

### عنوان مقاله:

The strategic management transition from business to E-Business

### محل انتشار:

سومین کنفرانس بین المللی مدیریت (سال: 1384)

تعداد صفحات اصل مقاله: 15

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### خلاصه مقاله:

This paper examines how existing strategy frameworks, models, and tools are, and are not, applicable in the new internet age. Because current management theories evolved in the context of traditional firms, this paper examines the issue of strategic management raised by the advent of e- business, what factors effect transition of strategic management from traditional business to e-business responding to this question that "will the strategy tipes found ."?among e-business frims reseamble portter s generic strategics

### کلمات کلیدی:

strategic management, traditional business, E-Business, porter s typology, value net, delta model

### لینک ثابت مقاله در پایگاه سیویلیکا:

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