Concept of E-Business Standardization and its Overall Process

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Abstract

The concept of e-business is completely integrated with information technology or IT. The introduction of information technology or IT has led to various concepts such as e-business, e-commerce, and many more. Although in various cases e-business is quite similar to e-commerce, it comprises much more than any kind of purchase, especially in online transactions. This report will be based on understanding the concept of e-business and the process of standardizing e-business in any organization where its application can be applied in various areas as well as in day-to-day activity. The researchers will be discussing various articles and scholarly studies which will help them to conduct their research and based on certain methodologies, the study will be followed. Both the research topic as well as the research study is very significant to justify the requirements of the current business scenarios. The sole purpose for selecting this research study is because the concept as well as the application of e-business is been very significant for a very long time and will remain a very significant factor in various sectors of society. Whether it may be larger or multinational companies or SMEs, or in various governmental applications, the management has to adapt to the various models and designs of e-business to survive in the marketplace.

Keywords

Cross-Border, E-Commerce, E-business, marketplace, Online Shopping, Strategies, SMEs.

INTRODUCTION

The process of conducting business via computer-mediated systems is known as E-business or electronic business. Society has seen a series of technological advancements and the implications of information technology and communication has been very significant in various sectors. The application of e-business is completely integrated with information technology or IT. The introduction of information technology or IT has led to various concepts such as e-business, e-commerce, and many more. The concept of e-business is applicable in every area such as profit or nonprofit organizations or whether it may be governed. The application of e-business can be observed in various areas of any organization which saves time, and money and enhances operations regularly. The era of digitization as well as globalization has made the application as well as the concept of e-business very significant.

This research study will be based on understanding the concept of e-business and the process of standardizing e-business in any organization where its application can be applied in various areas as well as in day-to-day activity. The researchers will be discussing various articles and scholarly studies which will help them to conduct their research and based on certain methodologies, the study will be followed. Both the research topic as well as the research study is very significant to justify the requirements of the current business scenarios.

LITERATURE REVIEW

The era of globalization and digitization has created an opportunity for technological advancements, especially in the information technology and communication sector. These advancements had mainly impacted the corporate sector and have given rise to the concept of e-business. The article **"Implementations of E-Business Information System in Indonesia: Prospects and Challenges",** gives a clear idea of the concept of e-business and how it is utilized in various sectors of any organization (17). The authors in this paper have tried to highlight the implications of e-business in Indonesia and how the various organizations in that country are using the application of e-business information systems in various departments and on regular operations. The article also provides various definitions by different authors as well as organizations and provides the scope of e-business among various readers. The paper heavily focuses on the implications of the e-business information system or EBIS in both public as well as in private sectors and provides a brief knowledge of the business environment of Indonesia.

The concept as well as the scope of e-business has become very significant in various developing countries as these markets are known as emerging economies. The paper **"E-Business strategy in Developing Countries: A Framework and Checklist for the Small Business Sector",** mentions that this era of digitization has given a significant amount of investment in various developing nations where these have become very significant marketplace which provides a unique opportunity for various applications of e-business to grow (23). The application of e-business is now very common in both large, medium as well as in small businesses. In this article, the authors have also highlighted the impact of e-business on SMEs. E-Business has given rise to e-commerce businesses for a very long time, however, the applications of e-business in the

SMEs have been observed during the COVID-19 pandemic where the SMEs have no other options but to adapt to the concept of e-business and partner or collaborate with various e-commerce platforms to continue their businesses and survive in the market. Small businesses play a major role in any marketplace and merging these small and medium businesses with e-business could play a very significant role in any economy.

Various countries have defined SMEs according to their way based on the scenarios.

Region	Micro	Small	Medium
USA	<5	<100	<500
EU	<10	<50	<250
Australia	<5	<20	<200
Asian:			
Singapore	<10	<50	<200
Malaysia	<10	<50	<200
Korea	<10	<50	<200
Hong Kong	<10	<50	<200
Gulf Region:			
Saudi Arabia	Not specified	<60	<100
Bahrain	<10	<50	<150
Oman	<5	<20	<100
UAE	<10	<20	<100

Table: 2. SME definition by region
Source: (Batwa. and Alamoudi, 2019)

There are various frameworks and strategies to design and develop an e-business based on the requirements. The major focus of this paper **"How to manage E-Business: Design, Development, and Future of the Concept"**, is to provide an idea of how to operate an e-business application, design the e-business framework as well as various strategies, and make the prospects of e-business. The author of this paper has given a detailed analysis of how to develop e-business strategies based on the requirements along with explaining the concept and the scope of e-business (12). The article also highlighted how to formulate e-business strategies and how to implement them. The article also highlighted a brief comparison between e-business and e-commerce where e-business is the basis of e-commerce, still there are certain comparisons between them.

