

Advances in E-commerce and the effects it has on competitiveness

Problem I'm addressing?

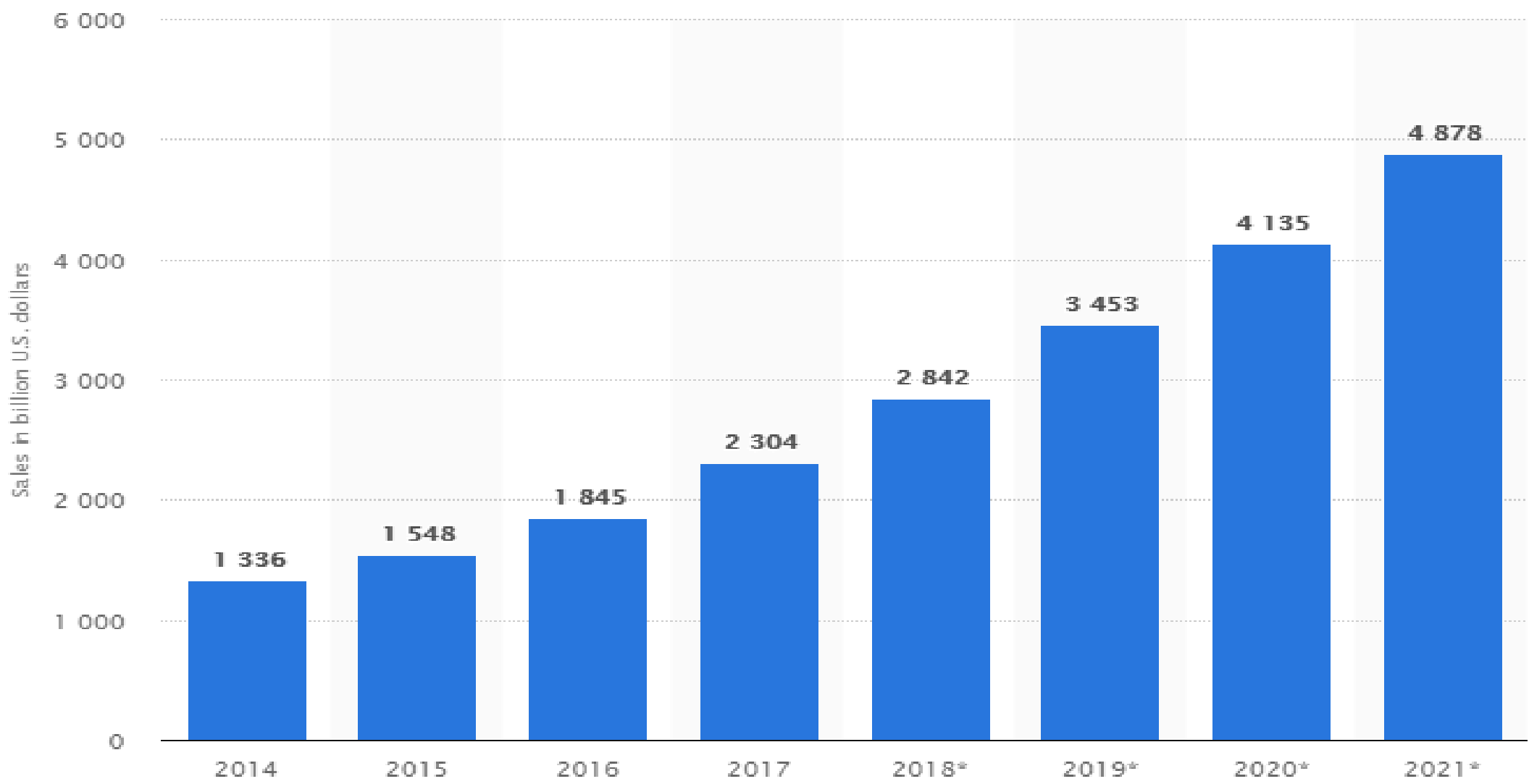
Has advances in technology increased competitiveness amongst e-commerce businesses?

- Easier for new businesses to enter the market
- Small and big business can compete on the same platform
- Introduction of mobile applications and social media
- Customer orientation

Factors that affect competitiveness of businesses in the e-commerce market

- Hardware
- Software
- Telecommunications
- Website design
- Human resources
- Organizational capabilities

Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



Research Outcomes

- The current situation of e-commerce
- Utilisation of advances in e-commerce by businesses
- Factors influencing a business to use the advances in technology
- How advances have had an effect on Competitiveness
- How it will progress in the future

Whom the research will be useful for

- Existing businesses
- New Businesses
- Researches in the field of E-commerce, Social Media, Data Mining and Mobile Applications

Start Of E-Commerce

1979—Electronic Shopping

- Michael Aldrich
- Modified domestic television via a telephone line to a real-time multi-user transaction processing computer.
- Mainly Business to Business

1990—Introduction of the world wide web

1995—Buying domain names

- Secure Socket Layer (SSL) - Safer way to transfer data over the internet

1998—PayPal

- Payment methods for online shopping

2001—Mobile Sites

- Amazon.com launches first mobile commerce site

2008—App store launch

- Released an estimated 552 apps
- Google Play, Windows Phone Store, Blackberry App World

Existing Research

Report on the competitiveness of E-Commerce companies: An integrated approach (Okan University, Turkey)

Quantitative survey amongst members of the Turkish association of E-commerce companies.

