



Identify successes and failures in e-marketing projects for corporate excellence in the private sector and productive (Case study me Disk corporate)

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ABSTRACT

The revolution in information and communication technologies has changed the manner that individuals and organizations conduct their business. Acceptance of e-marketing for a variety of features and benefits such as the globalization of trade, removing of the limitation of time and distance, speed, efficiency, significant reduction of costs and improving product quality, finding new customers or suppliers, generating new sales of current products, taking advantage of opportunities and many other advantages has opened up a new realm in the competition. In this study, the model of organizational excellence with the e-marketing model was used and the variables and their impact on the success of e-organization were investigated. In this study, managers and employees of me disk corporate (102 people) were analysed and the results showed the relationship and high impact of these variables on the success of the organization. The research is applicable and data collected through a survey questionnaire.

Original Article:

Received 22 Sep. 2015

Accepted 26 Oct. 2015

Published 21 Nov. 2015

Keywords:

corporate Excellency Model, e-marketing, structural equation model

INTRODUCTION

The impact of rapid technological development over the past decades brought about many changes in the business with and organizations that do not accompanied by changes in the business world and the business will be doomed to failure. The result of these changes lead to the emergence of virtual organizations, e-commerce or e-businesses that became known as the dot-com businesses. It is a business that set up in the form of a website to exploit the opportunities that the Internet technology has provided for them. (Ahmadpoor Dariani, 2007). [1]

E-Marketing

How to find a new customer? (Customer absorption) And how to maintain this new customer (customer retention). These are the questions that are raised in e-marketing. E-marketing follows the traditional marketing purposes; regarding this difference that E-marketing pursues innovation with innovative tools and techniques. E-Marketing can be defined as follows: [6]

Managing customer interaction in a modern media environment in order to make a profit for the person or the organization.

E-marketing is not a separate function that is exclusively related to selling products and services. But it is a management process to manage the relationship created between the organization and the customer. E-Marketing performance can be identified and categorized in the following three sections:

1. Integration:

E-Marketing covers the entire process of selling of the company and selling through a representative of the company in an integrated process.

2. Mediation:

E-marketing control the needs and demands of customers with production and service capacity of the company.

3. Reseller:

E-Marketing plays an intermediary role among the various segments of the Company such as financial sector and foreign investor.

To better understand the key points of E-marketing all customer interactions are required to be examined.

Organizational Excellency model

It is a systematic framework for evaluating the performance of organizations in both areas of the process and the results of this process. The results of the evaluation in this model are the organization's strengths and its areas for improvement and to obtain improvements a list of prioritized programs also suggested. Based on total quality management (TQM), noticing to the following eight values and fundamental concepts is necessary to create success and continuous improvement of an organization: [7]

- Customer-centre
- Leadership and stability of the purposes.
- Management based on processes and facts.
- Development and involvement of employees
- Learning, innovation and continuous improvement
- Development of business cooperation
- Corporate social responsibilities

These eight basic values and concepts form basic steps of planning and implementing the systems.

The criteria used to evaluate the performance of organizations should be closely related to the above concepts.

The criteria by which we can measure the degree of achievement of the eight fundamental concepts and the rate of success in attaining the results.

E-Marketing Excellence Model (Lucas, Tsrvnys, 2012)

E-commerce has wider topics than technology. It is thinking about what the customer needs. E-business Excellency is systematic using of quality management principles and tools to improve performance based on the principles of customer-centeredness, stakeholder value and managing the process. Measuring e-business excellence through self-assessment process is operational. In the literature of business management several frameworks of business excellence exist such as models like EFQM, Malcolm Aldridge and Deming.

Review of literature

Many businesses and research about the causes of success and failure are taken into account. researches Conducted and stated here in this area due to the importance and relevance of research.

Maharaj et al in an article entitled "Failure of online stores in 2000: Are brands exists?" investigated the causes of success and failure in the 48-internet stores. Finally the researcher knows Success factors in the delivery of digital products, the ability to adapt the product to the customer and not affiliated with any other company (Maharajan et al., 2000).[2]

Kauffman and Wang's study in 2008 on 130 people in an active E-organization various areas in an article entitled "entering to the digital channel: evaluating business model characteristics for survival of Internet corporate " Showed that the survival probability of electronics companies facilitate online transactions. And rely on the incomes from the ads as their main source of income (J. Kauffman & wang, 2008).[3]

A study in 2004 on successful and unsuccessful Internet businesses` in various fields took place in 2000, investigated the possible causes of success and failure in control and non-control reasons.

