

DEVELOPMENT AND USE OF ELECTRONIC BUSINESS

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Abstract: With the spread of global communication, the internet, the business world has changed the way it works. The Internet has played and continues to play a very large role in the development of businesses, using it as an instrument, which transferred and formed a large global market. In recent years, almost all companies have access to the Internet and most of these companies sell products by using the Internet or otherwise as it is called e-commerce. Global trend of increasing online trade are constantly increasing.

Kosovars who are business leaders should take advantage of this free labor force and young population; here they have an advantage. In Kosovo, some companies are using or implementing e-commerce such as Gjirafa50. Also, in recent years in Kosovo there has been progress in banks, about 90% of commercial banks have created e-banking for services that a user can perform using electronic devices such as smartphones or computers.

Music - Despite other industries where the Internet improves traditional methods, the music industry has undergone a complete change in the concept of trade due to the Internet. Many people use the Internet to download (download) free music in MP3 format called, and the music industry is being threaten by the free music through internet concept. One of the most popular software for downloading MP3 music, Napster, is contributing to the Internet by enabling Internet users to download each other's music. Along with traditional businesses, the music industry has always opposed new technology, and although the industry rules out new technology, some music companies are preparing to sell music in MP3 format.

The economies of developing countries must take into account some of the many critical success factors in the new world economy. Which are: creating new partnerships and alliances, focusing on basic competition, sending offers for high value services which include products, business scale and range optimization towards custom production, urgent forecasting to avoid suffocation through the use of proactive strategies, increasing intangible assets and opportunities, and competition for controlling control customer access and relationships - competition through websites.

All over the world e-commerce is very advanced and widely used as seen in the above sections we have explained, but e-commerce in Western Europe is still a topic to be discussed at the level of what to sell , how much to earn, which platform to use¹⁶⁵. Also in a small country in Eastern Europe such as Kosovo, there are still initial discussions of e-commerce. In the last 10 years in Kosovo, there has been a great increase in knowledge about the use of IT; many people have already opened their companies to developing systems.

In general, today's businesses should always try to create the next best thing that consumers will want because consumers continue to want their products, services, etc. be consistently better, faster and cheaper. In this world of new technology, businesses need to adapt to new types of consumer needs and trends, because this will prove to be vital to the success and survival of their business.

Keywords: internet, technology, information, business, e-commerce

1. INTRODUCTION

With the spread of global communication, the internet, the business world has changed the way it works. The Internet has played and continues to play a very important role in the development of businesses, using it as an instrument, which transferred and formed a large global market. The Internet has created an opportunity for organizations to thrive by working in a wider market, reducing costs, increasing their efficiency, meeting customer needs, and increasing collaboration with their partners and competitors. The Internet has changed many aspects of our lives. Its effect is noticeable in the way we do business, or in the way, we spend our free time. Consider, for example, how we have used the Internet recently. Maybe we sent an email, paid a bill, read a newspaper from a distant city, and so on¹⁶⁶ - all via the internet. The Internet is a communication system that provides us with a wealth of information organized for us. The twentieth century is known as the century of evolution, evolution in all fields, especially in the field of electronics and information technology. With the introduction of new electronic devices, the world took a different direction. In addition, electronics, especially computers, have contributed to the development and progress of the economy and business.

¹⁶⁵ Berisha, M. (2004). *Informatika e biznesit*. Prishtina: Universiteti i Prishtines.

¹⁶⁶ Beqiri, E. (2002). *Interneti-Komunikimet kompjuterike*. Pejë: Dukagjini.

2. INDUSTRIES THAT ARE CHANGING WITH THE DEVELOPMENT OF THE INTERNET

Travel - One of the business industries that is moving into e-commerce is also travel agencies. In the past, we should go to travel agencies whenever it is planned holiday. Over time, many people began to use the Internet as Internet entrepreneurs introduced a faster and cheaper way to book and get travel tickets. Customers can book plane tickets or arrange their trips from their homes by visiting online travel agencies¹⁶⁷.

