

**Technical Language for  
Business Administration  
Students**

**Esmail Kondori**



# Lesson 1

## **Applied Words**

- 1. Management:**
- 2. Forecast:**
- 3. vital:**
- 4. Concept:**
- 5. Fundamental:**
- 6. consultant:**
- 7. Characteristic:**
- 8. Involves:**
- 9. Envisage:**
- 10. Definition:**
- 11. Profession:**
- 12. Comprise:**
- 13. Course:**
- 14. Advocate:**
- 15. Vice president:**
- 16. Pursuit:**
- 17. Enumeration:**
- 18. Assignment:**
- 19. Authority:**
- 20. Leadership:**
- 21. Deviation:**
- 22. Synchronizing:**
- 23. Concrete:**
- 24. Compare:**
- 25. Achive:**

# MANAGEMENT; CONCEPT & BASE

## *Section One:*

### **What Is Management?**

#### **Definitions:**

- **F.W. Taylor:** “Art of knowing what you want to do and then seeing that it is done the best and cheapest way”.
- **Henry Fayol:** “To manage is to forecast, to plan, to organize, to command, to co-ordinate and to control”.
- **Peter F. Drucker:** Management is work and as such it has its own skills, its own tools and its own techniques”.

### **Pioneers of Management**

#### ➤ **Fredrick W. Taylor (1856-1915):**

He is known as ‘father of scientific management’. His ideas about management grew out of his wide-ranging experience in three companies: Midvale Steel Works, Simonds Rolling Mills and Bethlehem Steel Co. As an engineer and consultant, Taylor observed and reported on what he found to be inexcusably inefficient work practices, especially in the steel industry. Taylor believed that workers output was only about

one-third of what was possible. Therefore, he set out to correct the situation by applying scientific methods. Taylor's philosophy and ideas are given in his book, 'Principles of Scientific Management' published in 1911. Taylor concluded that scientific management involves a complete mental revolution on the part of both workers and management, without this mental revolution scientific management does not exist.

**Henri Fayol (1841-1925):**

He was a Frenchman with considerable executive experience that focused his research on the things that managers do? He wrote during the same period Taylor did. Taylor was a scientist and he was managing director of a large French coal-mining firm. He was the first to envisage a functional process approach to the practice of management. His was a functional approach because it defined the functions that must be performed by managers. It was also a process approach because he conceptualized the managerial job in a series of stages such as planning, organizing and controlling. According to Fayol, all managerial tasks could be classified into one of the following six groups:

- Technical (related to production);
- Commercial (buying, selling and exchange);
- Financial (search for capital and its optimum use);
- Security (protection for property and person);
- Accounting (recording and taking stock of costs, profits, liabilities, Keeping balance sheets, and compiling statistics);
- Managerial (planning, organizing, commanding, coordinating and



Control);

## **What a Manager Does?**

In the world of business, managers play a vital role in the success of a company overall. They have to utilize company resources effectively and figure out how to motivate employees at the same time. If you get into the management field, you will have to do several things to be classified as successful in your field.

## **Roles of a Manager**

- **Plan:** planning the operation and function of the area over which the manager is assigned responsibility in a way that accomplishes the goals for which he or she is responsible.
- **Organize and Implement:** organizing the production of the work, and the workforce, training, and resources necessary, in a way that accomplishes the desired and required outcomes to meet the goals.
- **Direct:** providing the employees and their resources with enough guidance, direction, leadership, and support necessary to ensure that they are able to accomplish their goals.
- **Monitor:** following up to ensure that the plan to achieve the goals is being carried out in such a way that its accomplishment is assured.
- **Evaluate:** reviewing and assessing the success of the goal, the plan, and the allocation of the employees and their resources.
- **Performing other responsibilities:** as assigned by the president, vice president, or director to whom the manager reports.

*In brief, managers do:*

Plan, Analyze, Interpret, Collaborate, educate, Problem solver, Communicator, build team, Change agent, Chief executive.

