

Legal Enforcement Concepts And E-Business Application

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Abstract – Today, more than ever, the analysis of the interrelationships that exist between the consumer, the enterprise, the society is the basis of success, therefore marketing is the main essence for the success of an enterprise. While working on this topic I have elaborated on important information which helps to raise awareness and knowledge about marketing, and the importance it has for building the success of a company. During this topic you will have the opportunity to gain knowledge about marketing as a concept, the importance of marketing in raising the success of a firm, the types of marketing. Of great importance is electronic marketing, which is mostly used by firms for the sale of production machinery, which is the key to achieving success, as the customer is also informed about the products offered by the firm.

Nowadays technology has almost reached the peak of achievement, and now even the customer can be informed about the products and prices offered in the market.

Keywords – Internet, Advertising, Legal Business, Businesses, Consumer, Sales.

I. INTRODUCTION

Above all we can say that marketing is a tool, but a critical tool to attract new customers, to draw their attention to the products and services of an enterprise as well as to build the foundations of relationships that will last. Marketing helps to establish a competitive advantage and as a result increase sales.

Marketing is an essential aspect of your business which requires a great deal of research, time, planning and funding.

As marketing concept is a philosophy, your approach to marketing will predetermine your sales techniques, so communication and collaboration within your team is critical. Marketing is not a job that can be done alone, everyone on your team should have certain responsibilities for certain campaigns.

Because marketing success is based entirely on customer engagement and building long-term relationships, then from the first line server to the last server they need to be aware of the campaign as well as understand the role and responsibility throughout the campaign.

Marketing uses communication and advertising platforms to convince customers that your brand, including your products and services, are exactly what they need. However, the point is that you need to incorporate every aspect of your marketing strategy, and not just product advertising, you as a team need to focus on meeting your current and future customer needs. If the client came after hearing about your campaign and later came back completely disappointed due to poor service from your staff, then not only have you lost the investment but you have created several dissatisfied clients at the same time

II. IMPLEMENTING CONCEPTS AND APPLICATION OF E-BUSINESS

Definition of Electronic Business - The term "Electronic Business" was first used by IBM in 1997 in order to distinguish between the term "electronic commerce".

Electronic business- represents the business in which economic transactions are carried out electronically and is known as electronic business or electronic business, which is carried out with the help of information technology and the Internet.

Author Panian- says that e-business is a modern form of organization, which largely depends on the use of information technology and support of information systems.

Spremic- says that the term e-business represents a comprehensive concept, through which all business activities are linked and digitized from product development to management and administration.

In terms of communication- e-business means sending information, products, payment services through telephone or computer networks, etc.

In terms of business - e-business means the use of digital technology in automated business processes.¹

In terms of services- e-business is a tool, which provides users of services with faster data on the offer of products and services.

In terms of online perspective- e-business provides the opportunity to buy and sell products and information through the Internet and other online services.

The reasons for applying e-business in companies in the knowledge economy are:

- Make the best use of available business resources,
- Ensuring the best competitive position in the market,
- Desire for better business and financial results, etc.

Professions that are related to e-business as a form of contemporary business are:

- commercial consultant,
- application developer,
- broker,
- web designer,
- production manager,
- programmer etc.

2.1. Stages of Internet influence in the development of e-business

The e-booklets cover the period 1993-1996, when websites were first created and remote information about the company was enabled, so companies realized that they had to share various documents with customers, suppliers and partners. businesses, using email or FTP. 2.

E-business started in 1996, when Amazon.com began bringing the e-book industry to the Internet, enabling the introduction of catalogs and brochures electronically, making payments, etc., and it is the business fad of a multi-vendor or a more.

Electronic procurement started in 1998 with the aim of reducing official official costs, which were high. Electronic procurement is a much more business model.

The e-marketplace started in 2000 and represents a place where trade takes place with a product or service or a business transaction takes place and is a multi-vendor business model with many buyers.

¹Banking and banking business - Dr. Gazmend Luboteni, Prishtina 2013

Dynamic ecosystems represent the cooperation of several industrial markets, where enterprises operate directly with each other without the mediation of the central server.