The results mentioned the success factors: strong logistics support and customer driven, creating a market place. Failure factors are: The lack of basic business knowledge, ineffective advertising, poor logistic support, poor customer support, inappropriate use of funds and gradual decline of the investors` in e-commerce. (A. Razi et al., 2004).

In an article entitled "Product, marketing and website characteristics: factors differentiating successful and failed businesses." That was done in 2008 on 3000 managers of active electronics companies in different fields. Failure and success factors in category of 1) Product 2) marketing skills,

and 3) the Web have been studied. The results of this study showed , factors such as: marketing without studying and planning , lack of providing needs for customersto buy the product , Lack of competitive advantage and insufficient productivity in the design of website are failure factors in the business. And Good marketing skills, a competitive advantage and build trust with customers over the Internet and online business were success factors (Korgaonkar&Oleary, 2008).[4]

Saaboraet la. in 2008 researched on 1794 Thai companies entitled as "an essential factor for success in online projects: a practical study in Thailand" and assessed Success factors which was in three categories of founder factors, electronic services and external factors.

Result of this research showed that tendency to success, internal locus of control, reliability and ease of use were identified as indicators of success in a project (C. sebor et al., 2009).[5]

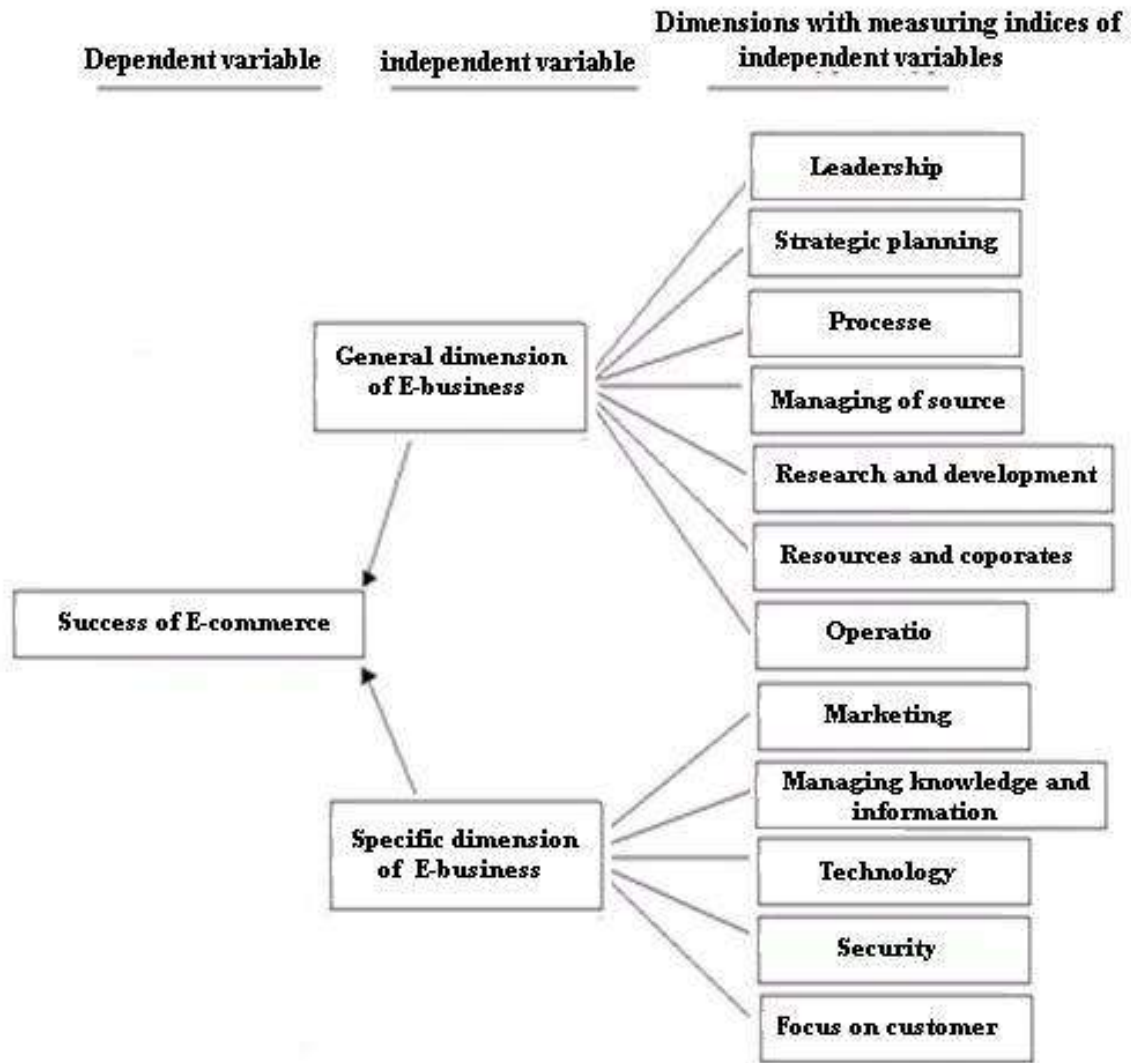
In 2004, another study was conducted in England on three rescued three Internet companies. Strategies that the companies applied in recession. Lessons learned in the course of the crisis can be summarized as follows:

