

The effect of strategic management in e-business

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ABSTRACT

This paper examines the effect of strategic management in e-business deals. Strategic management decisions and actions of management to determine the long-term performance of a company. Strategic management is to assess the environmental strategy formulation, strategy implementation, evaluation and control. So, strategic management in monitoring and evaluating the opportunities and external threats in the shade considering the strengths and weaknesses of a company emphasizes the strategic management process includes three stages develop strategies, implementation strategies, assessment strategies, the purpose of Mission strategy is to be determined. Identify factors in the external environment, the threats or opportunities to create. Identify internal strengths and weaknesses, setting long-term targets, taking into account the various strategies and select specific strategies to continue implementing strategies require consider that the annual targets, set policies, motivate staff and allocate resources so that the development strategy to be implemented that assessment strategies to evaluate strategies that success today can not guarantee success tomorrow. Success always leads to new and different issues, the organization that their current situation is adequate or with arrogance would be doomed. Four basic factors affect the success of e-business. E-business manager must have the power to choose between the media and the convergence of technologies developed the convergence of media to create. Senior managers of organizations to be successful in the field of e-business, infrastructure, public policy should also be aware of; that should be common rules and laws and regulations related injuries and help to understand e-business and to realize important how does that affect the Internet community and how the Internet affects society mutually and with respect to decisions related to strategy, technology, finance and media policies apply not only to specific companies, but also affect competition.

KEY WORDS: strategic management, e-business, strategy, implementation of the strategy

1. INTRODUCTION

In the smart business planning model is very critical. Success in business comes as a result of several factors, one of the most important and pivotal to design and implement an optimal business model at the beginning of the company's work. This model reflects the business model of innovation and innovative business ideas, in fact indicative of the profitability of innovation.

The business model, the process of linking the economic and business environment, innovation and technology space that meets the following functions can be the model showed that, by definition, is the company's business model shows how your position product or service to determine the value chain, so that stable revenue model for their cause. However, the paradigm is that "income model is now what?" Due to the intensity of competition agencies and increase the possibility of copying business ideas have a logical and robust plan for the business, as a must accordingly, in its absence, firms will be mistakes and change different directions. This model helps firms approach to the management of its business and affairs of the company to confusion, anxiety and luck.

If well designed and implemented a business plan, prosperity and long life firm guarantees. The most important effect of writing a business plan in the plan happen, because it is more transparent views and further integration of internal collections, and this is independent of the plan is not necessarily the same run. In fact, the thought and planning to create a business plan makes managers and employees of the firm, rather than solely focusing on the limitations of the current situation, looking for the best picture of the future of their businesses. compare and programs and take corrective measures that. These assessments and continuous revisions as a result of learning from experience, market changes, changes in technologies and other developments and possible changes, some new activities and programs are used and some of the main points of the previous activities are excluded.

THE IMPORTANCE AND URGENCY OF THE ISSUE

This makes the management of the organization has taken the initiative and its activities such as lobbying and thus their destiny and future bring under control. The business strategy, strengthening relationships with suppliers and customers. In this case, the e-business strategy, to improve the quality of products, customer

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relationship management and supply chain management focus. In fact, e-business strategy in this case is such that the formation of strategic alliances to share costs, sharing of information, joint promotional activities and other business tools to improve supply chain integration and using IT Customer Relationship Management, communication with suppliers and customers to strengthen.

GOALS HAIR

The overall objectives :

The effect of strategic management in e-business

Partial objectives:

E-Business Strategies

Six decided to adopt e-business strategy

How to prepare a business model

The structure of a business model

2. Methodology and research design

The survey was conducted by Research and Library Studies. Looking closely at the concept of strategic management can realize the need to use it. It is nothing but a strategic plan. Strategic management mentality, relying on a dynamic, forward-looking, holistic and contingency solutions to many of the problems of today's organizations. Strategic management based on the understanding that executives from competing firms, markets, prices, raw material suppliers, distributors, government, creditors, shareholders, and customers are located worldwide and determination of commercial success in the world today . After one of the most important tools that organizations can use to achieve success in their future "Strategic Management" will be.

THE STRUCTURE OF A BUSINESS MODEL

In connection with the organization's business model and strategy, there is disagreement among the experts. Group strategy and business model to independent categories known that little Vashan together. Both believe the other to overlap more and the third group strategy and business model are working on a issue. The fourth group's business model and strategy under the fifth group strategy, business model, consider the following set.



Figure 1: Using an e-business model

The main strategy in the way the company competes. The main strategy of the firm's mission, market area AND and fundamental differences.

Mission: This section includes what the company is targeted and it is going to do.

Solution: The company must do its competitiveness in terms of customers, geographic distances and different products define. This sometimes leads to new ideas and initiatives will be in business.

The main differences: the differences in work and enterprise applications makes them against the competition?

Strategic resources due to the uniqueness of a company's competitive advantage in a particular resource. Changes sources can create grounds for new ideas in business.

The main features of the agreement include specific skills and abilities of the company.

The main assets: the main assets include, brands, ideas and innovations exclusive property, infrastructure and facilities, personal standards, customer information and anything that is valuable and limited.

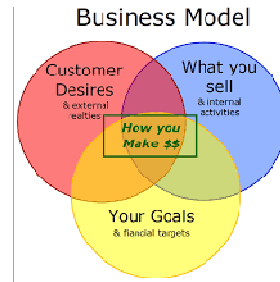


Figure 1: A Business Model

The main processes: This includes methodologies and daily activities is to convert inputs to outputs. In fact, there are all the assets and other inputs for customers that value.

Integrates strategic resources is a critical factor in creating a business model. With regard to appropriate coordination between the properties, assets and processes to create a good business model provided.

3. CONCLUSIONS

In this study the effect of strategic management in e-business, were evaluated. When the organization's business strategy, focused on improving business processes, the role of e-business strategy should focus on reducing costs and accelerating business processes in order to bring the organization to achieve its business strategy. Promote innovation in the corporate business strategy focuses on promoting innovation, e-business strategy using information technology to create new products and services. Establishing a customer profile, better communication with customers easier and customer comments about the product, the tools by which can be reached by e-business to improve, innovate and create new products and services found. On this basis, there is more information and being in the evolution of ideas and attitudes of customers during product provides great potential for innovation. therefore, one of the proposals for the operation of information technology in the development of innovation, the creation of new products and services and this is the preferred strategy is Nvarvry in promoting e-business, business model means for providing customer benefits and interests is firm and earn income. This method and the way the company's business activities pursued and to earn money to maintain its stability. In this model, according to available resources and customer needs, proposed to supply value customer offerings and revenue benefits accrue to the company. In other words, business model and how to earn money with the firm identify its position in the customer value chain explains. Business models show that a company can earn how to determine the position in the value chain and includes a variety of business, which include entrepreneurship, strategies, economic, investment, performance and marketing. Description of the company's business model provides value to our customers. The model describes a company's value to one or more of its customers.

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