**Top Ten Mistakes That Managers Make:**

- Insensitive to others: abrasive, intimidating, bullying style.
- Cold, aloof, arrogant.
- Betrayal of trust.
- Overly ambitious: thinking of next job, playing politics.
- Specific performance problems with the business.
- Over managing: unable to delegate or build a team.
- Unable to staff effectively.
- Unable to think strategically.
- Unable to adapt to boss with different style.
- Over dependent on advocate or mentor.

*Section Two:*

*Reading:*

**Management Yesterday and Today**

Organizations and managers have existed for thousands of years. The Egyptian Pyramids and the Great Wall of China were projects of tremendous scope and Magnitude, and required good management. Regardless of the titles given to managers throughout history, someone has always had to plan what needs to be accomplished, organize people



and materials, lead and direct workers, and impose controls to ensure that goals were attained as planned. Two historical events significant to the study of management are work of Adam Smith, in his book, 'The Wealth of Nations', in which he argued brilliantly for the economic advantages of division of labor (the breakdown of jobs into narrow, repetitive tasks). The Industrial Revolution is second important pre-twentieth-century influence on management.

The introduction of machine powers combined with the division of labor made large, efficient factories possible. Planning, organizing, leading, and controlling became necessary activities.

### *Section Three:*

#### **Translate the text to Persian.**

#### **Managerial Main Skills**

Managerial Skills and the Organizational Hierarchy Managers require four main kinds of skills, namely: technical, human, and conceptual and design. What does each of these skills mean?

Technical skill is knowledge of and proficiency in activities involving methods, processes, and procedures. Thus, it involves working with tools and specific techniques. Human skill is the ability to work with people; it is cooperative effort; it is teamwork; it is the creation of an environment in which people feel secure and free to express their opinions. Conceptual skill is the ability to serve the "big picture". It is also about

## **16 / Technical Language for Business...**

recognizing significant elements in a situation, and to understand the relationships among the elements. Design skill is the ability to solve problems in ways that will benefit the enterprise. To be effective, particularly at upper organizational levels, managers must be able to do more than see a problem. In addition, they must have the skill of a good design engineer in working out a practical solution to a problem.

Managers must also have that valuable skill of being able to design a workable solution to the problem in the light of the realities they face. It has, however, got to be mentioned that the relative importance of these skills may differ at various levels in the organization hierarchy.



## Lesson 2

### Applied Words

1. Ethic:
2. Principle:
3. Regulation:
4. Assert:
5. Fiduciary:
6. Aspect:
7. Corporate:
8. Responsibility:
9. Dilemma:
10. Conduct:
11. Cultivate:
12. Reputation:
13. Substantially:
14. Diversity:
15. Adhere:
16. Insurance:
17. Obvious:
18. Discrimination:
19. Emerge:
20. Trade:
21. Wage:
22. Commerce:
23. Legislation:
24. Stakeholder:
25. Controversial:

# **BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**

## *Section One:*

### **Definition of Business Ethics**

Business ethics is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations.

In other word, The study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility and fiduciary responsibilities. Business ethics are often guided by law, while other times provide a basic framework that businesses may choose to follow in order to gain public acceptance.

### **Ethics, Principles and Moral Values**

simply put, ethics involves learning what is right or wrong, and then doing the right thing .but "the right thing" is not nearly as straightforward as conveyed in a great deal of business ethics literature. Most ethical



dilemmas in the workplace are not simply a matter of "Should Bob steal from Jack?" or "Should Jack lie to his boss?"

(Many ethicists assert there's always a right thing to do based on moral principle, and others believe the right things to do depend on the situation, ultimately it's up to the individual.) Many philosophers consider ethics to be the "science of conduct. Philosophers have been discussing ethics for at least 2500 years, since the time of *Socrates* and *Plato*. Many ethicists consider emerging ethical beliefs to be "state of the art" legal matters, i.e., what becomes an ethical guideline today is often translated to a law, regulation or rule tomorrow. Values which guide how we ought to behave are considered moral values, e.g., values such as respect, honesty, fairness, responsibility, etc. Statements around how these values are applied are sometimes called moral or ethical principles.

