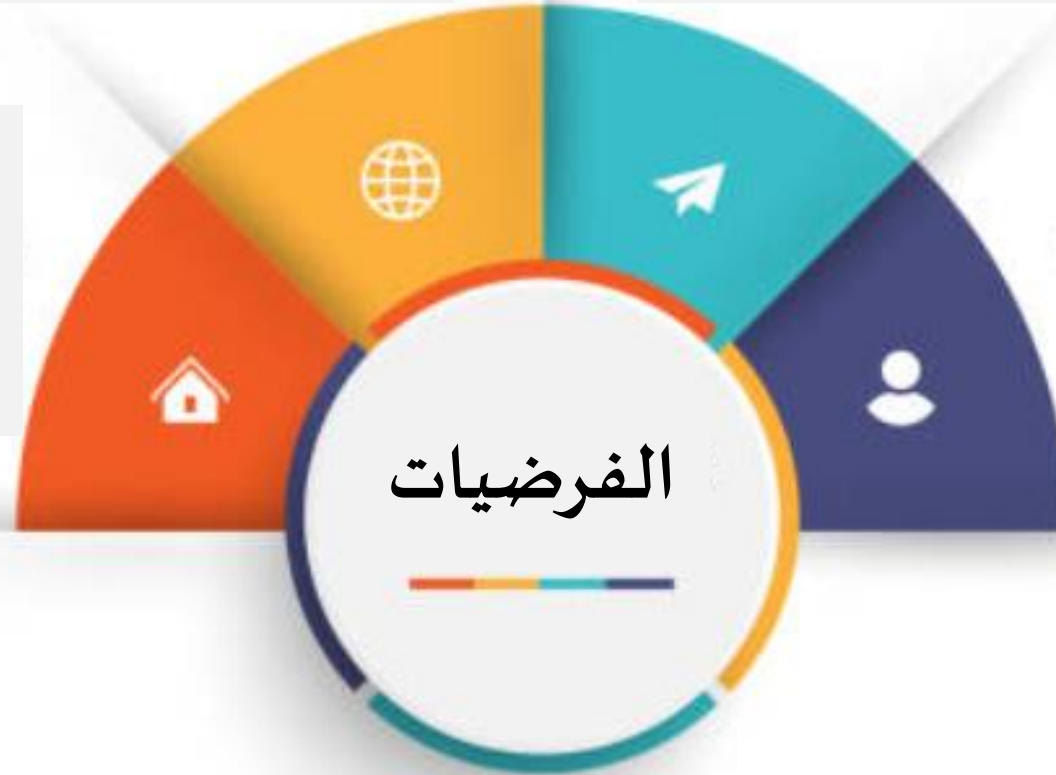
هناك علاقة ذات دلالة
إحصائية بين **البنى التقنية**
والنجاح في التجارة
الإلكترونية.

