

تقنيات شبكة المعلومات ودورها في إنجاز عمليات الشراء الإلكتروني والتسويق الإلكتروني*

المخلص

Abstract

Information Technology has become one of the Most Prominent tools in the Era of Technology and Telecommunication of our Digital World. For that Reasons most Organizations had taken the tools Adapted to their Present and Future Directions and for the Improvement for it's Operations and Workability in Internal or External Enviroment. Consequently the Points of Strength Beats the Weakness and as Result of Increase Opportunities and Decrease the Threats Facing these Organizations. This Search has been made to test the Existence or not Existence role of the Information Network Technologies that Include {Internet and Extranet} in Application of Information Technology that Include {Electronic Purchasing and Electronic Marketing}. We Depended Upon Case Study and Check List; we got from then the Data and the Needed Information to be analyzed to reach the result of this Search. This Search Reached a Very Important Conclusion that Include the Existence of role of Information Network Technologies in Application of Information Technology. This Search Recommend that the Company must Special Attention to Internal Network (Intranet) as well as given a Great Role to Information Technology Application Represented in (Electronic Purchasing and Electronic Marketing).



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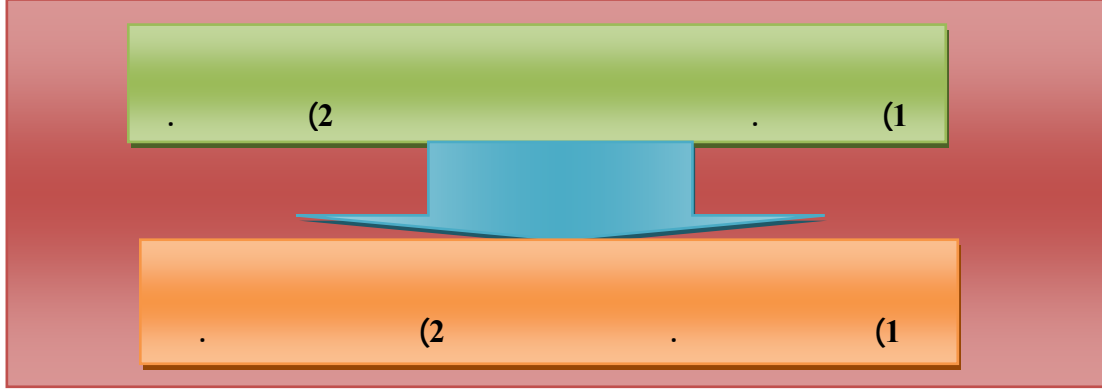
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.(Janisse, 2002: 11) .

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.(Lardner, et, a., 2001: 32) .

.(Janisse, 2002: 15) .

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.(34 :2006) .

.(Turban,) .

1999: 103

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.(Flurry & Vicknair, 2001: 8) .

(WWW)

.(Sawaminathan & Tayur, 2003: 1387) .

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[TCP/IT]

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(Laudon and

.Laudon, 2000: 588)

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(Passwords)

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(B2B)

.(Dwyer, 2000: 12)

(Electronic-Marketplace)

(Electronic-Hubs)

(Vertical Portals)

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.(Kalin, 2000) .

.(Dwyer, 2000: 15) .

.(Sousa & Valvo, 2001: 4-5) :



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(Sousa & Valvo, 2001:4)

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.(Adams, 2000: 54) .

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(Koskinen, 2000: 39)

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1.10	3.5	%30	6	%65	13	%5	1	1
1.20	2.9	%20	4	%60	12	%20	4	2
1.46	2.4	%15	3	%40	8	%45	9	3
1.49	3.3	%40	8	%40	8	%20	4	4
1.49	2.7	%20	4	%45	9	%35	7	5
6.74	14.8							
1.35	2.96							



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1.60	2.4	%25	5	%30	6	%45	9	6
1.17	1.7	%5	1	%30	6	%65	13	7
1.51	2.1	%20	4	%25	5	%55	11	8
1.21	2.0	%10	2	%35	7	%55	11	9
1.20	2.1	%10	2	%40	8	%50	10	10
6.33	10.3							
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1.23	2.6	%10	2	%65	13	%25	5		1
1.52	3.1	%30	6	%45	9	%25	5		2
1.54	2.6	%20	4	%40	8	%40	8		3
1.51	2.2	%15	3	%30	6	%55	11		4
1.43	2.5	%15	3	%45	9	%40	8		5
7.23	13								
1.45	2.6								

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1.36	1.8	%10	2	%20	4	%70	14		6
1.31	1.6	%10	2	%20	4	%70	14		7
0.94	1.6	%10	2	%10	2	%80	16		8
1.17	1.7	%10	2	%20	4	%70	14		9
1.51	1.9	%10	2	%25	5	%65	13		10
6.29	8.6								
1.26	1.72								



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المبحث الرابع / الاستنتاجات والتوصيات

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