عنوان فارسی مقاله:
پتانسیل تجارت الکترونیک شرکت های کوچک و متوسط در یک محيط کسب و کار در حال جهانی شدن

عنوان انگلیسی مقاله:
The Potential of E-commerce for SMEs in a Globalizing Business Environment

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
5. Conclusion

SMEs play dominant roles in terms of employment generation and economic development in this regards the effects of globalization on them and their prosperity in new business environment created by globalization is of a particular important to both developing and developed economies. In this framework this study presents how globalization affect enterprises and if SMEs can use the potential of e-commerce to handle the difficulties of the new business environment. The study also contributes to understanding of the internet as a medium for commercial use.

The case studies shows that SMEs carry out electronic commerce to invent new ways of creating value-added, new services and new business models, to develop e-commerce strategies geared to expanding their business, often internationally, and increasing their effectiveness and enter into electronic partnerships with large firms which are their customers or suppliers or with industry-wide associations.