

E-commerce in a digital economy, the challenges and advantages

By

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Abstract

In recent years, by fast growth in information technology and communication and more important of it, developing Internet, we are observing changes in conditions and the method of process and experience new inventions every day and one of them is electronic-commerce. As a whole, tendency to make e-commerce has been observed and they are shown in e-commerce system. According to changing economic during time and traditional economic change to electronic, it requires new business too. One of the most important one is e-business. In this paper, at first we define digital economy and its important elements and the procedure of its formation, then we define e-business and its advantages and operating challenges in digital economic.

Keywords: *Information technology, E-business, E-commerce, digital economy.*