

عنوان مقاله:

The Impact of E-Business on Structural Factors and Its Role in Middle Management Positions in the Organization

محل انتشار:

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خلاصه مقاله:

E-business as one of the ICT infrastructure has experienced a highgrowth in last three decade, such that the approach and planning of the organizationto enter the global market and attract the new customer has been affected in this regard. However the application of Ebusinessin commercial activities requiresattention to a range of internal and external factors affecting it. Due to these factors and planning businesses for optimal use ofe-business technologies these appliances not only will ensure the success of the operation but also it can provide the business growth. One of the items thatmay be affected by the implementation of e-business is the structure of the organization. Following the changes in theorganizational structure, many other fields will be changed in the organization. One of the most important fields is the role and responsibilities of mangers. In this paper the impact of implication of E-business in three factors of organization structures including controlling, standardization ofintegration and centralization of the .role ofmiddle manager position will be reviewed

کلمات کلیدی:

E-Business, Organization, Control, Structure, Standardization

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