### **What is Business Ethics?**

Business ethics is the behavior that a business adheres to in its daily dealings with the world. The ethics of a particular business can be diverse. They apply not only to how the business interacts with the world at large, but also to their one-on-one dealings with a single customer.

The concept has come to mean various things to various people, but generally it's coming to know what is right or wrong in the workplace and doing what's right. This is in regard to effects of products or services and in relationships with stakeholders. Times much like those faced now by businesses, both nonprofit and for profit. In times of fundamental change, values that were previously taken for granted are now strongly

questioned. Many of these values are no longer followed. Consequently, there is no clear moral compass to guide leaders through complex dilemmas about what is right or wrong. Attention to ethics in the workplace sensitizes leaders and staff to how they should act. Perhaps most important, attention to ethics in the workplaces helps ensure that when leaders and managers are struggling in times of crises and confusion, they retain a strong moral compass. However, attention to business ethics provides numerous other benefits, as well.

Note that many people react that business ethics, with its continuing attention to "doing the right thing," only asserts the obvious ("be good," "don't lie," etc.), and so these people don't take business ethics seriously. For many of us, these principles of the obvious can go right out the door during times of stress. Consequently, business ethics can be strong preventative medicine.

### *Section Two:*

#### *Reading:*

### **Some Benefits of Managing Ethics in the Workplace**

1. Attention to business ethics has substantially improved society.
2. Ethics programs help maintain a moral course in turbulent times.
3. Ethics programs cultivate strong teamwork and productivity.
4. Ethics programs support employee growth and meaning.
5. Ethics programs are an insurance policy.
6. Ethics programs help avoid criminal acts "of omission" and can lower

finer.

7. Ethics programs help manage values associated with quality management, strategic planning and diversity management.

8. Ethics programs promote a strong public image.

9. Last and most formal attention to ethics in the workplace is the right thing to do.

### **Business Ethics is Now a Management Discipline**

Business ethics has come to be considered a management discipline, especially since the birth of the social responsibility movement in the 1960s. In that decade, social awareness movements raised expectations of businesses to use their massive financial and social influence to address social problems such as poverty, crime, environmental protection, equal rights, public health and improving education. An increasing number of people asserted that because businesses were making a profit from using our country's resources, these businesses owed it to our country to work to improve society. Many researchers, business schools and managers have recognized this broader constituency, and in their planning and operations have replaced the word "stockholder" with "stakeholder," meaning to include employees, customers, suppliers and the wider community. The emergence of business ethics is similar to other management disciplines. For example, organizations realized that they needed to manage a more positive image to the public and so the recent discipline of public relations was born. Organizations realized they needed to better manage their human resources and so the recent

discipline of human resources was born. As commerce became more complicated and dynamic, organizations realized they needed more guidance to ensure their dealings supported the common good and did not harm others and so business ethics was born.

*Section Three:*

**Translate the Text to Persian.**

**Real-World Examples of Bad Business Ethics**

Reputation is a company's biggest asset so you would think companies would avoid engaging in shady business practices. However, many large corporate find their reputations and credibility destroyed due to practices that are harmful and illegal.

**Nestle**

The World Health Organization found children in developing countries who fed on Nestle's infant-formula had mortality rates five to ten times greater than that of breast-fed children. The problem was Nestle's sinister campaign of appointing uniformed nurses to distribute the baby formula to poor mothers for free, long enough for lactating mother's milk to dry up. The mother and child now became entirely dependent on Nestle's infant formula, and since most of them could not afford the formula, they gave their children an insufficient quantity of the formula. The formula also required clean water, which most mothers could not access.



### **McDonald's**

McDonald's, despite its global success, remains the target of a vitriolic public backlash owing to what many perceive as bad business ethics in its relationships with employees and other stakeholders.