Insurance - Another business that is changing, the insurance industry was the first thought that should work with traditional methods until they realized that the Internet was taking away most of their customers. Many insurance policies are sold cheaper as insurance companies work directly with the client. Eliminating intermediaries is a very important factor that affects the price, reducing them because of removing their share of profits and expenses.

Advertising - One of the most effective ways to make an advertisement lately is to present it on the Internet. Price is cheaper, more easily maintained and there are numerous opportunities for advertising¹⁶⁸. Although Internet advertising accounts for only a small fraction of total advertising, major advertising companies are switching to the Internet to search for new areas for advertising. This research shows that popular products are now the main advertisers on the Internet, thus implying that they accept Internet advertising.

Music - Despite other industries where the Internet improves traditional methods, the music industry has undergone a complete change in the concept of trade due to the Internet. Many people use the Internet to download (download) free music in MP3 format called, and the music industry is being threaten by the free music through internet concept. One of the most popular software for downloading MP3 music, Napster, is contributing to the Internet by enabling Internet users to download each other's music. Along with traditional businesses, the music industry has always opposed new technology, and although the industry rules out new technology, some music companies are preparing to sell music in MP3 format¹⁶⁹.

Production - The manufacturing industry is also undergoing a dramatic change because of the development of the Internet. In the past, manufacturers were consider invisible workers who only produced, leaving sales and marketing to other firms. However, the moves of some manufacturers are reforming the conventional role of manufacturers. For example, Ford, one of the largest conglomerates in the automotive industry, uses the Internet to restructure the concept of production. Ford uses the internet to "become a model of efficiency in the age of the Internet." Ford uses the Internet to work directly with customers, connecting messages, financing, repairing and supplying a process.

The future of business - Many aspects of the Internet have contributed to our society, one of which is the development of e-commerce. E-commerce has revolutionized the way businesses do business by doing various things online. What drives businesses to work online is low cost, wide access and internet speed, enabling new ideas to replace conventional business methods. Now we are at the stage where businesses are adopting ways to work through the Internet, gradually changing from the truth transactions in virtual transactions. In this way, the development of the internet is clearly changing the way businesses are developing as a whole. In addition, as Turban says, "It is understood that if it does not move with the speed of the Internet, businesses can disappear¹⁷⁰". In addition, indeed, if traditional business does not quickly understand how much the Internet can benefit and change its approach to it, they can be exclude from modern businesses.

Information about individuals clearly raises the issue of privacy, information about corporations' leads to problems related to the reliability of trade and espionage. As information becomes central tool for marketing, we are forced to deal with the damage they may inflict upon ourselves, society and social relations through abuse enabling technology. Moreover, as much as raised the importance of information, we will understand how easy it can be jeopardized these virtues.

Unfortunately, sabotaging a corporation or national information network can be made easier than sabotaging an industrial network. Relationships are weaker and more dependent on one another next. Moreover, to mention or raise these issues does not mean to solve them. Nevertheless, analysis can be done and it can be easier to understand the nature of information time and what it brings, and its shortcomings can be understood for individuals and society.

3. E-COMMERCE IN THE WORLD

The economies of developing countries must take into account some of the many critical success factors in the new world economy. Which are: creating new partnerships and alliances, focusing on basic competition, sending offers

¹⁶⁷ Jelassi, T. and Enders, A. (2005) *Strategies for e-Business. Creating Value through Electronic and Mobile Commerce*, New York: Prentice Hall, p.3.

