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

By

1Alireza Alipour Marzangou, 2Morteza Ghorbani, 1Sogand Ranbar Vandi, 1Sina Khodami, 3Saeed Saadati, 2Meghdad Aminian

1M.A. Student in Executive MBA; Department of Management and Accounting, Payame Noor University, PO Box 19395-3697, Tehran, Iran
2M.A. Students in IT Management; Nima Non-Profit and Private Institute of Higher Education Mahmudabad – Iran
3M.A. Student in Executive MBA; Management Faculty; Science and Research Branch; Islamic University; Sari; Mazandaran; Iran

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 id e-business. In this paper, at first we define digital economy and it’s 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.