This bad business ethics example by McDonald's is what is known as the "McDonald's Legislation" in popular parlance. In 1972, Ray Kroc, the company's founder made a rare donation of \$250,000 to Nixon's reelection campaign and in return got a favorable legislation that allowed companies such as McDonald's to pay teenage employees 20 percent less than federal minimum wages.

Most observers consider this a typical case of corporate influence on lawmakers to enact legislation that serve their selfish ends and harm society. McDonald's also doesn't allow employees to unionize, and in one instance where workers at St. Hubert Quebec did form a union, the company closed down the unit promptly.

## Lesson 3

### Applied Words

1. Advertising:
2. Method:
3. Effective:
4. Tend:
5. Brand:
6. Purchase:
7. Demand:
8. Outline:
9. Develop:
10. Particular:
11. Surrogate:
12. Communication:
13. Manipulate:
14. Persuasion:
15. Campaign:
16. Visual:
17. Favorable:
18. Prospects:
19. Overseeing:
20. Career:
21. Competition:
22. Combination:
23. Verbal:
24. Announce:
25. Effort:

# ADVERTISING MANAGEMENT

## *Section One:*

### **Introduction**

The word *advertising* is a Latin word which means “to turn attention of people to a specific thing.”

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor identified, and paid for message about a product or organization."

### **Concept**

Advertising management is the method of overseeing campaigns that seek to inform and be overseeing consumers regarding a particular goods or service. This process begins with the first steps of the market research that helps create the advertising strategy, moves on to the development of the general outline for the campaign, of a specific plan of action and the launching of the completed job. Without effective advertising management, ad campaigns and public relation efforts tend to creator and produce little or no results.

Effective advertising forever begins by engaging in capable advertising

research helps to recognize the sectors of the consumer market that are most likely to positively respond to a given product. Advertising management is a career path in the advertising industry. Advertising and promotions managers may work for an agency, a media outlet, or may be hired directly by a company to develop branding for the company's product or service.

### **Definition of Advertising**

Some of the definitions given by various authors are:

1. American Marketing Association has defined advertising as "any paid form of non-personal presentation of ideas, goods and services by an indentified sponsor".
2. According to *Webster*, "Advertising is to give public notice or to announce publicity".
3. According to *Gardner*, "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production".

### **Features of Advertising**

1. *Communication*: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
2. *Information*: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.



3. *Persuasion*: The advertiser expects to create a favorable attitude which will lead to favorable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.

### **Classification of Advertising**

Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior. Advertising is non-personal because it's a fantasy created by a computer that selects one part of the target audience. It communicates information about products or ideas.

Advertising can be classified on the basis of *Function, Region, Target Market, Company demand, desired response and Media*.

#### **1. Based on Function**

- Informative advertising
- Persuasive advertising
- Reminder advertising
- Negative advertising

#### **2. Based on Region**

- Global advertising
- National advertising
- Regional advertising
- Local advertising

**3. Based on Targeted Markets**

- Consumer product advertising
- Industrial product advertising
- Trade advertising
- Professional advertising
- Financial advertising

**4. Based on Company Demand**

- Market demand
- Primary demand advertising
- Selective demand advertising

**5. Based on Desired Responses**

- Direct action advertising
- Indirect action advertising
- Surrogate advertising

**6. Based on the Media**

- Audio advertising
- Visual advertising
- Audio-visual
- Written advertising
- Internet advertising
- Verbal advertising

*Section Two:*

*Reading:*

### **What is a Brand?**

A brand is name, term sign, symbol or a combination of them, sign, symbol or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. For example, Coke, Nestle and Microsoft are well renowned brands. In technical speaking whenever a marketer creates a name logo symbol he or she has created a brand.

### **Why do Brands Matters?**

Brands really matter for both consumer and manufacturer.