The importance of the use of e-business to gain market position, the importance of paying attention to customers` trust, set up the business model in a flexible manner according to the demand and need of customer, The importance of outsourcing in electronic projects, the importance of financial support for projects and access to an expert team of managers and consultants.[8]

In a study entitled identify the factors affecting the e-customer loyalty in 2008, was designed by Panahi, variables were defined about e-customer loyalty. In this study, questionnaires completed by customers of Raja trains that bought online tickets more than 2 times form Raja website. And in order of importance of these variables were expressed as the electronic trust, consentelectronic, graphic of website, variety in selection, call back.

In a study entitled "Factors affecting Internet shopping" that was done in 2006 by H. Zaddon using factor analysis of 230 questionnaires that online store shoppers of Raja. irand Bekhan.com sites completed.

These factors were categorized in order of importance: customer perceptions of usefulness and ease of online shopping, information quality, service quality of website, Electronics store appearance features, quality of technical performance of website and perceptions of safety. In this study, the important risk of customers was the risk in payment.[9]



Methodology

The present study in terms of purpose is the applied research. In terms of data collection has the quantitative methods using a questionnaire for professionals and e-business owners. The population was me disk. The sample size of some executives, managers, supervisors, technicians were 102 employees who have been identified. To test the research hypotheses correlation and paired comparisons test were used.

Inferential Statistics

1-Leadership impact on the success of e-business.

R value is a 0/106.(Table8-4) and at a level beyond the one percent is not significant and this shows a low correlation between leadership and success.

Table 8-4 The correlation between leadership and success

		A1	A13
A1	Pearson Correlation	1	.106
	Sig. (2-tailed)		.287
	N	102	102
A13	Pearson Correlation	.106	1
	Sig. (2-tailed)	.287	
	N	102	102

Table 9-4 paired comparisons between the leadership and success

Paired Samples Test

	Paired Differences	95% Confidence Interval of the Difference					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	A1 - A13	.61683	1.02494	.10148	.41551	.81815	6.078	101	.000

(Table 9-4) The results of the t-test with 0.05>is also approved on this subject
 2- Strategic planning impact on the success of e-business

R value is a 0/339.(Table10-4) and at a level beyond the one percent is significant and this shows a high correlation between Strategic planning and success.

Table 10-4 The correlation between Strategic planning and success
Correlations

	A2	A13
A2 Pearson Correlation	1	.339**
Sig. (2-tailed)		.000

	A2	A13
A13 Pearson Correlation	.339**	1
Sig. (2-tailed)	.000	
N	102	102

** Correlation is significant at the 0.01 level (2-tailed).

Table 11-4 paired comparisons between the Strategic planning and success
Paired Samples Test

	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
					Pair 1 A2 - A13	.90441			

(Table 11-4)The results of the t-test with 0.05>is also approved on this subject
3-Human resource management impact on the success of e-business
R value is a 0/769.(Table12-4) and at a level beyond the one percent is significant and this shows a high correlation between Human resource management and success.