There are different types of e-business models based on the requirements of different business types. In October 1997, IBM was the first organization to coin the term e-business and initiated a huge campaign that is thematic in nature and acknowledges the confusion regarding internet-based services among customers (8). The company had spent a huge amount of time and money in advertising as well as marketing to create awareness about e-business. The company spent about 500 million dollars on such a campaign. In the paper **"E-business evolution: an analysis of mobile application ' business models"**, the authors discussed the evolution as well as the analysis of various types of models in e-business. The two major modes are mainly B2C and B2B which are very common in the market.

Some basic comparisons between B2C and B2B models can be expressed.

B2C	B2B
Purchase in small amounts and have minimal reverse	Purchase in bulk or large size and have maximum revenue.
Individuals based purchases as well as based on the requirements of the households. Dependent on influencers as well as other consumers' fur-buying decisions.	A group of individuals is involved in the decision-making process regarding purchases and such decisions can be from the various departments of any organization.
In this model, the entire sales process is completely dependent on the product or it is service driven and is less reliant on relationship-driven either that the service providers.	The entire sales process is relationship-driven.
The main observation in this model is the majority of the buying decision is based on emotions and the purchases are based on frequent inspiration as well as instincts.	The buying decision is based on rational thinking as well as the process is calculated.
Very minimal sales cycle and it has only a single-step buying process.	In this model, the sales cycle is much more complex and the buying process is longer.
Immediate satisfaction as well as results are the main factors behind the concept of purchase.	Long-term goals are the main reason behind the buying process.
Brand positioning and identity matter the most.	Brand positioning and identity are of less concern.
In this model, businessmen spend a huge time and money on marketing and advertising.	There are minimal expenses on money and time either on marketing or advertising.

Table: 1. Comparison between B2C and B2B models of e-business.
Source: (Pratt, 2019).

The complete process of digital marketing is very much dependent on e-business where the basic factor of digital marketing is communication with the customer which is ensured by the e-business model empowered by information technology and communication (16). The significance of digital marketing has become very common after the COVID-19 pandemic which created a new concept of the involvement of various social media platforms and is termed social media marketing. This paper **"Digital Marketing Strategies Based on the E-Business Model"**, acknowledges that the fundamental functioning of various digital marketing strategies is inspired by the concept of e-business. The authors discussed the applications of digital marketing and the implications of the strategies in the current scenarios. The various aspects of e-business and digital marketing is an integral part of industry 4.0 and the majority of organization are dependent on them.

The concept, as well as the application of e-business and its various models, are being utilized in the Block Chain or BC as well as the Internet of Things or IoT technology. A decentralized as well as digitized management of the public ledger in every transaction related to crypto-currency is known as blockchain (14). On the other hand Internet of Things or IoT technology is mainly observed in larger-size retail brands and e-commerce businesses and is becoming a new platform for e-business. The article **"Smart E-Business Model Based on Block Chain (BC) and Internet of Things (IoT) technologies"**, clearly represents a smart E-Business model which is based on Block Chain and Internet of Things or IoT technologies. This article also highlighted how traditional e-business models can be redesigned. The article discusses the various aspects of e-business and gives a detailed analysis of blockchain management. The paper mainly focuses on blockchain technology and implementing IoT technology.

The market has seen a steep rise in various types of online transactions during this COVID-19 pandemic which affected almost all sections of the business. It changes the buying behavior of the consumers as compared with how they used to behave before the pandemic. The paper **"The Impact of E-Business practices and consumer buying behavior in a developing country "**, mentions the effect of the COVID-19 pandemic on e-business (2). Although the concept of e-business has been around for a very long time, the requirements have increased after the COVID-19 pandemic where various developing nations are focusing on the various applications of e-business regularly. The article discusses the various aspects of consumer behavior in Pakistan after the

COVID-19 pandemic and how e-business practices have changed during this time.

The concept of e-business and e-commerce is very significant in the SME sector as SMEs play a major role in the economy (5). The fast-changing environment as well as various uncertainties in the market such as the COVID-19 pandemic has led various SMEs to acquire various e-business models as well as use various e-commerce platforms to survive in the market. This article **"Designing and Deploying an E-business model for Small and Medium Size Enterprise in Saudi Arabia "**, explains how various e-business models are designed as well as implemented in various SMEs to maintain their daily operations. The article showcases how the kingdom of Saudi Arabia is investing heavily in improving its businesses and trying to design,

develop as well as deploy various e-business models which cater to its economy.

