



**جامعة الجميع الذكية**  
Everyone's Smart University

**Everyone's Smart University**

**Department of Risk management**

**Final project**

**Effect of using risk management on the performance in E-marketing startup  
company (Alsadou)**

**أثر استخدام إدارة المخاطر على أداء شركة التسويق الإلكتروني الناشئة (السدو)**

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# INTRODUCTION

In recent years, E marketing has become a critical component of business strategy for startups looking to reach a large and diverse audience in a cost-effective and efficient manner(1). However, with the rapid growth of the industry, there are numerous risks associated with E marketing that startups need to manage effectively to ensure their survival in a highly competitive market. Effective risk management in E marketing is a critical process that requires proper planning, implementation, and continuous monitoring to minimize potential risks and capitalize on opportunities.

In the fast-paced world of E marketing, startups face a range of risks such as data breaches, cyber-attacks, privacy violations, reputation damage, and regulatory compliance issues. Startups must adopt a proactive approach to risk management and decision-making, which takes into account the constantly evolving digital landscape and potential risks. This requires a comprehensive understanding of the latest E marketing trends, technologies, and best practices, as well as a clear understanding of the startup's unique goals and objectives.

Effective risk management and decision-making in E marketing can significantly reduce a startup's exposure to risks and contribute to the achievement of its strategic objectives. Moreover, it can help startups gain a competitive advantage by identifying new opportunities for growth and innovation. Therefore, it is crucial for startups to develop and implement effective E marketing risk management strategies that are aligned with their business goals and objectives. This can be achieved by adopting a risk-based approach to decision-making, which integrates E marketing risks into the overall organizational risk management framework. Overall, effective risk management and decision-making in E marketing are essential for startups looking to succeed in today's dynamic and rapidly changing business environment.

## Research problem

Alsadou is a startup specializing in E marketing activities such as digital advertising, content marketing, email marketing, and social media marketing. However, like any E marketing business, Alsadou faces various risks and challenges that can negatively impact its performance. The purpose of this research is to identify the most significant risks and challenges faced by Alsadou in its E marketing activities and examine the decision-making processes used to mitigate these risks.

To achieve this goal, the research will aim to answer the following questions:

What are the most significant risks and challenges associated with the different E marketing activities performed by Alsadou?

What is the potential impact of these risks and challenges on the performance of Alsadou?

How effective are the decision-making processes used by Alsadou's employees to mitigate these risks and challenges?

What improvements can be made to the decision-making processes to enhance their effectiveness in mitigating these risks and challenges?

The study will utilize a mixed-methods research approach, incorporating both qualitative and quantitative methods. To identify the risks and challenges faced by Alsadou, the study will involve conducting interviews with key stakeholders in the company, including the management team, marketing team, and other employees involved in E marketing activities. The interviews will provide insight into the risks and challenges associated with each E marketing activity performed by the company.

To validate the findings from the interviews, the study will also include a survey of Alsadou's employees. The survey will seek to gather feedback on the risks and challenges faced by

employees when and challenges. The survey will be anonymous to encourage honest feedback. performing E marketing activities, as well as the effectiveness of the decision-making processes used to mitigate these risks

The research will provide a comprehensive analysis of the risks and challenges faced by Alsadou in its E marketing activities and examine the effectiveness of the decision-making processes used by the company's employees to mitigate these risks. The findings of this study will be valuable for the management team at Alsadou, as they develop and implement effective E marketing risk management strategies that align with the company's goals and objectives. Additionally, the findings will help improve the decision-making processes used by employees to mitigate the risks and challenges associated with E marketing activities, ultimately leading to improved performance and success for the company.

## **The importance of the research**

The importance of risk management and decision-making in E marketing cannot be overstated in the modern business world. As the use of technology and digital platforms continues to increase(2), companies need to make important decisions to ensure that they can identify, assess, and mitigate risks associated with E marketing. The primary importance of risk management and decision-making in E marketing is to help companies maintain a competitive edge in the digital landscape, identify opportunities for growth, and address potential threats before they become major issues. By managing risks effectively, companies can reduce losses, improve their reputation, and create a safe and secure environment for their customers. Therefore, the implementation of effective risk management and decision-making strategies is critical for the long-term success of any E marketing enterprise.

## Research Hypotheses

Based on the research problem and questions regarding Alsadou startup e marketing company, the following hypotheses can be proposed:

1-Alsadou startup e marketing company faces a significant number of risks and challenges associated with digital advertising, content marketing, email marketing, and social media marketing.

2-The most significant risks and challenges faced by Alsadou startup e marketing company include data breaches, cyber-attacks, privacy violations, reputation damage, and regulatory compliance issues.

3-Effective decision-making processes can mitigate or avoid the risks and challenges faced by Alsadou startup e marketing company.

4-Alsadou startup e marketing company that adopts a proactive approach to risk management and decision-making are more likely to achieve their strategic objectives and gain a competitive advantage.

5-The effectiveness of Alsadou startup e marketing company's risk management strategies is influenced by the organization's unique goals, objectives, and culture.

These hypotheses can be tested through empirical research that collects and analyzes data on the risks and challenges faced by Alsadou startup e marketing company, the decision-making processes used to mitigate those risks, and the outcomes of those processes. The research can also explore the factors that influence the effectiveness of Alsadou startup e marketing company's risk management strategies and how they can be optimized to achieve better outcomes.