*From consumer's point of view:*

- Identification of source of product
- Assignment of responsibility to product marker
- Risk reducer
- Search cost reducer
- Promise, bond, or pact with maker of product
- Symbolic device
- Signal of quality

*From manufacturer's point of view:*

- Means of identification to simplify handling
- Means of legally protecting unique features
- Signal of quality level to satisfied customers
- Means of endowing products with unique associations

- Source of competitive advantage
- Source of financial returns

### **Building a Strong Brand**

*There are four steps of building a strong brand.*

These are as follows:

1. Ensure identification of the brand with customers and as association of the brand in customer's minds with a specific product class or customer need.
2. Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations with certain properties.
3. Elicit the proper customer responses to this brand identification and brand meaning.

Convert brand response to create an intense, active loyalty relationship between customers and the brand.

### **Criteria for Choosing Brand Elements**

There are six criteria in choosing brand elements which are as follows:

1. Memorability
2. Meaningfulness
3. Likeability
4. Transferability
5. Adaptability
6. Protectability



## **Options and Tactics for Brand Elements**

A good brand name should:

- Be protected under trademark law.
- Be easy to pronounce.
- Be easy to remember.
- Be easy to recognize.
- Be easy to translate into all languages in the markets where the brand will be used.
- Attract attention.
- Suggest product benefits or suggest usage.
- Suggest the company or product image.
- Distinguish the product's positioning relative to the competition.
- Be super attractive.
- Stand out among a group of other brands< like that one compared to the others.

*Section Three:*

**Translate the text to Persian.**

### **Media Advertising**

Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. Media advertising includes TV, radio, newspaper and magazines. From brand equity perspective television advertising demonstrate product attributes and

**34 / Technical Language for Business...**

consumer benefits. There are some benefits and drawbacks of TV, radio, newspaper and magazines which are as under:

Medium	Advantages	Disadvantages
Television	Mass coverage, High reach, High prestige, and attention getting	low selectivity, short message life, high absolute cost and clutter
radio	local coverage, low cost, high frequency, flexible and low production cost	audio only, clutter, fleeting message and low attention getting
newspaper	high coverage, low cost, short lead time for placing ads, timely and can be used for coupons	short life, clutter, low attention getting capabilities, and poor reproduction quality
magazines	segmentation potential , quality long lead time for ad.	

## Lesson 4

### Applied Words

1. Negotiation:
2. affairs:
3. situation:
4. mutual:
5. instinctively:
6. desirable:
7. conflict:
8. dispute:
9. inevitable:
10. barrier:
11. Clarification:
12. Implementation:
13. core:
14. resentment:
15. contract:
16. aggressive:
17. afford:
18. precisely:
19. fear:
20. compromise:
21. fulfill:
22. perceive:
23. domestic:
24. maintain:
25. outcome:

# **NEGOTIATION**

## *Section One:*

### **Introduction**

#### **What is Negotiation?**

Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute.

In any disagreement, individuals understandably aim to achieve the best possible outcome for their position (or perhaps an organization they represent). However, the principles of fairness, seeking mutual benefit and maintaining a relationship are the keys to a successful outcome.

Specific forms of negotiation are used in many situations: international affairs, the legal system, government, industrial disputes or domestic relationships as examples. However, general negotiation skills can be learned and applied in a wide range of activities. Negotiation skills can be of great benefit in resolving any differences that arise between you and others.



## **Concept**

Many people think that negotiating is just about money and business. It is not, we do it instinctively as children, in our family, and in our communities as well as business, management, industrial relations and all levels of government. Sometimes we negotiate without realizing it.

Negotiating is about "Give and Take". It is a means by which we compromise and agree a way forward. In most negotiations we want the other party to feel comfortable with what has been agreed on.

## **Why Negotiate?**

It is inevitable that, from time-to-time, conflict and disagreement will arise as the differing needs, wants, aims and beliefs of people are brought together. Without negotiation, such conflicts may lead to argument and resentment resulting in one or all of the parties feeling dissatisfied. The point of negotiation is to try to reach agreements without causing future barriers to communications.