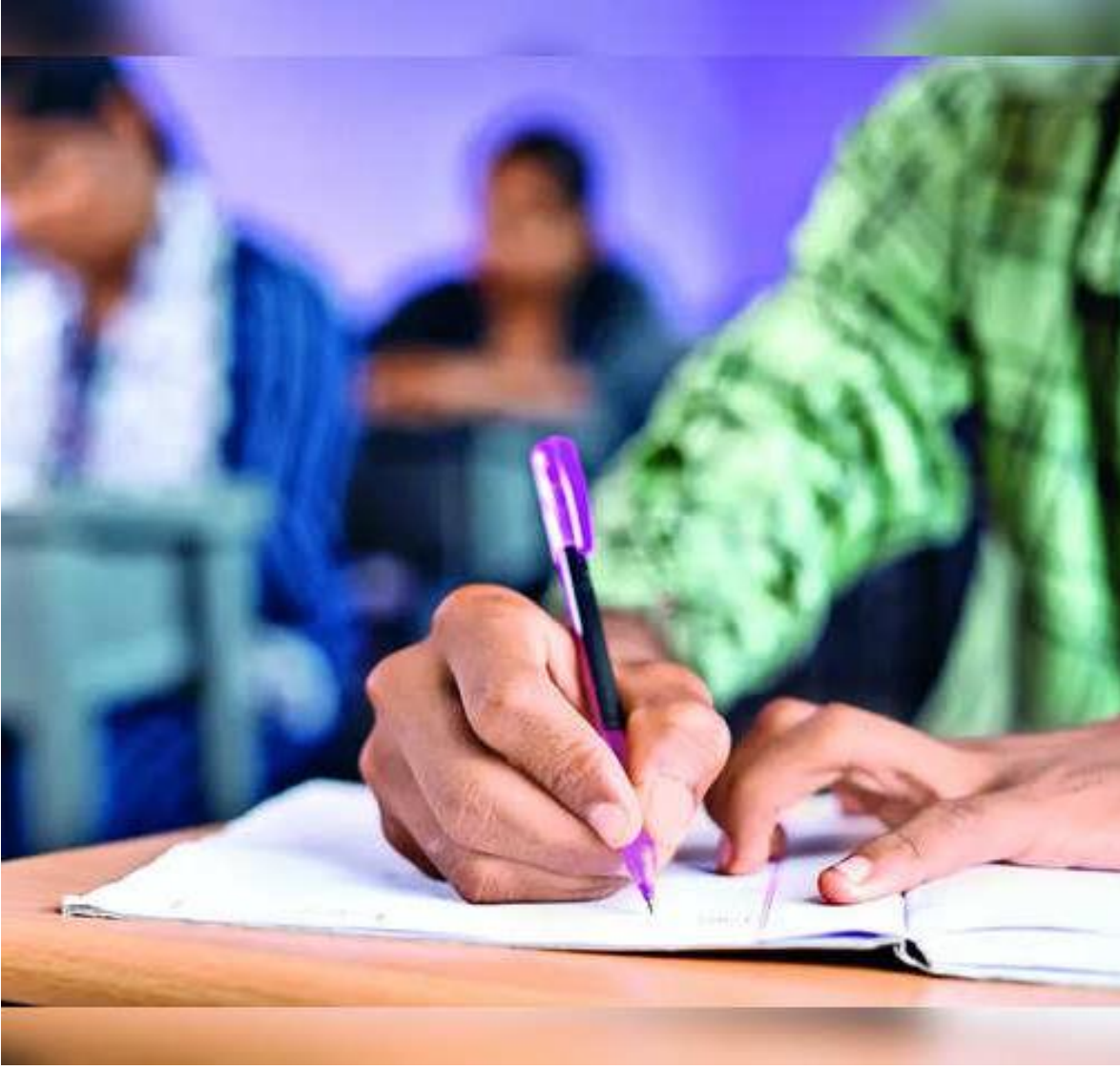
H1

هناك علاقة ذات دلالة
إحصائية بين **رضا العملاء**
والنجاح في التجارة
الإلكترونية.

H4

هناك علاقة ذات دلالة
إحصائية بين **التوعية**
والمعرفة والنجاح في التجارة
الإلكترونية.





مصطلحات الدراسة ..

✓ لم يكتب الباحثان مصطلحات دراسة في البحث العلمي

✓ يفضل تعريف التجارة الالكترونية

✓ الشركات المتوسطة والصغيرة

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1. Introduction

The relationship between commerce and technology has long existed and continues for a long time. Numerous developments and advances in ICT (information and communication technology) in the recent decades have led to many evolutions in many fields such as global commerce. Consequently, the processes involved in many fields such as commerce, economy, banking, customs, etc. have been evolved and changed (Rahayu and Day, 2015). As the time passes, the traditional commerce will no longer be able to respond the modern requirements. Hence, new commerce methods will be required (Cegarra-Navarro, Jiménez, & Martínez-Conesa, 2007). At the present, small developing firms play significant roles in improving and enhancing the indexes of e-commerce and global economy. Thus, benefiting from novel and modern methods such as e-commerce in performing commercial processes can play important roles in the success of commercial firms (Sebora, Lee, & Sukasame, 2009). Nowadays, internet has become an

