

تكنولوجيا المعلومات واققتصاد المعرفة القائم على التجارة الكترونيا اداة للمنافسة الصناعية

المقدمة

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اهمية الدراسة

هدف الدراسة

هيكلية الدراسة

Knowledge Intensive

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(%60)

Made – to- order

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R.Solow

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Incremental

Ladder *
Cyclical *

Know How

Product Process Driven

Technology-driven
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Sunrise Industries

Sunset Industries

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Porter

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أ. قيادة التكلفة ب. التمايز	

Source; Porter, Michael E., "Competitive Advantage Greeting will Sustaining Superior" , New York , Free Press , 1985 , P12.

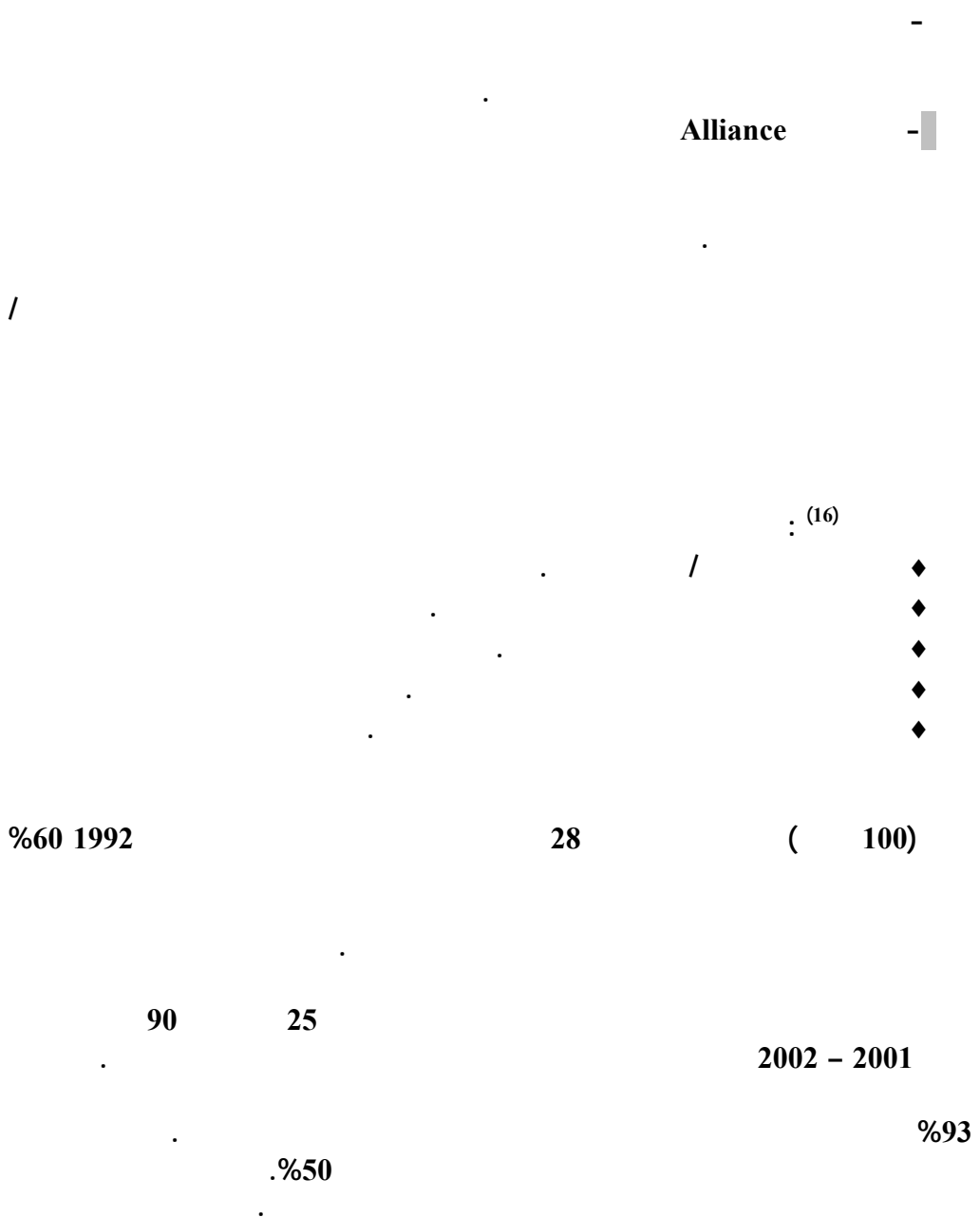
(14)

