

Study of the Current Status and Future Perspective of E-Commerce in IRAN

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ABSTRACT

In Iran there is absence of technical Electronic-Commerce knowledge among majority of the businessmen and this has attributed a lot to the slow progress of e-commerce in the country. The main purpose of this paper is to develop a framework "Electronic-Commerce Plan" which achieved an important role and is facing remarkable acceptance in trade operations in the country. The target of this quantitative paper is to identify proof for the important of e-commerce for the progress of trade in Iran based on the turban king model, and also this study is based on applied research which proposed and validated a predictive model inspired by the technology acceptance model and diffusion of innovation theory and other relevant components.

Using Spss software To validate the descriptive research model, a questionnaires designed with 33 questions and 225 participants with different educational back ground chosen randomly with different ages between 20 to 60 years old ,activating in 10 different firms, designed in likert's scale type and using spear man correlation coefficient analysis and is collected from top managers and specialists/officials active in information technology and commerce industry with clustering method within total period of 13months.Finally, an integrated model based on the expectations of the participants and the analyzing statistical result in cronbach's alphas and regression T.tests the method. for the current process of developing national electronic commerce model ,the test was performed on the total questions in which the amount of Alfa equaled 0/883 and also to examine the nature of test in the questions, which was performed for the sake of "evaluating the supposition model", the aforesaid test was performed and showed the reliability of the test to analyze the validity of strategically planning situation model as well as the future perspective of comprehensive e-commerce plan in Iran.

KEYWORDS: E-commerce, e-business, electronic commerce model

1. INTRODUCTION

Independence, security, welfare and scientific and cultural development of a society is desirable function of the economic system and the scale of development and the economic development is achieved by raising production volume and capability of competition in the international markets because economic advancements is resulted by identifying competitive advantages and national economic development and certainly, equipment, technical knowledge, methods and processes are the required tools to achieve overall development.

Yet, increasing economic capability needs intelligence and concept of human resources and for this purpose, it is necessary to recognize the importance and priority of main elements effective in development of national productivity and improve the factors leading to organization and promotion of technology and trade cycles as well as economic policies and strategies and technology.

Therefore, creating commercial structures based on information technology increases efficiency and productivity of national economy and facilitate the process of organization of knowledge and skill and it results in integration of creativity of human resources and management of knowledge and leads to economic innovations in the society while ignoring information technology and especially, electronic commerce may result in driving the country out of the circle of international commerce.

Thus, it seems that due to the following reasons, the current study grows necessary:

- "Governments need a guiding structured plan to establish a comprehensive electronic commerce system which guarantees the determination of perspective, prophecy, objectives, strategies, structure and architecture of system, massive plans (tactics), projects and executive programs by evaluating and analyzing internal and external environment."
- "This study claims that the process of establishment of e-commerce system in the country lacks the required integration and solidarity and no comprehensive frame work has been codified and designed for this importance.

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Therefore, besides the wastage of sources and time and impossibility of achieving the defined objectives, it would not be possible to determine a specific time to establish a national electronic commerce system and achieve the final goal.”

1.1. Objectives of this Study

1.1.1. Presenting the framework of “Comprehensive Plan of the Electronic Commerce”.

1.1.2. Evaluation of the current process of guiding planning of the national e-commerce.

1.2. Research Questions

1.2.1. Research Question 1

What factors determine the likelihood of adoption of e-commerce development plan in Iran?

1.2.2. Research Question 2

How does the perception of e-commerce development influence the decision to adopt a predictive framework for future?

The first research question was aimed at identifying typical features and challenges mentioned in the scientific literature, while the second research question was designed to gain more in-depth insights into the themes that have received attention in the literature.

1.3. Hypotheses

1.3.1. Hypotheses 1

Current e-commerce development process in Iran faces lacks of comprehensive knowledge among business firms.

1.3.2. Hypotheses 2

Elements and factors of e-commerce development framework offer an acceptable plan for the future in Iran.

This study could provide better understanding of E-Commerce plan. Also it could give basic and fundamental information about variable influencing on this kind of business model. Users could control many variables through selecting specific parts of electronic market plan and related strategies. Most of business men could affect e-commerce model perception through the variables of this research.