## **Negotiation Skills**

Negotiation is the process of discussion between two or more disputants, who seek to find a solution to a common problem, one that meets their needs and interests acceptably. Learning to be a skilled negotiator can help you make deals, solve problems, manage conflict, and preserve relationships.

## **Stages of Negotiation**

In order to achieve a desirable outcome, it may be useful to follow a

structured approach to negotiation. For example, in a work situation a meeting may need to be arranged in which all parties involved can come together.

The process of negotiation includes the following stages:

1. Preparation
2. Discussion
3. Clarification of goals
4. Negotiate towards a Win-Win outcome
5. Agreement
6. Implementation of a course of action

*Section Two:*

*Reading:*

### **Business Negotiations**

A core leadership and management skill is the ability to negotiate effectively in a wide range of business contexts, including deal making, employment discussions, corporate team building, labor/management talks, contracts, and handling disputes.

**To get ready for any negotiation, you must do three things:**

- **Know your bargaining position.**

In every negotiation, someone is in a stronger position and someone is in a weaker position. Where are you? In any negotiation, the side that needs the deal more is the side that gives up the most precisely, because they need the deal and can't afford to have the other side walk away from the

table.

- **Know how the other side perceives its position.**

It isn't enough to know what your real bargaining position is. You also have to consider how each side perceives its position. As any poker player knows, sometimes a mediocre hand can be a winning hand if it's played properly. If your negotiating position isn't great but you see the other side is worried about losing the deal, you can't go wrong by coming on strong and playing to the other side's fears.

- **Assess your bargaining style.**

Are you aggressive or passive by nature? Studies show, those who are naturally aggressive, fearless and downright ornery tend to make the best negotiators. People are afraid of them, want to avoid their nasty behaviors and give them what they want. Remember, it's a game. Now that you're psychologically ready to sit down at the bargaining table, it's time to figure out what you need to get out of the deal. Sit down with a sheet of paper; fold it down the middle, and label each half "deal points" and "trading points." Then list all the points you need to reach agreement on. In a negotiation, your goal is to get all your deal points and as many of your trading points as possible, recognizing that often you'll have to yield one or more trading points to get your deal points.

*Section Three:***Translate the text to Persian.****Negotiating Successfully**

The negotiation itself is a careful exploration of your position and the other person's position, with the goal of finding a mutually acceptable compromise that gives you both as much of what you want as possible. People's positions are rarely as fundamentally opposed as they may initially appear – the other person may have very different goals from the ones you expect! In an ideal situation, you will find that the other person wants what you are prepared to trade, and that you are prepared to give what the other person wants. If this is not the case and one person must give way, then it is fair for this person to try to negotiate some form of compensation for doing so the scale of this compensation will often depend on the many of the factors we discussed above. Ultimately, both sides should feel comfortable with the final solution if the agreement is to be considered win-win. Only consider win-lose negotiation if you don't need to have an ongoing relationship with the other party as, having lost, they are unlikely to want to work with you again. Equally, you should expect that if they need to fulfill some part of a deal in which you have "won," they may be uncooperative and legalistic about the way they do this.

## Lesson 5

### Applied Words

1. Emerge:
2. Optimizing :
3. Integration:
4. Enhance:
5. Pertain:
6. Phenomenon:
7. Flow:
8. Deliver:
9. Component :
10. Transaction:
11. Access:
12. Increase:
13. Procurement:
14. Tangible:
15. Promotional:
16. Device:
17. Bid:
18. Replenishment:
19. Competitive:
20. Assume:
21. Surpass:
22. Available:
23. Facilitate:
24. Deposit:
25. Scalable:



# **E -COMMERCE & E -BUSINESS**

## *Section One:*

### **Introduction**

In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy for economic development. The integration of information and communications technology (ICT) in business has revolutionized relationships within organizations and those between and among organizations and individuals. Specifically, the use of ICT in business has enhanced productivity, encouraged greater customer participation, and enabled mass customization, besides reducing costs.