indispensable component of people's lives (Jai, Burn, & King, 2013). Approximately, people all over the world admit that internet plays a significant role in our lives and has led to the production of job opportunities and evolutions in business and commerce (Apavaloaie, 2014). Novel electronic technologies have extensively resulted in the production of opportunities through business patterns (Chen, 2003). Thanks to its remarkable and fruitful impacts on economy, science, society, etc., IT is considered to be one of the greatest innovations. The application of IT in operations related to commercial and economic processes have led to the creation of a new interdisciplinary, referred to as e-commerce, which plays an outstanding role in global economic affairs (Feizollahi, Shirmohammadi, Kahreh, & Kahreh, 2014). Undoubtedly, exploiting and benefiting from IT is one of the essential factors in enhancing the efficiency of e-commerce. For enhancing the efficiency of e-commerce, commercial notification and commerce should be facilitated. Commercial notification requires breaking information monopoly and provides the opportunity for competition and efficiency enhancement. Consequently, it provides the path for social justice. Also, for facilitating commerce and business, novel commercial methods such as barcode, standards for electronic exchange of data, and readable electronic data, and

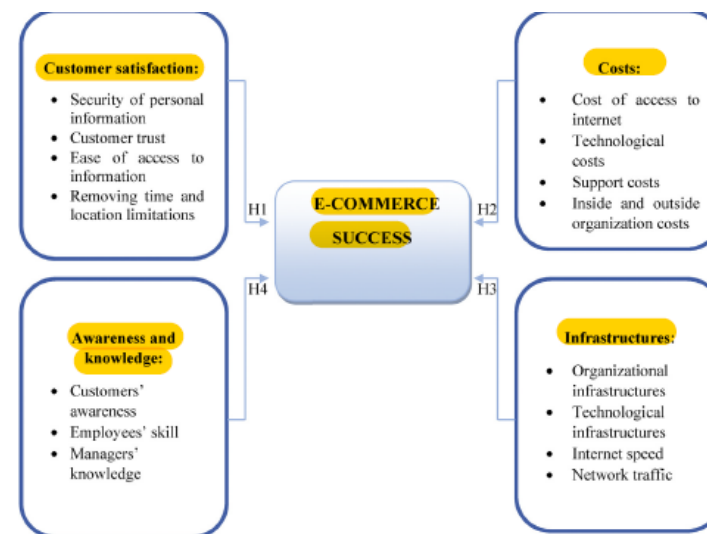


Fig. 1. The conceptual model.

Table 1
Different variables and parameters investigated in related works.

Variables	Related works
Infrastructure	Chang, Chang, Ho, Yen, & Chiang, 2011; Kumia et al., 2015; Piris, Fitzgerald, & Serrano, 2004; Xiao, & Dong, 2015
Cost	Chang et al., 2011; Thorleuchter, & Van den Poel, 2012; Turban, Rainer, & Potter, 2005
Customer satisfaction	Hoseinpoor, Danae, & Haghtalab, 2013; Nakayama, 2009; Sā et al., 2016; Wetzels, Odekerken-Schröder, & van Oppen, 2009
Awareness and knowledge	Chang, Yen, Chiang, & Parolia, 2013; Falk, & Hagsten, 2015; Fathian et al., 2008

from the valid sample participants. In this research, the discard rate was low. The samples selected for this study are the male and female genders. In terms of gender, the distribution of the sample was 39.19% for female and 60.81%. In this study for examine descriptive statistics about age, gender, and education the SPSS software was used. As Table 2 indicates having analyzed the demographic characteristics of participants in this survey, most of them were figured out to be in the age between 41 and 50 (33.78%),

followed by those in the range between 31 and 40 (32.43%), 21–30 (20.27%) and those in the age 51–60 (13.52%). Finally, post-graduate (45.94%) and under-graduate (54.06%) participants formed the population. Cronbach's alpha and Average Variance Extracted (AVE) were used for further checking the reliability and validity of the questionnaire. Moreover, composite reliability of the questionnaire was investigated. Then, the obtained data were analyzed in the SPSS and SMART PLC (partial least square) which are given in Tables (3) and (4).

4. Result and data analysis

Structural equation modelling was used for examining the model and investigating the relationships between exogenous and endogenous structures. Hence, SMART PLS software was used for these tests. It is a component-based approach which can be used for measuring reliability, validity and the relations between variables (Cheng & Yang, 2014). PLS method is mainly used as an alternative for modelling structural equations (Huang, Huang, Huang, & Lin,

Table 2
The demographic characteristics of the sample.

	Frequency	Percentage
Gender		
Female	58	39.19
Male	90	60.81
total	148	100
Age		
20–30	30	20.27
31–40	48	32.43

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Thanks