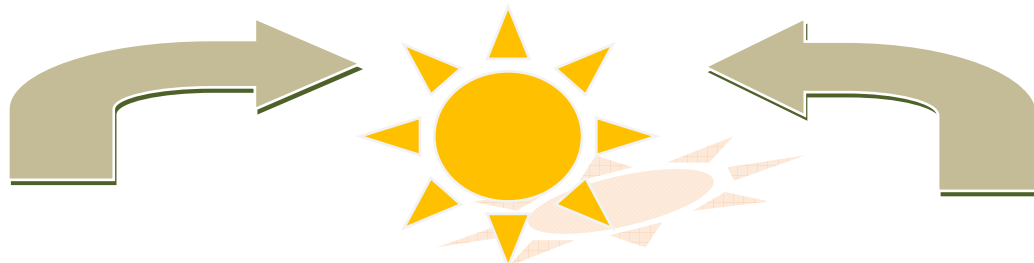
1.4. Purpose of Research

The main purpose of research is to study current status and future perspectives of e-commerce development as a predictive framework in Iran.

The axial topic of the research includes the presentation of framework of “Comprehensive Plan of Electronic Commerce”.

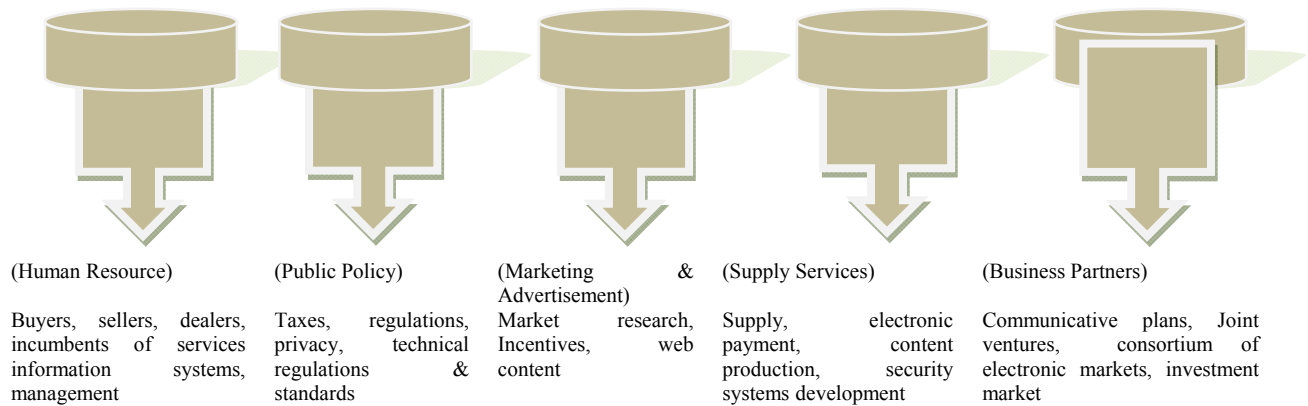
1.5. Proposed plan

Usages of Electronic Commerce



Electronic marketing, job search, electronic banking, electronic government, electronic shopping, transactions between systems, electronic partnership commerce, mobile trade, electronic sales, travel services, online publication, customer services.

Elements of Electronic Commerce



Electronic Commerce Infrastructure



(Business Services Infrastructure)	Public Infrastructure of & Informatics information)	(Distribution infrastructure of & Informatics information)	(Multimedia content & network distribution infrastructure)	(Network Infrastructure)	(Interface Infrastructure)
Security, smart cards, (verification in electronic payment), catalogues	EDI, e-mail, HTTP Chat Rooms	HTML, JAVA, XML, VRML	Telecommunication, television, internet, intranet VAN, WAN, LAN, Extranet, mobile network	Database, applied plans of business partners	

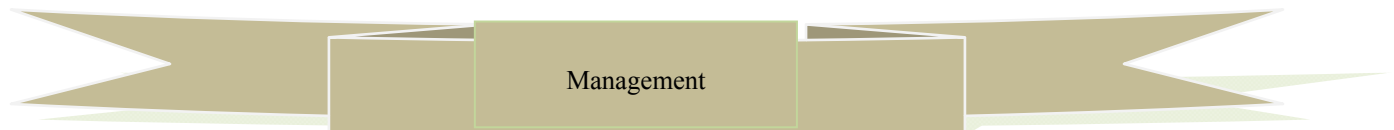


Fig. 1. Electronic Commerce Structure Reference – Turban & King, 2003, Introduction of Electronic Commerce

1.6. Classification of Electronic Commerce based on transaction type (Models of Electronic Commerce).

General and common classification of Electronic Commerce is based on the nature of transaction and the relation between the business partners.

The most remarkable and famous general models of electronic commerce are as below:

1.6.1. Business-to-Business (B2B) E-commerce.

Partners and parties of business transactions in this model are businesses and other organizational formations in a manner that today, most of electronic commerce transactions are performed in this model.