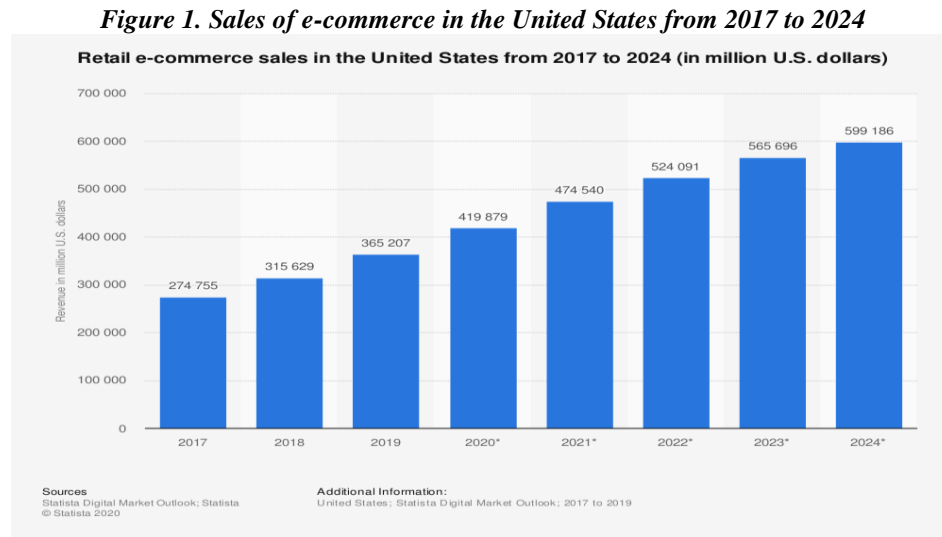
¹⁶⁸ Abdullai, B. (2008). *Biznesi elektronik*. Tetovo: Universiteti Shtetëror i Tetovës

¹⁶⁹ Stephen, H., & Cummings, M. (2012). *Management Information Systems for the Information Age*

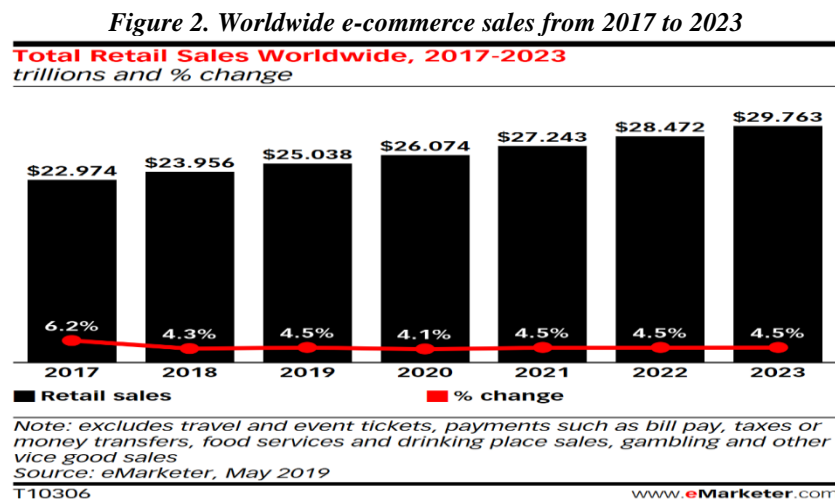
¹⁷⁰ Turban, E., King, D., & Kyu Lee, J. (2015). *Electronic Commerce*. Springer International Publishing

for high value services which include products, business scale and range optimization towards custom production, urgent forecasting to avoid suffocation through the use of proactive strategies, increasing intangible assets and opportunities, and competition for controlling control customer access and relationships - competition through websites¹⁷¹.

World e-commerce global trends are constantly increasing due to their high avatars mentioned above and this is best explained by the following statistics: Figure 1. Online sales in the US and their forecast 2017-2024¹⁷²



It is common to think that the internet will increase the gap between rich and poor countries. In reality, a large part of e-commerce depends more on intensive learning than on capital. We can freely say that no country or company in the world can say that it has a long experience in e-commerce. In other words, everyone is almost beginners in this field. Since one of the biggest expenditures of an internet, exploitation strategy is human resources. Figure 2. Worldwide online sales market and sales forecast 2017-2023.¹⁷³



¹⁷¹ Colecchia, A. (2000). *Defining and measuring electronic commerce*. OECD.