Table 12-4 The correlation between Human resource management and success
Correlations

	A3	A13
A3 Pearson Correlation	1	.769**
Sig. (2-tailed)		.000
N	102	102
A13 Pearson Correlation	.769**	1
Sig. (2-tailed)	.000	
N	102	102

** Correlation is significant at the 0.01 level (2-tailed).

Table 13-4 paired comparisons between the Human resource management and success
Paired Samples Test

	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
					Pair 1 A3 - A13	-.15114			

(Table 13-4)The results of the t-test with 0.05>is also approved on this subject
4- impact on the success of e-businessResources and partnerships
R value is a 0/914.(Table14-4) and at a level beyond the one percent is significant and this shows a high correlation between Resources and partnerships and success.

Table 14-4 The correlation between Resources and partnerships and success
Correlations

	A4	A13
A4 Pearson Correlation	1	.914**
Sig. (2-tailed)		.000
N	102	102
A13 Pearson Correlation	.914**	1
Sig. (2-tailed)	.000	
N	102	102

** Correlation is significant at the 0.01 level (2-tailed).

Table 15-4 paired comparisons between the Resources and partnerships and success
Paired Samples Test

	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
					Pair 1 A4 - A13	-.11520			

(Table 15-4)The results of the t-test with 0.05>is also approved on this subject
5- impact on the success of e-businessProcess

R value is a 0/657.(Table16-4) and at a level beyond the one percent is significant and this shows a high correlation between Process and success.

Table 16-4 The correlation between Process and success
Correlations

	A5	A13
A5 Pearson Correlation	1	.657**
Sig. (2-tailed)		.000
N	102	102
A13 Pearson Correlation	.657**	1

Sig. (2-tailed)	.000	
N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 17-4 paired comparisons between the Process and success
Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 A5 - A13	-.55147	.76539	.07578	-.70181	-.40113	-7.277	101	.000

(Table 17-4)The results of the t-test with 0.05>is also approved on this subject
6-Operation impact on the success of e-business
R value is a 0/449.(Table18-4) and at a level beyond the one percent is significant and this shows a high correlation between Process and success

Table 18-4 The correlation between Operation and success
Correlations

		A6	A13
A6	Pearson Correlation	1	.449**
	Sig. (2-tailed)		.000
	N	102	102
A13	Pearson Correlation	.449**	1
	Sig. (2-tailed)	.000	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 19-4 paired comparisons between the Operation and success

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 A6 - A13	-.13480	1.03686	.10266	-.33846	.06886	-1.313	101	.182

(Table 19-4)The results of the t-test with 0.05>is also approved on this subject
7-Research and Development impact on the success of e-business

R value is a 0/345.(Table20-4) and at a level beyond the one percent is significant and this shows a high correlation between Research and Development and success

Table 20-4 The correlation between Research and Development and success
Correlations

		A7	A13
A7	Pearson Correlation	1	.345**
	Sig. (2-tailed)		.000
	N	102	102
A13	Pearson Correlation	.345**	1
	Sig. (2-tailed)	.000	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 21-4 paired comparisons between the Research and Development and success
Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 A7 - A13	.26225	.94880	.09395	.07589	.44862	2.792	101	.007

(Table 21-4)The results of the t-test with 0.05>is also approved on this subject
8-Marketing impact on the success of e-business

R value is a 0/847.(Table20-4) and at a level beyond the one percent is significant and this shows a high correlation between Marketing and success

Table 22-4 The correlation between Marketing and success
Correlations

	A8	A13
A8 Pearson Correlation	1	.^47

	Sig. (2-tailed)		.010
N		102	102
A13	Pearson Correlation	.^47	1
	Sig. (2-tailed)	.010	
N		102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 23-4 paired comparisons between the Research and Development and success
Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 A8 - A13	.54657	1.13546	.11243	.32354	.76959	4.862	101	.000

(Table 23-4)The results of the t-test with 0.05>is also approved on this subject

9-Technology impact on the success of e-business
R value is a 0/886.(Table24-4) and at a level beyond the one percent is significant and this shows a high correlation between Technology and success

Table 24-4 The correlation between Technology and success
Correlations

	A9	A13	
A9	Pearson Correlation	1	.^86
	Sig. (2-tailed)		.009
N		102	102
A13	Pearson Correlation	.^86	1
	Sig. (2-tailed)	.009	
N		102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 25-4 paired comparisons between the Technology and success
Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 A9 - A13	.95343	1.17510	.11635	.72262	1.18424	8.194	101	.000

R value is a 0/462.(Table26-4) and at a level beyond the one percent is significant and this shows a high correlation between Knowledge management Information and success

(Table 25-4)The results of the t-test with 0.05>is also approved on this subject
10-Knowledge management Information impact on the success of e-business