Ways to transform classic business into e-business

Internet technology and e-business can be applied to business systems in many ways, and the transformation of business from classic business to e-business can be done in several ways. They are:

Advancement of electronic process- represents a process, which means improving the existing business process. Here we are dealing with a stable transformative process with which the company is not subject to any major risk, but aims to track changes in the market and computerized business environment.

Business process reengineering- means a systematic approach in order to radically change the main business processes in the organization, as well as support the basic business processes. Business process reengineering involves the radical redefinition and redesign of the business process in an organization, which aims not only to modify and take partial action in reorganizing existing business processes, but above all means improving key business parameters such as : cost, creativity, speed, etc.

Process reengineering means - Basic radical changes in business activities, brings qualitative changes in the business process and focuses on processes and activities which aim to convert input sizes into output sizes.

Business model innovation is a method of business process reengineering, which is closely related to the business strategy. Through this concept, it is intended to achieve success in transforming those business processes in the organization, which have not yielded results with the application of the mentioned techniques of classical business.

Key applications for business development electronically:

Voice mail- is a system that digitizes voice messages and transmits them over networks by placing them on disks for later reading. Fax machine - enables the sending of texts and graphic representations through the telephone line, where the machine scans the document, enabling its digitization.

up conference- offer the opportunity to participate in the discussion through the telephone line or e-mail software for group communication.

Conference data- provide the opportunity for two or more individuals in different locations to work on the same document or use the same data.

Videoconferencing- present the teleconferences in which the participants see each other through the screen.

2.2. Electronic data exchange

Electronic exchange is defined as the exchange of structured data between computers of companies' information systems electronically without manual intervention and with the help of standards in pre-defined forms.

According to the authors Bocij, Chaffey, Greasley and Hickie- electronic data exchange means the exchange of electronically structured data between the computers of two or more enterprises, in order to carry out business transactions such as: documents, invoices, accounts, etc. Electronic data exchange can be done if they possess standards that enable the transport of data from sender to recipient, with software that enables conversion and through communication media for the transmission of the message through public and private network.

Electronic business infrastructure

Means the provision of technological preconditions and legal predispositions. Technological infrastructure includes servers, clients and system and operating network, while legal provisions have made possible the smooth development of e-business.

Advantages of e-business

Economic rationality- presents the opportunities of e-business, which creates the strength of modern business to increase the chances of stability in the market, respectively the electronic connection of parts of the enterprise and external integration with business partners.

Technological rationality- is about the use of information and communication technology for the digitization of various media such as voice, text, photography. According to Turban, enterprises from e-business provide low administrative costs, low costs of creation, collection, processing, the possibility of reducing finished products, etc.

Consumers-from e-business have advantages: meeting their needs at any time 24/7, choose the manufacturer, product, intermediaries, etc. Society - from e-business benefits in virtual business development, reduces the price of products and services, enables distance learning, etc.

The risks of e-business are- physical losses due to fraud, eavesdropping, infiltration into the system, change of data, unauthorized use of resources, exceeding authorizations, refusal to provide services, loss of work due to server problems, risk of viruses, etc.

Electronic business security- means the combination of technology, measures and actions that must be taken to protect data and information from unauthorized access.

Cryptography- presents the encryption of the understandable message in incomprehensible messages and is done with the help of the key and the encryption mechanism. The key can be public and secret.

deciphering- represents the opposite process with encryption, ie represents a mathematical function, through which the previously encrypted message is transformed.

Authenticity- means the identification of the identity with which the user is presented. This is achieved through PIN, password, etc.

Data integrity- means data protection or the installation of a security server that utilizes SSL data security protocols.

The forms of electronic business are:

- electronic commerce,
- electronic marketing,
- e-government,
- electronic banking business etc.

Electronic distribution of knowledge and services is done through the online principle, where the user logs on to the website of an educational institution and develops interaction for the acquisition of the educational program, while the distribution of electronic services is related to online intervention in programs installed on the user's computer connected to the internet.

Electronic reservations- Electronic reservations represent a form of electronic business, which enables customers to make reservations in hotels or travel agencies.

2.3. Advantages and disadvantages of e-commerce

Advantages:

- Complete and accurate records of all products and supply prices are provided
- Business costs are reduced and work efficiency and flexibility are increased.
- Provides fast access to information, etc.