1.6.2. Business-to-consumer (B2C) E-commerce.

Business-to-consumer includes retail transactions from businesses to final consumer. It is also called method of “E-tailing”.

The website of Amazon.com is an example of model “B2C”.

1.6.3. Business-to-Business-to-Consumer E-commerce.

In this method, a business supplies goods or services for another business and the second business supplies the items for consumers (real entities) and usually B2B model is used to refer to this model.

1.6.4. Consumer-to-Business (C2B) E-commerce.

It includes method of transactions in which real entities use the internet to sell products or serves to organizations and businesses.

The website “priceline.com” is an example of this model whose founders make C2B-EC possible for consumers.

1.6.5. Consumer-to-Consumer E-commerce.

In this model, real entities directly sell their goods, properties or services to final consumers such as selling real estate, cars and other types of properties on the internet. In this model, it is possible to present personal services and experiences by putting advertisements on the internet, in addition to selling personal properties.

The website “guru.com” is an example of this model and also there are websites which have provided possibility of bidding personal goods and services and transacting goods of real entities; such as transacting music, film, software and other digital items that are usually based on Peer-to-Peer (P2P) technology.

“napster.com” is a well-known website using P2P.

1.6.6. Mobile Commerce.

Electronic commerce transactions which are performed in a wireless communication environment are known as mobile commerce.

Such transactions are usually designed to trade from specific place or time and are called “Location Based Commerce”.

1.6.7. Intra-business (organizational) Electrical Commerce.

It includes all intra-organizational activities which guarantee transaction of goods, services and information between different units or personnel of the organization.

The activities can include selling company’s products and electronic education to personnel.

This method is usually performed in the environment of intranets and business portal.

1.6.8. Business-to-Employees Electrical Commerce (B2E).

This model is subcategory of intra-business electronic commerce and includes business-to-employees transaction.

1.6.9. Collaborative Commerce.

It includes the collaboration of individuals or groups electronically or online in a manner that it acts in the framework of C-commerce and collaboration in design and production of products and prediction of common market process through websites and common portals.

1.6.10. Non business electronic commerce.

A large number of non business private institutes such as educational institutes, private organizations, religious institutes, social institutes and governmental agencies use electronic commerce to reduce expenses or develop services and general activities.

1.6.11. E-government; Government—to-citizens (G2C) and to-others.

In this model, a governmental legal authority supplies goods, services or information for citizens or other businesses.

1.6.12. Electronic Exchange-to-Exchange (E2E).

Exchange is a public electronic market with a large number of buyers and sellers which has a legal environment for exchanging items such as goods, stocks, etc. between real and legal entities. In other words, E2E is an official system for transactions.

1.7. Benefits of electronic commerce for organizations in a few major groups are as follows:

- Development of Market Area of Electronic Commerce.
- Reducing costs via Electronic Commerce.
- Electronic Commerce leads to improvement of organization and business processes.
- Electronic Commerce encourages interactivity.

2. The first stage of the process of developing e-commerce in Iran incorporates preliminary studies and execution of the following projects:

- Studying and designing the comprehensive business informatics network of the country.

By virtue of note B in article 116 of the law of the third plan of development, the ministry of commerce is obliged to start up the country’s comprehensive commercial informative network by the end of the second year of the third plan, but due to non-approval of the annual budget for the mentioned plan it could not be realized on due date.

Approval of budget based on note 13 of the budget law of 2002 put into execution the activities in the filed of the said plan and other related plans as follows:

- 1- Establishing the country's comprehensive commercial informative network (hardware)
 - 2- Establishing the country's comprehensive commercial informative network (software)
 - 3- Developing and completing Iran's commercial point
 - 4- Studying the possibilities of electronic commerce
 - 5- Establishing the electronic commerce pioneer center
 - 6- Establishing the digital certificate issuance center
 - 7- Integrated and coordinated coding system
- Studying, designing, and executing the goods and services barcode numbering center of Iran (<http://www.irancode.ir/>).
 - Studying, designing, and executing the business map of Iran(<http://www.irtp.com/fars/>).
 - establishment of the national EDIFACT committee of Iran and membership of the international trade procedure facilitation group

Edifact standard was recommended in 1987 by the united nations organization for being applied in electronic commerce and it was included of a set of rules and instructions by virtue of which the information included in a commercial instrument can be transformed into edifact electronic messages by translator software, and the very messages can be transferred to the computer by international telecommunication network.