### **What is e-commerce?**

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to “any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.”

E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of

ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

While some use e-commerce and e-business interchangeably, they are distinct concepts.

In e-commerce, information and communications technology (ICT) is used in inter-business or inter-organizational transactions (transactions between and among organizations) and in business-to-consumer transactions (transactions between organizations and individuals).

### **What is e-business?**

In e-business, on the other hand, ICT is used to enhance one's business. It includes any process that a business organization conducts over a computer-mediated network. A more comprehensive definition of e-business is:

“The transformation of an organization's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy”

**Three primary processes are enhanced in e-business:**

- 1. Production processes**, which include procurement, ordering and replenishment of stocks; processing of payments; electronic links with suppliers; and production control processes, among others;
  - 2. Customer-focused processes**, which include promotional and marketing efforts, selling over the Internet, processing of customers' purchase orders and payments, and customer support, among others;
  - 3. Internal management processes**, which include employee services, training, internal information-sharing, video-conferencing, and recruiting.
- Electronic applications enhance information flow between production and sales forces to improve sales force productivity. Workgroup communications and electronic publishing of internal business information are likewise made more efficient.

**What are the different types of e-commerce?**

The major different types of e-commerce are:

- Business-to-business (B2B);
- Business to-Consumer (B2C);
- Business-to-government (B2G);
- Consumer-to-consumer (C2C);
- Mobile commerce (m-commerce)

**What is m-commerce?**

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless technology i.e., handheld devices such as cellular telephones and personal digital assistants (PDAs). Japan is seen

as a global leader in m-commerce. As content delivery over wireless devices becomes faster, more secure, and scalable, some believe that m-commerce will surpass wire line e-commerce as the method of choice for digital commerce transactions.

### **How is e-commerce helpful to the consumer?**

In C2B transactions, consumers are given more influence over what and how products are made and how services are delivered, thereby broadening consumer choices. E-commerce allows for a faster and more open process, with customers having greater control. E-commerce makes information on products and the market as a whole readily available and accessible, and increases price transparency, which enable customers to make more appropriate purchasing decisions.

### **What is e-banking?**

E-banking includes familiar and relatively mature electronically-based products in developing markets, such as telephone banking, credit cards, ATMs, and direct deposit. It also includes electronic bill payments and products mostly in the developing stage, including stored-value cards (e.g., smart cards / smart money) and Internet based stored value products.

*Section Two:*

*Reading:*

## **Disadvantages of Online Advertising**

### **Technical obstacles**

The nature of a lot of display advertising is intrusive, so pop-up blocker can often prevent ads from being served as they were intended by the advertisers.

### **Connection speed**

Bandwidth can also be an issue, although this is a shrinking problem. However, campaigns should be planned around demographics in determining the richness (and investment) of interaction. For example heart disease medication is likely to appeal to the elder community, with less money and slower connection speeds.

### **Advertising fatigue**

Consumers are suffering from advertising fatigue, so while new technologies can provide great results, as soon as the market moves mainstream, it can get saturated. Consumers are increasingly ignoring adverts.

### **Ad blockers**

As well as most browsers now blocking pop-ups, there are also extensions available for the Firefox browser, such as Ad Block plus, that will block advertising on web pages. Technologically savvy consumers are increasingly using these methods to limit the advertising that they see



*Section Three:*

**Translate the text to Persian.**

**Marketing Strategies on the WWW**

Marketing has been witness to a growing degree of finesse in being able to reach its target audience. This movement to identify and subsequently target a specific group of the population began with the understanding of the demographic profile of the target group to be reached. This was subsequently enhanced by the addition of other characteristics such as geographic location of audience members, their psychographic profile, and then on the basis of the technological developments (Example: scanners) consumer product usage data. This trend of moving from a mass audience to a well identified/targeted audience is furthered by the WWW. The WWW with its inherent structure of possessing virtual communities adds another powerful dimension in a marketer's quest to reach well defined/identified prospects.