Table 26-4 The correlation between Knowledge management Information and success
Correlations

	A10	A13	
A10	Pearson Correlation	1	.462**
	Sig. (2-tailed)		.000
N		102	102
A13	Pearson Correlation	.462**	1
	Sig. (2-tailed)	.000	
N		102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 27-4 paired comparisons between the Knowledge management Information and success
Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 A10 - A13	.85539	.91497	.09060	.67567	1.03511	9.442	101	.000

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(Table 27-4) The results of the t-test with 0.05>is also approved on this subject 11-Security impact on the success of e-business

R value is a 0/590.(Table28-4) and at a level beyond the one percent is significant and this shows a high correlation between Security and success

Table 28-4 The correlation between Security and success Correlations

		A11	A13
A11	Pearson Correlation	1	.590**
	Sig. (2-tailed)		.000
	N	102	102
A13	Pearson Correlation	.590**	1
	Sig. (2-tailed)	.000	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 27-4 paired comparisons between the Security and success

Paired Samples Test

	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
					Pair 1	A11 - A13			

(Table 29-4) The results of the t-test with 0.05>is also approved on this subject 12-Focus on customer impact on the success of e-business

R value is a 0/501.(Table30-4) and at a level beyond the one percent is significant and this shows a high correlation between Focus on customer and success

Table 30-4 The correlation between Focus on customer and success

Correlations

		A12	A13
A12	Pearson Correlation	1	.501**
	Sig. (2-tailed)		.000
	N	102	102
A13	Pearson Correlation	.501**	1
	Sig. (2-tailed)	.000	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Table 31-4 paired comparisons between the Focus on customer and success

Paired Samples Test

	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
					Pair 1	A12 - A13			

Results

(Table 31-4) The results of the t-test with 0.05>is also approved on this subject

<i>Result</i>	<i>Sig</i>	<i>Pearson Correlation</i>	<i>Hypothesis</i>	<i>Row</i>
rejected	.287	.106	Leadership and success of e-businesses	1

accepted	.000	.522	Strategic planning and successful e-businesses	2
accepted	.000	.339	Human resource management and successful e-businesses	3
accepted	.000	.914	Resources and corporates of successful e-businesses	4
accepted	.000	.657	Processes and success of e-businesses	5
accepted	.000	.449	Performance and success of e-businesses	6
accepted	.000	.345	Research and development and successful e-businesses	7
accepted	.010	.847	Marketing and successful e-businesses	8
accepted	.009	.868	Technology and e-business success	9
accepted	.000	.462	Information and knowledge management and success of e-businesses	10
accepted	.000	.590	Security and success of e-businesses	11
accepted	.000	.501	Focus and customer and successful e-businesses	12

Discussion and conclusions

In this study, we found that elements of strategic planning, human resource management, partnerships and resources, processes, technology, performance, research and development, marketing, security and knowledge management are affected on the success of businesses. Having strategy and an appropriate infrastructure is the particular importance in the success of this type of marketing and should allocate more time and money in planning issue.

Having a business plan is essential to success in organizations. Razi et al (2004) are enumerated Fundamental knowledge and planning as the most important success factors. Appropriate management is important. Razi et al considered having strong logistics and effective advertising as success factors in e-business. Resource management can be a guarantee of success and in this study it was also approved. Marketing is one of the key factors in the businesses. Razi et al (2004a) and Mahara John (2000) considered establishing position in the market and adapting the product to the customer as important factors in the success of the businesses. Marketing and Research & Development are the main prerequisites in E-marketing project and should be paid attention more and as an operational strategy in organizations should be used. [10] To have Marketing and Research and development we need the concentration and focus of the client. Maharaj et al and Razi et al also considered a high focus and customer orientation. In The research focus on the customer has high impact on the success of businesses. [11]

Reliability and simplicity in Kauffman and Wang (2000) Sbvara et al (2008) and Huda Zadvn (1385) also emphasized and is a key factor in the success of organizations. In this study, the safety and effectiveness of technology as a significant factor with high correlation and impact has been found. [12]

In E-Businesses, studies should use a strategy-driven marketing move. So that the implementation of marketing is

fully operational and its performance measured by monitoring and analysis of indicators. Having high technology and

Balance between security and ease of online financial transactions should be done very carefully so that the reliability of client raises. And the simplicity must be too low so that the tolerance of the customer is not violated.

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