MATERIALS AND METHODS

The methodology is one of the major portions of any dissertation as well as in research study. The researchers use research methodology to complete their research study and provide a detailed analysis of various resources that are very significant for the research (9). The methodology has various sections as well as steps that the researchers have to follow to find out the various results of the research topic and conclude the study.

Various stages of research methodology are expressed in the research onion that shows the research process.
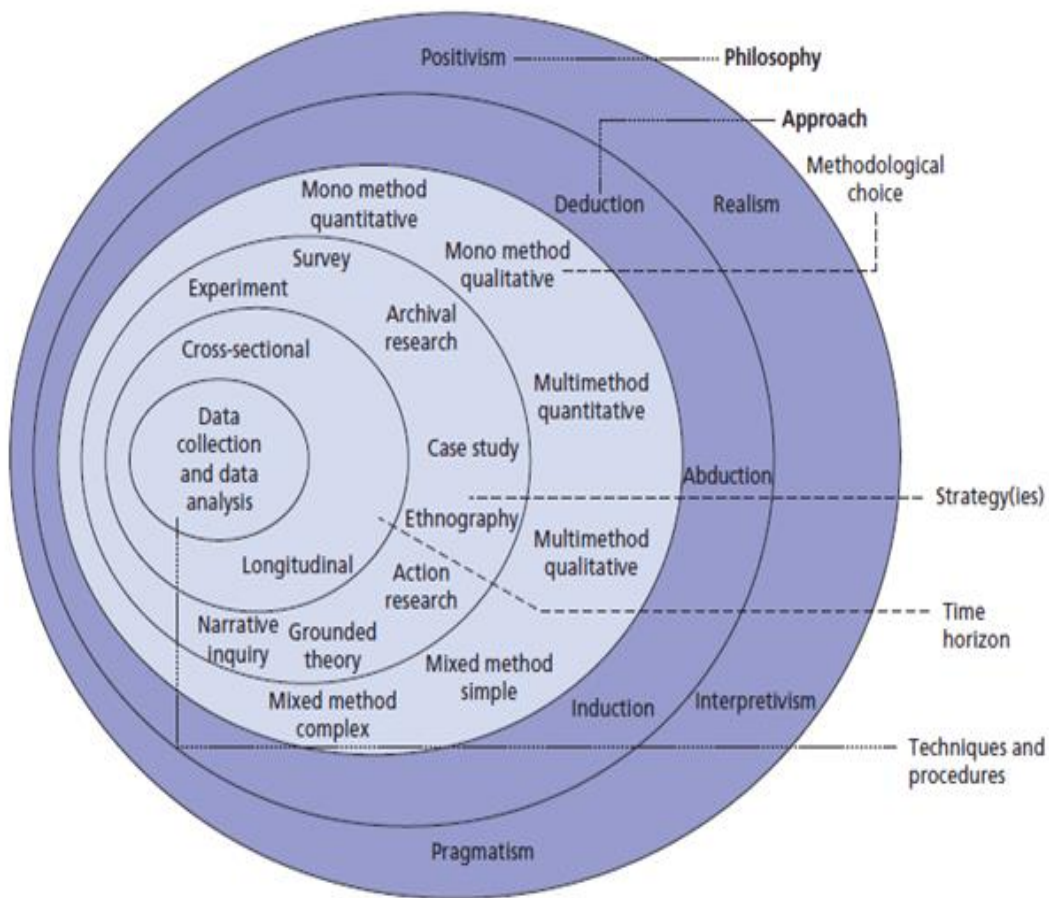

Figure: 1. The Research Onion.
Source: (Alturki, 2021)

The researchers have used **interpretivism research philosophy** which helps them to gather various concepts of e-business as well as various individuals related to it as well as understanding various thought processes. In order the set up a theory-based research study, the researchers need to use interpretivism research philosophy which can be scientific in nature and highlights the idea of those processes which can be identified as well as collect different evidence as well as proofs, interpret, analyze and use the topic for the research study (18). Engaging in these hind activities that are related to

the concept of e-business the researchers will have to discuss the various elements of the study. This research philosophy will enable the researchers to include the various interests of the individuals regarding the research study. The term interpretation is sometimes also known as interpretivism and this kind of research philosophy plays a very important role in the research study as well as it helps the entire research team to analyze as well as explain any such topic or idea in a detailed manner and also helps to interpret the results as well as findings based on the research paper.