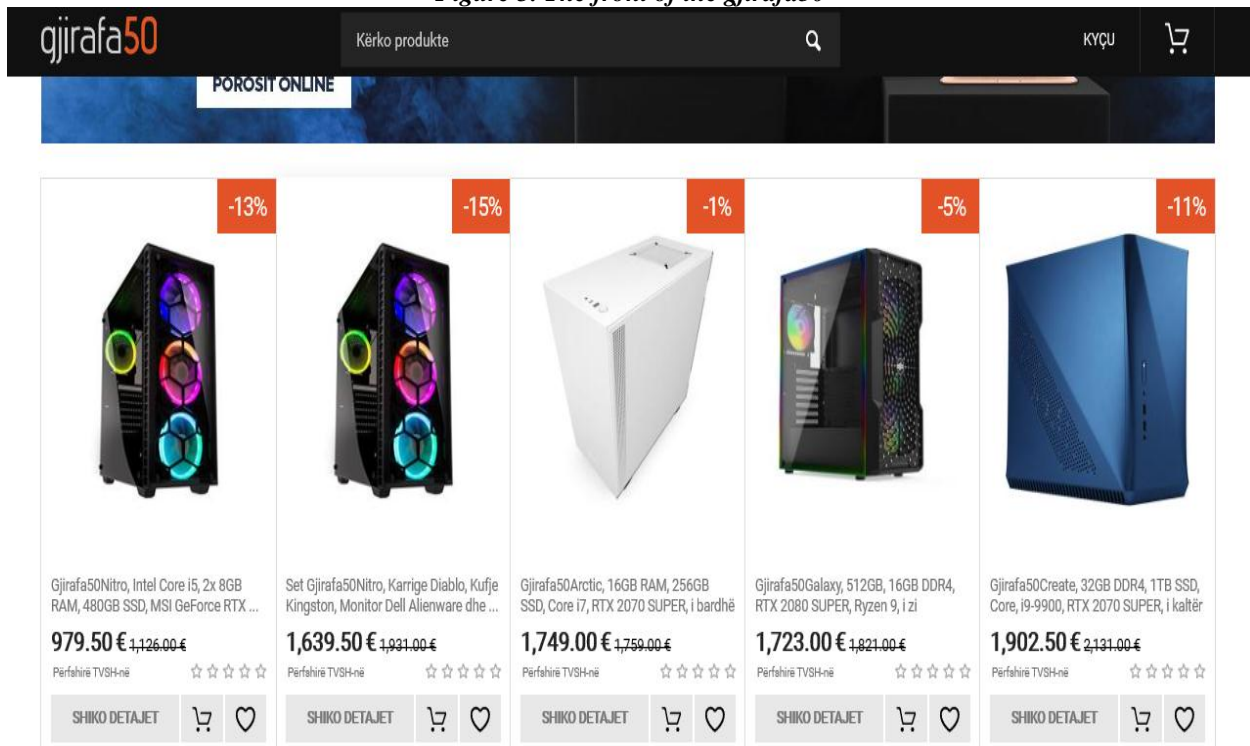
¹⁷² Statista (2020) Received from <https://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/>

¹⁷³ Emarketer (2019) Received from <https://www.emarketer.com/content/global-ecommerce-2019>

4. E-COMMERCE IN KOSOVO

All over the world e-commerce is very advanced and widely used as seen in the above sections we have explained, but e-commerce in Western Europe is still a topic to be discussed at the level of what to sell, how much to earn, which platform to use¹⁷⁴. Also in a small country in Eastern Europe such as Kosovo, there are still initial discussions of e-commerce. In the last 10 years in Kosovo, there has been a great increase in knowledge about the use of IT; many people have already opened their companies to developing systems¹⁷⁵. Also in recent years in Kosovo there has been great progress on e-commerce, about 90% of commercial banks have created e-banking for services that a single user can perform using electronic devices such as smartphones or computers. ProCredit Bank is the first bank that is committed to the continuous development of banking services, placing in the Kosovo market a wide platform of electronic services, easily usable, very efficient, flexible and secure. In Kosovo, some companies are using or implementing e-commerce such as Gjirafa50¹⁷⁶. The company Gjirafa, Inc. has brought the innovation of the digital economy to our market: the first e-commerce (online store) specializing in top technology products.