(15) Porter

Porter

Wiseman's

Differentiation



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 (50) 1993 (Web Services) *
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Web Services

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(21)1999 70 1994

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(22)2000 251 1997

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.offer Reply to Inquiry Inquiry Letter

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(virtual enter prises)

(cyber trader)

(cyber space)

(internet worked enter prises)

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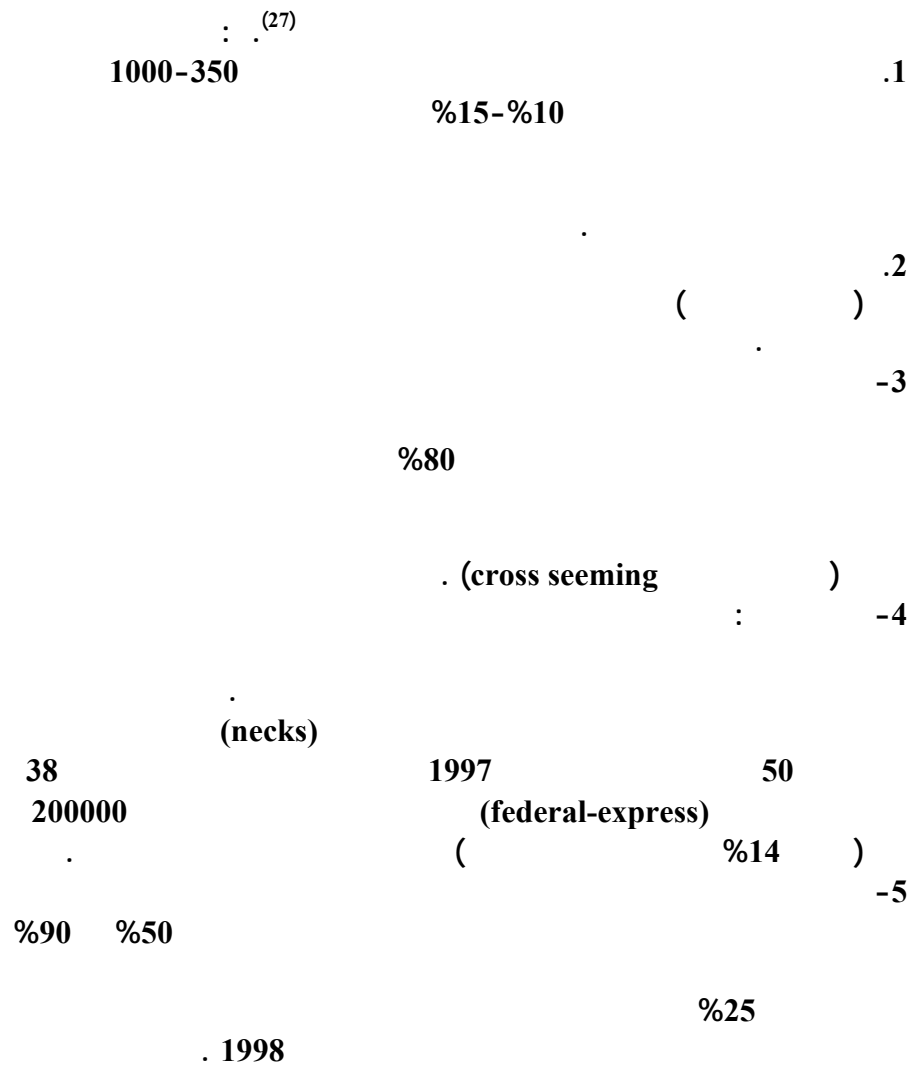
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الهوامش

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- 3 .293 -288 2000 - 5
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- 5 .121
- 6 .13 1997 17(TD/B/COM.113)
- 7 .138 2001 272
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- 8 .130 1987
- CN6/1997/9
- 9 .E/2001/100
- (13)
- 10 .341 1998 1
- 11 .206 1997(TD/B/COM.1/12)
- 341
- 12 . 342
- 13 .3 2001
- 14 "
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- 15 .172 170 1999
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- Leffel , Linda G. and Debord Karem B. , 1988.
1992 " "
- 16 .116

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		.4 1999	1 (tb/b/com. 3/23)	- 19
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.11 2000		.13 1997	17 (td/b/com/.13)	- 21
			.293	- 22
			.	-23
		. 104 1999	5-7 (5)	- 24
.206				-25
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