The implications of the interpretivism research philosophy enable the researchers to include the **deductive research approach** which helps to build a hypothesis based on the current theory. There are various research approaches in the research methodology used in the research study based on the requirements of the research topic such as deductive, inductive, and abductive approaches. This research approach will later be to build various research strategies related to the topic to match the hypothesis (13). The main reason for including the deductive research approach is to finish the current discussions which are based on the title of the research study. Although in this entire process of understanding the concept of e-business, its standardization as well as the method, is the kind of analysis that has discovered a link between the research process and the topic of the research. In this approach, the researchers can now be able to use different kinds of information as well as data and the researchers can process this information from those groups of data. To enable a link between the research methodology as well as the research objectives, deductive research approaches play a major role. The researchers can now verify the significance of the research study as well as give proper information based on the research topic.

It is very important to form a research strategy and to do so the researchers need to focus on the research methodology to make the entire process which needs to be designed to form a research strategy. The article needs to explain each aspect of the research topic. The complete research process is to gather various data as well as information and analyze them by following a theoretical background of the study (22). The deductive research approach also enables the researchers to follow an **explanatory research design** to justify the research topic as well as to find the purpose of various research processes. This design will help the researchers to understand the var objectives of the research and which matches the various criteria of the research questions.

The researchers have selected a **qualitative data collection method** as there is no such numerical analysis and do not involve any kind of primary data collection (4). The major collection of data in this research study is based on various sources such as scholarly studies, journals, books, and articles. The qualitative data collection method also consists of different case studies, focus groups, observations, and future research.

The qualitative data collection method insists on **secondary data collection sources**. As the research study is completely dependent on various secondary sources which are from relevant sources and are reliable in nature (21). The main source of collecting data and information is mainly from the Google scholar website which provides various journals and articles that are relevant to the title of the research.

The researchers have focused on **convenience sampling** which is also known as availability sampling is a specific type of non-probability method of sampling that focuses on the collection of data from those populations who are conveniently available (7).

The researchers have chosen **thematic analysis** as the research study is based on secondary sources and has a qualitative data collection method (6). The article is very much dependent on thematic analysis as this analysis can mitigate to fulfill research objectives, especially those which are reliant on the research analysis.

The researchers have to maintain a certain number of **ethical considerations** which is very significant for any kind of research study (10). The researchers have to comply with various laws related to the data protection act and maintain healthy and transparent policies. The researchers also stressed collecting data and information from relevant and reliable sources.

RESULTS

With the advancement of technology and innovation, the relevance of e-business will grow more and more in every marketplace. With the introduction of e-services via various internet service providers there are various ranges as well as functions to develop intranets as well as extranets and share them with various application service providers. E-Business enables various organizations to purchase various parts as well as supplies from various nations. E-Business also helps businesses to collaborate to form a joint venture as well as engage in sales promotions.

E-Business models

As mentioned previously the literature review regarding the evolution of e-business while providing an example of IBM, which is one of the first companies to introduce e-business. This led to the huge growth in revenue to 88 billion dollars in 2000 from 64 billion dollars in 1994 as well as the application of e-business has tripled the net income of IBM (19). Various models of e-business are built according to the needs as well as requirements of various organizations. These models are business-to-consumer or B2C, business-to-business or B2B, consumer-to-business or C2B, and consumer-to-consumer or C2C. Among these models, the B2C and B2B are the most commonly used models.

E-Business information system or EBIS

This is a type of information system that supports e-business models and can also be known as an electronic information system. This has applications in various departments and areas of operations such as production, human resource, finance, marketing accounts, and many more. All these areas of management fall under e-business models or information systems. These can be called various names such as human resource information systems, infrastructure systems, marking information systems, and many more (20). Both the idea of information systems as well as e-business are closely integrated.

E-Business and E-Commerce

In various cases both e-businesses, as well as e-commerce, are interrelated with each other, however, there are certain

differences. Although both concepts are used interchangeably in various research studies, in certain situations these ideas vary from one another (24). Where the main purpose of e-commerce is to ensure a type of transaction that is inter-organizational or inter-business in nature where the transaction between businesses or organizations as well as transactions related to B2C which establishes between businesses and buyer's transactions while on the other hand, e-business refers to nonprofit or profit organization or government where the entire business process is conducted via technology based on the internet. The below table shows the comparison of e-business and e-commerce in various sectors.