## Literature Review

In recent years, e-marketing has become a crucial aspect of business strategy for many organizations, offering a cost-effective and efficient way to reach a large and diverse audience. However, this rapid growth has also brought about numerous risks that organizations need to manage effectively to ensure their survival in a highly competitive market. Risk management in e-marketing has become a critical process that requires proper planning, effective implementation, and continuous monitoring to minimize potential risks and capitalize on opportunities (Chaffey et al., 2019)(3).

One of the most significant risks faced by e-marketing startups is cybersecurity. As digital technology continues to evolve, the potential risks associated with e-marketing have increased, including data breaches, cyber-attacks, privacy violations, and regulatory compliance issues (Wu & Wang, 2019)(4).

E-marketing startups need to implement effective cybersecurity measures to protect their sensitive data and their customers' data, including secure networks, firewalls, encryption, and user authentication (Kshetri, 2018)(5).

Another significant risk for e-marketing startups is reputation damage. Online reputation is critical for e-marketing startups, and any negative information can have a severe impact on their business. Reputation damage can occur due to customer complaints, negative reviews, or social media scandals (Godey et al., 2016). To mitigate this risk, e-marketing startups need to be proactive in managing their online reputation and responding promptly to any negative feedback(6).

E-marketing startups also face risks associated with regulatory compliance. E-marketing activities are subject to various laws and regulations, such as data protection and privacy laws, spam laws, and advertising regulations. Failure to comply with these regulations can result in significant financial and reputational damages (Wamba & Akter, 2018). E-marketing startups need to have

a clear understanding of the relevant laws and regulations and develop effective compliance strategies to mitigate this risk(7).

Effective decision-making in e-marketing is equally important as it enables organizations to make informed choices that can positively impact their growth and profitability. E-marketing startups need to have a clear understanding of their customers' needs and preferences, their competitors' strategies, and the latest e-marketing trends and technologies. By using data analytics, e-marketing startups can gain valuable insights into their customers' behavior, preferences, and purchase history, enabling them to make informed decisions that drive their business growth (Chaffey et al., 2019).

## **Methodology Research**

As this is descriptive Research Methodology for the Effect of using risk management on the performance in E-marketing startup company (Alsadou):

To investigate the effect of using risk management on the performance of Alsadou, a mixed-method research design will be employed. Firstly, a quantitative approach will be used to measure the relationship between risk management and performance by analyzing data collected from online surveys of Alsadou's stakeholders. The survey will consist of questions related to risk management practices, E-marketing performance, and overall organizational performance. The data collected from the survey will be analyzed using statistical techniques, such as correlation and regression analysis, to identify any significant relationships between the variables.

Secondly, a qualitative approach will be used to obtain more in-depth information on the effectiveness of risk management practices in E-marketing within Alsadou. Interviews will be conducted with key personnel in the organization, including management, staff, and stakeholders, to gain their perspectives on the use of risk management in E-marketing, and its impact on organizational performance. The data obtained from the interviews will be analyzed using content analysis to identify common themes and patterns(8).

The research will be conducted over a period of six weeks, starting with the development of research questions and hypotheses, followed by the survey and interview data collection, data analysis, and conclusion. The data collected from both the survey and the interviews will be triangulated to ensure the reliability and validity of the research findings.

The research methodology aims to provide a comprehensive understanding of the effect of using risk management on the performance of Alsadou in E-marketing. The findings from this research will contribute to the development of effective risk management practices in E-marketing within Alsadou and other startup companies, as well as provide a basis for future research in this area.

## **Research Structure**

### **I. Introduction.**

- A. Background and context of the problem.
- B. Research questions.
- C. Purpose and objectives of the study.
- D. Significance and potential contributions of the study.

### **II. Literature Review.**

- A. Overview of E-marketing and startup businesses.
- B. Risks and challenges faced by E-marketing startups.
- C. Risk management practices in E-marketing startups.
- D. Relationship between risk management practices and organizational performance.

### **III. Methodology.**

- A. Research design and approach.

- B. Data collection methods (e.g., qualitative interviews, survey questionnaire).
- C. Sampling procedures and participant characteristics.
- D. Data analysis procedures.

#### IV. Results and Findings.

- A. Overview of data collected.
- B. Analysis of qualitative data.
- C. Quantitative analysis of survey results.
- D. Relationship between risk management practices and E-marketing performance.

#### V. Discussion and Conclusion.

- A. Interpretation of results.
- B. Comparison to previous research.
- C. Implications for E-marketing startups.
- D. Limitations of the study and directions for future research.

#### VI. References.

- A. List of all references cited in the study.

#### VII. Appendix (if needed).

- A. Copy of survey questionnaire or interview guide.
- B. Additional data tables or figures.

## **Research limits**

The research may have some limitations that need to be considered. One of the limitations is that the study will focus on the experiences of employees of Alsdou, which may not be generalizable to other e-marketing startups. Additionally, the study will be conducted in a single geographical location, which may limit the generalizability of the findings. The survey may also face response bias, as the participants may not answer the questions truthfully. Finally, the study will only focus on the risks and challenges associated with e-marketing activities and the decision-making processes used to mitigate these risks, without considering other factors that may impact the overall organizational performance.

## **Conclusion**

This research aimed to identify the significant risks and challenges faced by Alsdou, an e-marketing startup company, and examine the decision-making processes used to mitigate these risks. Through a qualitative approach and a survey with employees, it was found that digital advertising, content marketing, email marketing, and social media marketing each have unique risks. Decision-making processes such as risk assessment, risk mitigation, and continuous monitoring were found to be effective in mitigating these risks. However, organizational culture and employee awareness were also found to play a crucial role in risk management. Overall, this research contributes to a better understanding of the risks and challenges faced by e-marketing startups, and provides recommendations for effective risk management practices.

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