Figure 3. The front of the gjirafa50



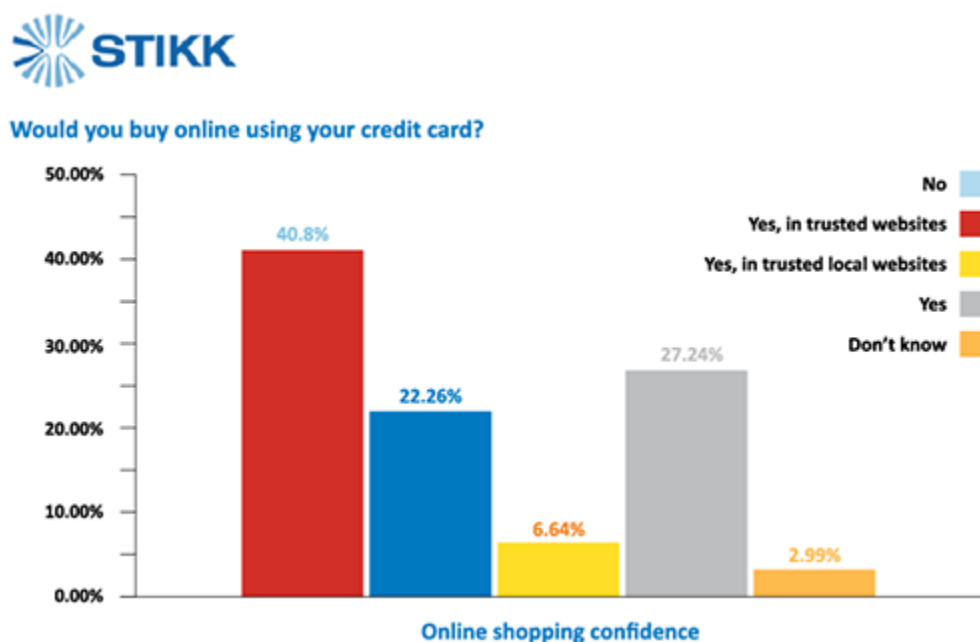
Gjirafa50 enables not only the purchase, but also the delivery of goods at home. Shipments of goods were made throughout Kosovo within 24 hours. Buyers to be able to place an order from this E-Shop must first be registered on the registration form where personal data must be entered taking a password that only the buyer should know due to non-misuse. Selected products can be place in the basket but also the opposite is removed from the basket and we choose other products. The purchase ends by sending the order.

¹⁷⁴ Berisha, M. (2004). *Informatika e biznesit*. Prishtina: Universiteti i Prishtines.

¹⁷⁵ Report of Kosovo Agency of Statistics (2018) Received from <https://ask.rks-gov.net/media/5260/përdorimi-i-teknologjisë-informative-komunikimit-ndërmarrje-2018.pdf>

¹⁷⁶ Gjirafa50 (2020) Received from <https://gjirafa50.com/>

Figure 4. Confidence in online shopping



While according to a report published by STIKK¹⁷⁷ (ICT Association of Kosovo Industry), 47.6% of customers from a local bank do not trust the Internet for e-banking services. According to a market study they have done, more than 40% say they do not want to buy online with a credit card, while 27% say yes to online shopping. On trusted websites, the response from the survey is over 22%.

5. CONCLUSION

In general, today's businesses should always try to create the next best thing that consumers will want because consumers continue to want their products, services, etc. be consistently better, faster and cheaper. In this world of new technology, businesses need to adapt to new types of consumer needs and trends, because this will prove to be vital to the success and survival of their business. E-commerce is constantly evolving and becoming increasingly important for businesses as technology continues to thrive and is something that needs to be exploit and implemented. E-commerce has become very important and very necessary for use in Kosovo. Commercial banks have already implemented and are using e-banking services for their customers. In Kosovo, some companies are using or implementing e-commerce such as Gjirafa50. The company Gjirafa, Inc. has brought the innovation of the digital economy to our market: the first e-commerce (online store) specializing in top technology products. Which enables online shopping and ends by sending the product to the customer who made the order. According to the published STIKK report, 47.6% of customers from a local bank do not trust the internet and e-banking services. Meanwhile, regarding the degree of demographic spread of the Internet in the last three years, it turns out that the majority of the population in Kosovo has access to the Internet and we can use e-commerce.

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¹⁷⁷ STIKK. (2013). Depertimi dhe perdorimi i internetit ne Kosove. Prishtina: Shoqata për Teknologji të Informacionit dhe Komunikimit e Kosovës

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