- membership of Iran in committees such as EDIFACT, CEFACT, and EFACT

United Nations/Electronic Data Interchange for Administration, Commerce and Transport (UN/EDIFACT)

The United Nations organization, by its electronic commerce and commercial facilitation center (UN/CEFACT), supports the activities which lead to promotion of the power of commercial and administrative organizations. The main focus of CEFACT has been on facilitation of national and international transactions through simplification and coordination of the information processes, strategies and currents and hence it contributes to the universal trade development. Besides, through the partnership of governments and businesses across the world, UN/CEFACT has taken action to facilitate commerce and develop the electronic commerce standards and approved recommendations and tools all across the world.

- Asia-FACT (AFACT): “the electronic trade and commercial facilitation council of Asia – Oceania”

- holding international meetings on e-commerce, e-business, and intellectual property
- Studying and planning the SWIFT system in the international banking system
- studying, designing, and implementing the ASYCUDA project in the Islamic Republic of Iran's customs

AUTOMATED SYSTEM FOR CUSTOMS DATA (ASYCUDA): includes designing and establishing electronic systems for the purpose of sending and receiving edifact standard messages in customs affairs.

2.1. Iran's position in the ranking for the period 2001-2008

Table 1. Iran's rank in the year 2008 in terms of electronic groundwork

Years	2001	2002	2003	2004	2005	2006	2007	2008
No.of Countries	60	60	60	64	65	68	69	70
Iran's rank	50	53	52	57	59	65	69	70
Iran's points	3.3	3.2	3.4	3.68	3.08	3.15	3.8	3.18

Source: The center for the development of e-commerce in the ministry of commerce, report on the ranking of countries in terms of electronic groundwork in the year 2008

The following table shows, analytically, Iran's position on the basis of the points obtained from the six-fold indices of electronic groundwork in the years 2007 and 2008 incorporating a comparative study on the marks obtained in the two periods. The situation has improved in four indices: connections and technological infrastructure, the commercial environment, the socio-cultural environment, and the legal environment. Nevertheless, the indices related to the policies and governmental visions did not undergo any changes and the index for the acceptance by the agency or the customer underwent a decrease. The following table, like the above one, is indicative of the declining rate our national development in electronic groundwork as compared with other countries such that, among the 70 countries under study, this country is still at the lowest position.

3. METHODOLOGY

This study aims at presenting the framework of “Comprehensive Plan of the Electronic Commerce”.

In the case of evaluation of the current process of guiding planning of the national e-commerce.

In addition, what challenges it presents for implementations. The study also seeks to find out what themes have been addressed, and to identify research trends, orientations and focal issues in the e-commerce literature on electronic business mover the past years. The research questions are as follows.

3.1. Method of research accomplishment

Research method in this regard is based on descriptive research and is of the analytic type which is accomplished for evaluating the country's planning process in the electronic commerce and proposing "the framework of national electronic commerce plan "in order to study the current status and future perspectives of e-commerce in the country.

3.2. Method and type of research

3.2.1. Type of research. Applicable

3.2.2. Research method. Descriptive-Analytical based on the theory

3.3. Methods of data collecting

Research data is collected by the methods of library studies, internet searching and preparing, distributing & filling the supplied questionnaires.

3.4. Study Schedule

The study has been performed based on the following schedule:

-Analysis of the topic, organization of the study framework and collection of references and initial studies – 3 months

- Studies via library, Internet, and translating and writing literature and theoretical fundamentals of the study – 5 months

-Field studies and analysis of the findings, conclusion and suggesting the final pattern – 4 months

3.5. Characteristics of the questionnaire

The questionnaire is of the type of parcel and has 1 part and 33 questions having been collected based on idea taking and organized according to the LIKERT five degree scale.

3.6. Sample taking

The first step in sample taking is the recognition of the statistical society, but because the total investigation of the target statistical society is not a possible goal, a part of statistical society which is accessible will be set by the researcher and then selects that sample representing the statistical society as the investigation of the accessible society (Jacobs and his colleagues, Research method in education, 1380)

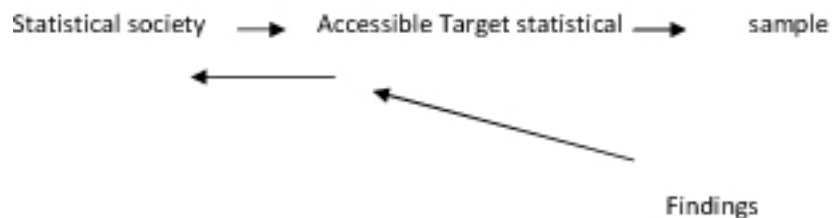


Fig. 2. Sampling

3.7. Cluster-like probable sample taking

Making a list of the total number of people in a statistical society and then sample selection among them is difficult and expensive and in such cases the study of subjects in the groups which are formed according to the common characteristics or in other words in the shape of clusters is more reasonable.

