

جامعة فيلادلفيا
كلية العلوم الإدارية والمالية

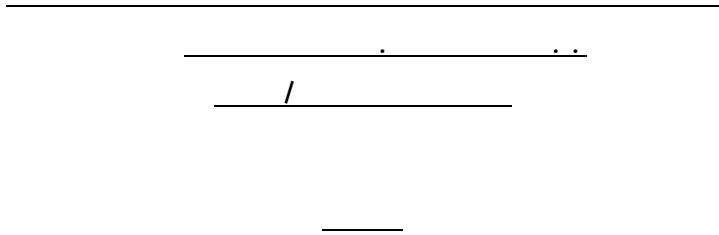
المؤتمر العلمي الرابع

الريادة والإبداع

إستراتيجيات الأعمال في مواجهة تحديات العولمة



15 – 16/3/2005



Abstract

Marketing is concerned with mutual benefit relationships where both parties of the relationship get the satisfaction and benefits they seek. Through this, the relationship is established between them and continues. Therefore, it is assumed that there are acceptable and remarkable principles of the behavior which governs that relationship. This forms the ethical dimension of the connection. These dimensions include the ethical considerations concerning product safety, the truth in advertising, and fairness in pricing, among other things.

That does not go beyond the domain of e-commerce in which ethical principles have become required more than the traditional commerce. The relationship between the customer and the organization is indirect and it depends on Internet sites that represent an unrealistic and hypothetical marketing environment. The information about the company, the producer, and after sale services is uncertain for the customer because it depends on the intangible electronic message. This requires an ethical commitment by these organizations when executing transactions in order to be trusted and maintain the relationship with the customer. According to this, companies, which rely on e-commerce as part of their activities, are required to be committed to ethics as a way to attract customers; thus it will be a part of the competitive advantages that the organization has and that will make it distinct in its target market.

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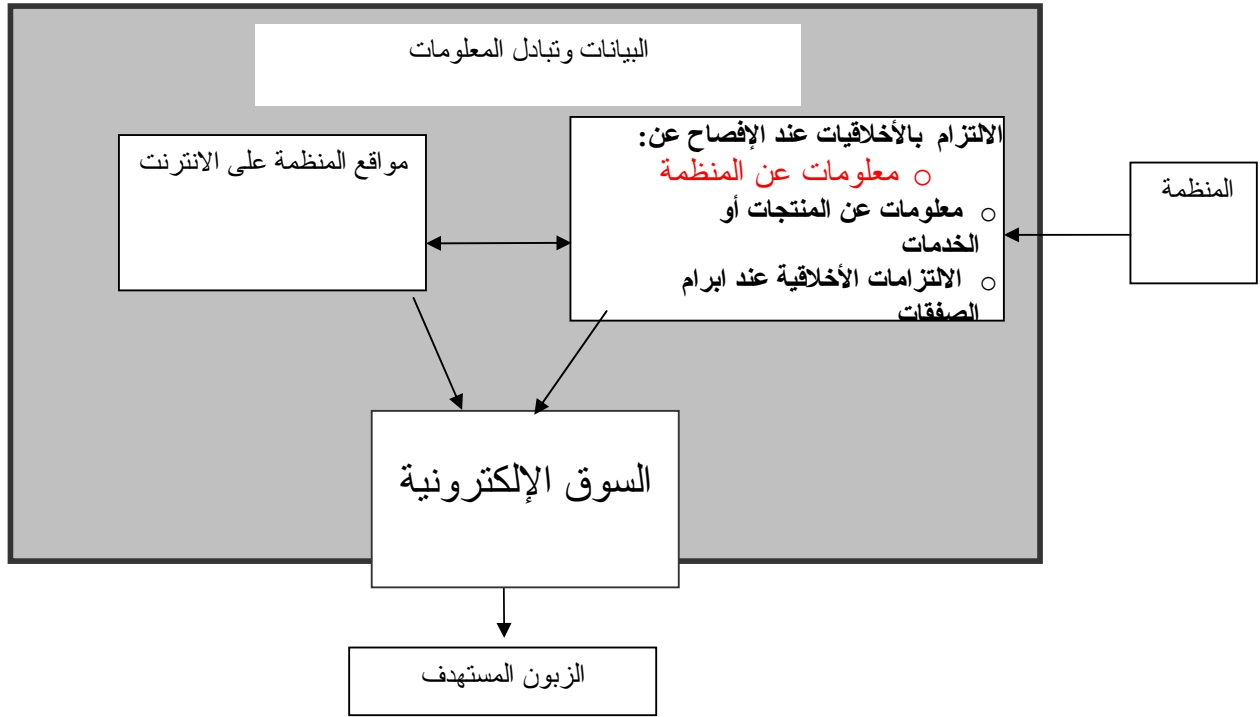
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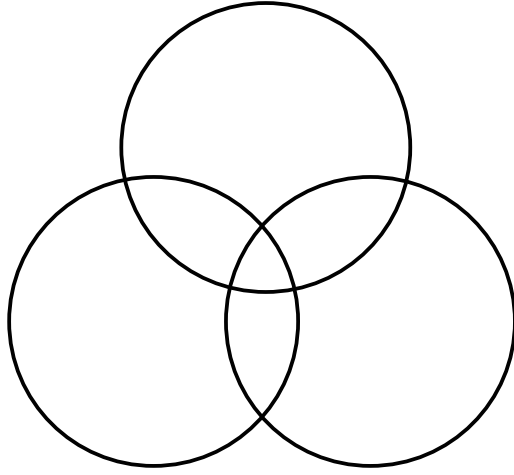
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ركائز التجارة الالكترونية