Basis of difference	E-Business	E-Commerce
Definition	Drives business through the internet or any kind of interest-based technology.	Carries out trade such as sales or purchases and via merchandised while using the internet.
What is it?	Superset	Subset of e-business
Whether limited to monetary transactions only?	Not limited to only monetary transactions.	Limited to monetary transactions.
Functions	Business related transaction	Entire transactions are commercial
Approach	Ambivert	Extroverted
Requirements	Enterprise resource planning or ERP, websites, customer relationship management, and many more.	Website.
Network or communication	Extranet, intranet as well as the internet.	Relies only on the internet.

Table: 3. Comparison Between E-Business and E-Commerce.
Source: (Ziaran et al., 2021)

A. Deployment of the e-business models in the SME sector in Saudi Arabia

There is a serious need to set up a strategy to develop the SME sector in Saudi Arabia by applying the concept of e-business (15). Below the table, there are the most common definitions of SME in Saudi Arabia.

Category of Enterprises	Number of Employees or Workers	Revenue per annum
Micro	1 to 2	Less than USD 27000
Small	3 to 49	USD 27000 to 1.3 million
Medium	50 to 200	USD 1.3 to 13.3 million

Table: 4. Current definition of the SME sector in Saudi Arabia.
Source: (Satar and Alarifi, 2022)

B. SMEs adapting to various limitations or barriers to e-business

Although the concept of e-business and its various models seems to be very impressive, there are certain limitations as well as barriers that have to be faced (11). The below diagram shows the various e-business barriers which every SME has to face.
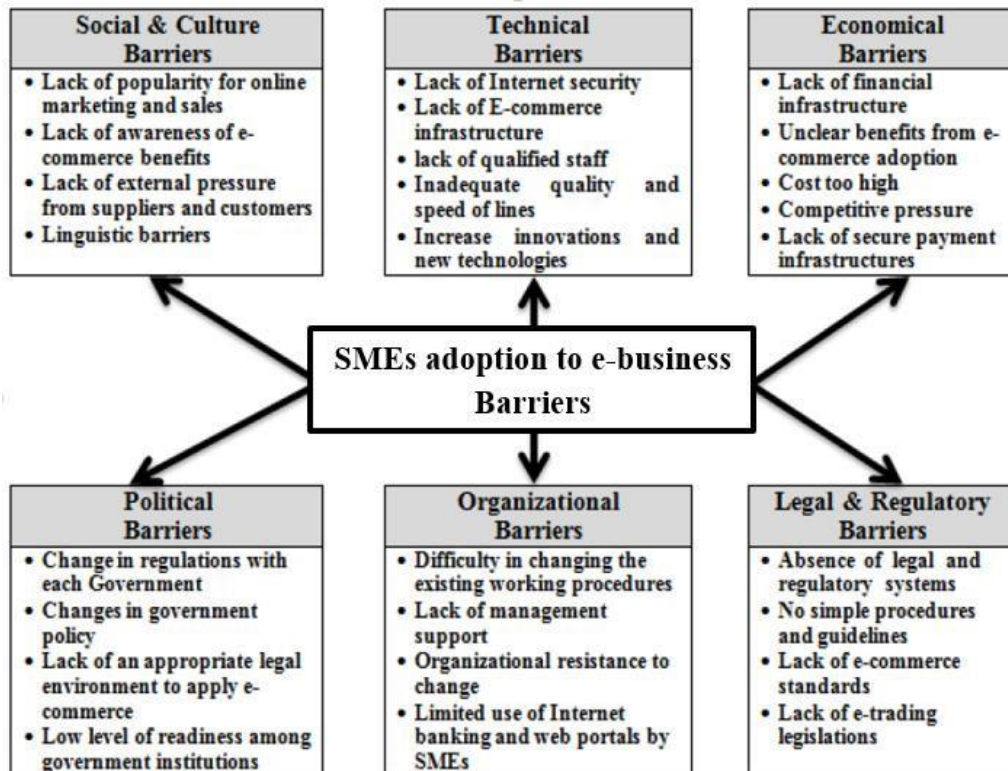
Figure: 2. Various groups of barriers related to e-business faced by the SME sector.
Source: (Mkansi, 2022)

The above figure shows various phases of barriers that various businesses have to face especially in Saudi Arabia.

CONCLUSION

The concept of e-business will remain one of the most significant factors in various organizations as well as in every marketplace. Based on the above research study, an e-business must have a very good future and the prospects of the society as the entire business process as well as the functionality of e-business in various sectors of the society. There will be various technological advancements in e-business models and the results are still visible where there are huge applications of artificial intelligence and machine learning in various areas that are changing the lifestyle of each individual.

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