Shortcomings:

- Difficulties in finding experienced people,
- Risk of fraud and abuse,
- High marketing costs,
- Opportunities for identity theft of buyers etc.

From the economic point of view, the risks of e-commerce are: direct financial losses due to fraud, loss of valuable and reliable information, loss of jobs due to inability to access the service, unauthorized use of resources, etc.

Electronic commerce safeguards are aimed at:

- Identification, authentication and authorization of the user,
- Internet protection from unauthorized users access,
- Antivirus protection,
- Data privacy protection,

2.4. Types of electronic markets

We have these types of electronic markets:

Horizontal electronic markets -which connect participants from different industries which specialize in performing a business function and offer it to other activities.

Vertical electronics markets- are those markets, which connect buyers, sellers and intermediaries and other participants in business transactions within the same activity.

Electronic markets created by buyers- are markets for the purpose of good organization of the purchase and distribution of products from suppliers to buyers via the Internet.

Electronic markets created by suppliers- are markets in order to better organize the sale and distribution of products to the buyer.

Independent electronic markets, which are organized by intermediaries of independent organizations in order to carry out trade, which is carried out through buyers and sellers.

Electronic mediators- mean a market model, where consumers make their requests, while intermediaries research offers from suppliers and choose the offer that best suits the customer.

Electronic scholarships- represent the places where the purchase and sale of any material goods takes place. There are stock exchanges of goods, money, precious stones,

while the world's largest stock exchanges are: Tokyo, London and New York Stock Exchanges.

III. RECOMMENDATION

From the work of this topic we conclude that the enterprise uses marketing as a communication and advertising platform to convince customers that its brand, including products and services, are exactly what they need. However, the point is that you need to incorporate every aspect of your marketing strategy and not just product advertising, you as a team need to focus on meeting your current and future customer needs. If the customer came after hearing about your campaign and later came back completely disappointed due to poor service from your staff. To advertise our activity online, means to identify faster and more, means to be more successful than others means to be ranked higher than others in the major search engines, means to have a greater visitor traffic, summarizing it all in a single sentence; means we have found the gateway which enables us a wide publicity.

Stop insanely expensive advertising on TV and Radio, we now have the opportunity to pay cheaper and achieve a faster success. The Internet is increasingly becoming the mainstay of every activity and business in the world.

Kosovar companies must become part of this wider community, to be included in the new era of virtualization and modern technology. Now it is no longer difficult to open a business and advertise it with the least cost and to be as profitable as possible. . Through it, we can buy, sell, trade and compete with other firms. The newest and most honest form of a safer and more successful business today is undoubtedly Electronic Marketing.

IV. PROFESSIONAL PROPOSALS

- A free and widespread method of communication is email. It is a light and durable medium. Used to send messages to join people using names and addresses already listed. It has been an ever-increasing means of communication within the organization.
- Internet marketing can also be used in another situation - productivity innovations.
- The use of electronic media should assist sales staff, and expedite responses to customer questions regarding product data, stock levels, etc.
- The practice of internet marketing and sales will be more beneficial for business-to-business relationships in the immediate future.
- Higher security should be achieved during e-commerce and all risks should be avoided.
- Customer buying behavior should be tracked by companies, for which in-depth databases are created.
- Another business condition where online marketing can be utilized is marketing planning and sales support. It is possible for additional people to use this broker for advertising information.

V. CONCLUSIONS

- Marketing is a relatively new discipline that emerged in the early 1900s
- Communication is the sphere of human life, which has existed almost since the existence of life itself. Communication is done with different tools and forms, where one of the most modern forms of communication is the global network that we otherwise call the INTERNET.
- Among the main internet services used by businesses is electronic marketing where by this we mean advertising of products and services through the computer.
- In this paper we have talked about the easiest and most used forms of online advertising and the advantages of this form of advertising over other forms of advertising, both in print and television media.
- Internet Marketing, otherwise E-marketing is the marketing of products or services through the Internet, which brings many unique benefits to marketing, including the low cost of information dissemination and thus plays the role of a medium to the global audience.
- The newest and most honest form of a safer and more successful business today is undoubtedly Electronic Marketing.
- The internet is a great opportunity for businesses to inform potential customers about their goods and services. The most effective way to get information to the consumer is to have a web.

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