Whiteley, David; e-commerce strategy Technologies and application, New York, 2000

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(Kotler, 2000, 257)

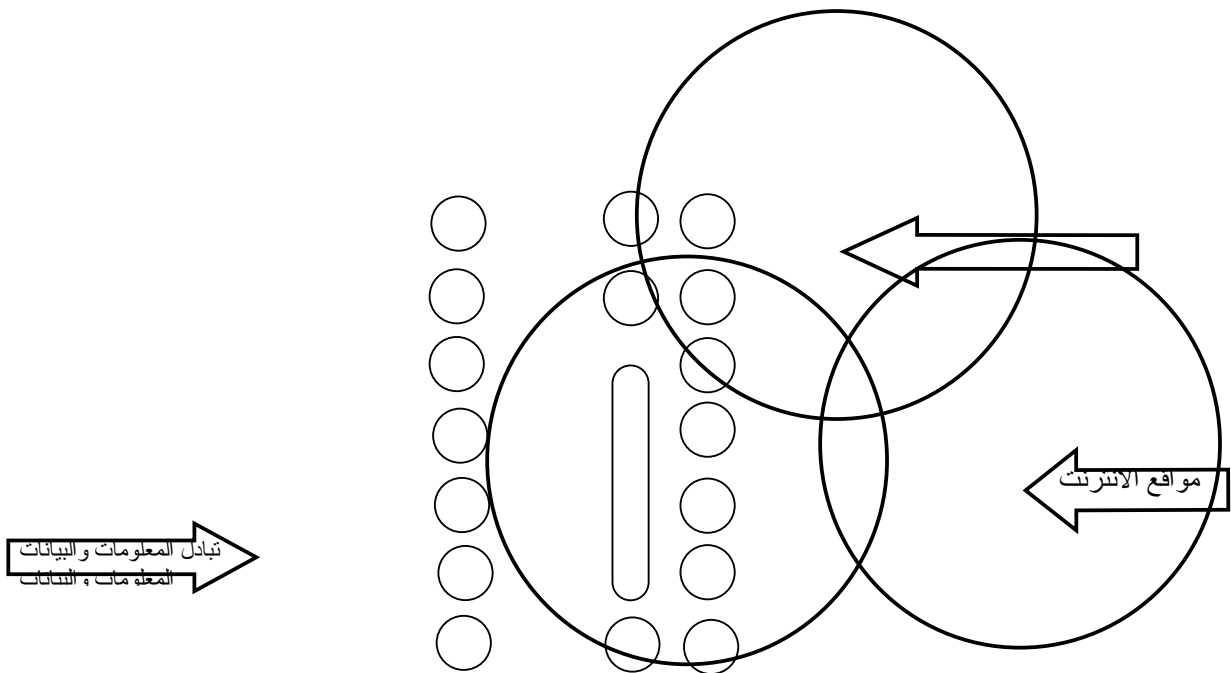
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	Dibb , et al, 94, 614
	Dickson,1997,308
	Baker,2000,506
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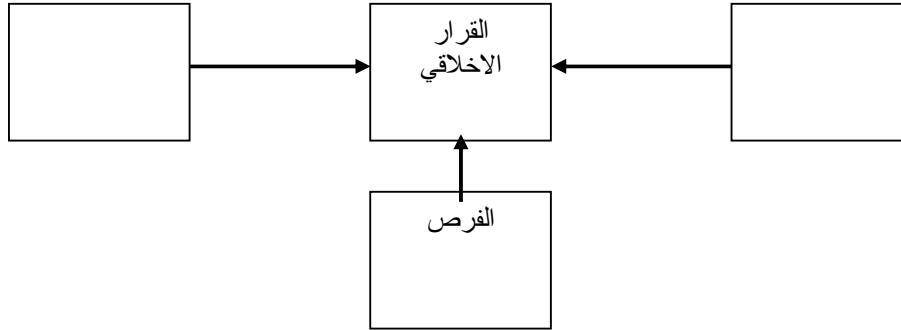
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Source :Dibb, Sally, Sim Kin Lyndon , Pride , William M. Marketing Concepts and Strategies , second Ed. London , Houghton Mifflin Co., 1994.

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