Resource related factors increased the most competitiveness. An example is Tangible resources such as technology, e-commerce systems with back end operations, financial resources, strong IT workforce and market position such as first mover advantage.

Qualitative data by interviewing senior managers of leading e-commerce companies in Turkey.

Second study found intangible resources such as the reputation of the brand and trust such as the returns policy.

Factors Affecting the Competitiveness of e-Commerce Firms: A Critical Appraisal (Ilija HRISTOSKI, Olivera KOSTOSK, Zoran KOTEVSKI, Tome DIMOVSKI)

Critical factors which underpin the six major e-commerce areas which include hardware architecture, software, telecommunications, Website design, human resources, and organizational capabilities.

Advances in Technology in the E-Commerce Market

Social Media

- Raise awareness of brand and products
- Customer Interaction
- Customers share information
- Extra sales channel through social media
- Cost effective

Data Mining

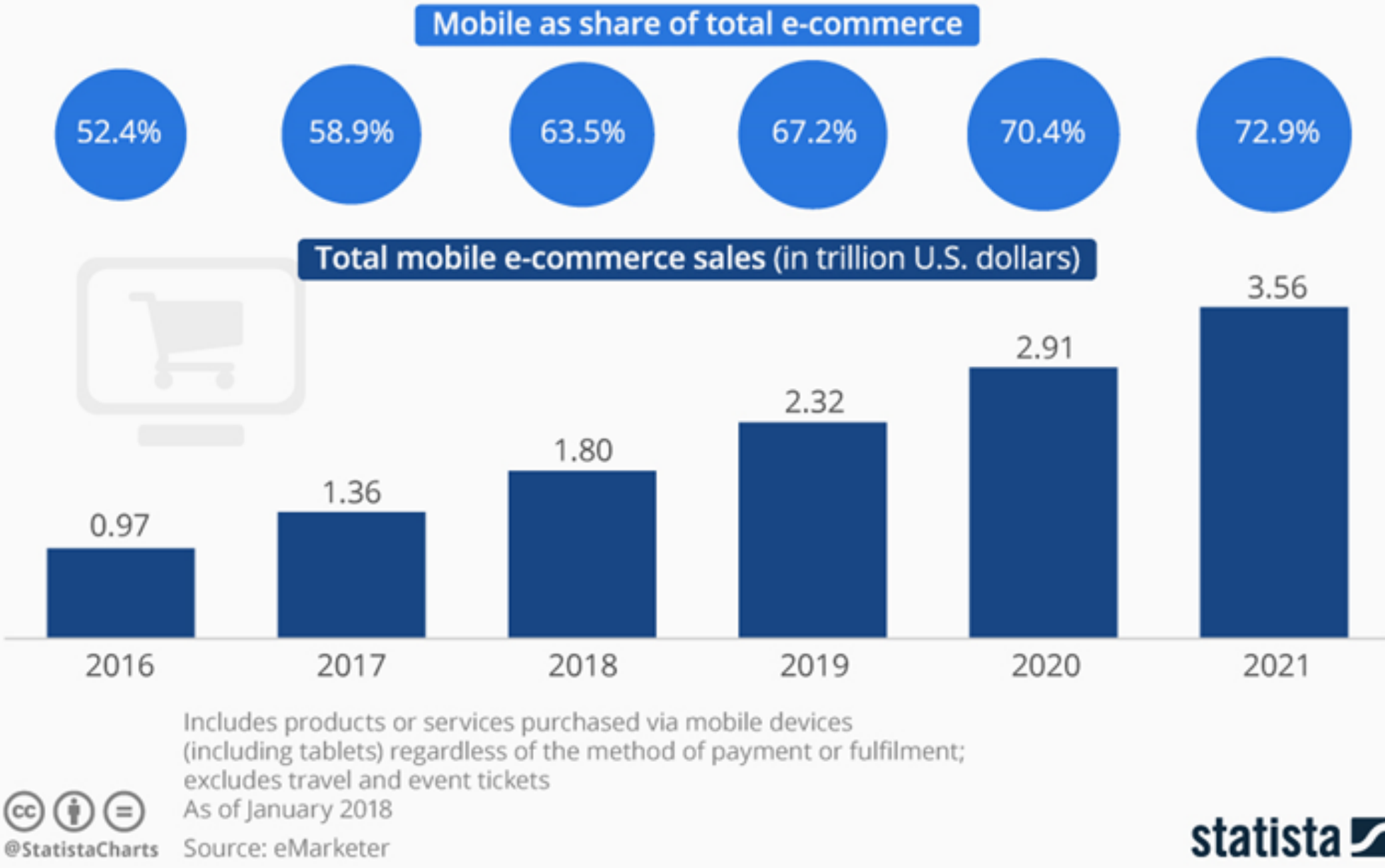
- Utilise Customer Data
- Google Analytics, Facebook and Instagram Stats
- Customer based marketing
- Target specific customers

Mobile Applications

- Increase in the use of Mobile Phones and Tablets
- Purchases from anywhere
- Mobile share of E-commerce in 2016 was 52.4% and grew in 2018 to 63.5%. it also predicted to increase to 72.9% in 2021.

Mobile E-Commerce is up and Poised for Further Growth

Estimated mobile e-commerce sales worldwide



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