3.8. Scale of the size of the sample

Size of the sample: It depends on that attention to evaluating the parameter of the statistical society in an especially safety position which is in the mind of the researcher and the best size of the sample is that which can be

selected possibly as a larger sample because a large one will probably represent the statistical society and more attention will be paid to data. However in addition to the general rule, the size of the sample seriously depends on the compatibility of the statistical society; therefore, if the studied statistical society is compatible, a small sample will represent it; however, if the statistical society is incompatible and has variety of characteristic, a large sample of it may not represent the society.

3.9. Society and the elective samples of research

In the first step of the research and especially in the process of the studies of the scope, it was determined that the related & compatible clusters, having more relationship with the title, to be performed among the politicizing institutions and elected as the electronic commerce development and also tested statistically. However because of the lack of cooperation and enough awareness of specialists and even managers about the title, counting was cancelled and sample taking with an volume more than 50% was arranged, because in addition to the compatibility of the accessible statistical society, more attempts were done for taking the ideas of the most expert and interested specialists of the accessible statistical society that the result will be shown in the following statistical analysis.

The necessary condition to select the cluster as the unit of sample taking is that each element of the society only belongs to one of those clusters and the total number of clusters makes a multitude of the society; because only in this case, no element will be omitted and won't be supposed more than once. In cluster-like sample taking method, clusters of the society are numbered from "1" to "n" and "n" numbers are accidentally selected then the related clusters will be specified. If we intend to measure the characteristic of the total available units in those "n" clusters, a rest of volumes will be attained which is called as "the one stage cluster-like sample". This sample is set as the basis of presumption about the statistical society and if the total "N" clusters have the common amount and capacity, the sample is called as "the cluster-like sample with common amount"; otherwise, it is called as "the cluster-like sample with uncommon amount". In this case the sample volume cannot be specified in advance and is random because it depends on the selective clusters. Since the volume of clusters is not equal and depends on what clusters with what volumes are selected, the sample volume is unstable.

In this case by supposing a constant ratio from the clusters' volume as the "sample taking deduction", a random sample taking can be arranged from inside of each cluster.

Regarding the clusters of the research's statistical society which have been orderly listed below, sample volume has been calculated with the definition of a certain ratio in each cluster.

3.10. Sample volume

Table 2. Diagram of the determination of sample volume

Sample taking deduction	Number of samples	Population of society	Organization	Column
0.50	10 persons	20 persons	Ministry of Commerce - Foreign Trade Investment Organization Fars.	1
0.53	9 persons	17 persons	Ministry of Commerce – Electronic Commerce Information Promotion Center for E-Commerce of Fars.	2
0.53	10 persons	19 persons	Ministry of Commerce – Trade and Marketing Studies Organization of Fars.	3
0.60	10 persons	17 persons	Ministry of Commerce – Market Development and Trade Supports Organization of Fars.	4
0.60	8 persons	13 persons	Exporters Confederacy of Mineral and Industrial goods of Fars.	5
0.50	15 persons	30 persons	Ministry of Communications and Information Technology – (Iran-Fars) Information Technology Co.	6
0.67	10 persons	15 persons	Office of the Iranian Association of Electrical & Electronics Engineers.	7
0.52	12 persons	23 persons	Ministry of Communications and Information Technology – Infrastructure Communications Planning and Control Projects and Statistics Processing.	8
0.60	11 persons	18 persons	Ministry of Communications and Information Technology - (Iran-Fars) Telecommunication Research Center for Cables and Optical Fibers	9
0.75	40 persons	53 persons	Shiraz University-Virtual-Distant Learning Education Branch.	10

3.11. Research hypothesis:

An imaginary model is proposed by the available research through the theoretical essentials of the research and then the imaginary model is tested by the use of statistical tests and is proposed as the final model. In this direction, the hypothesis of the research has appeared in the frame of 2 main hypothesis and some subsidiaries which have

been in the content of the questionnaire.

3.12. The process of preparation, collection and credibility of the questionnaire:

The questionnaire of the research has been prepared based on 1 main part that includes 33 questions and has been arranged for "evaluating the current process of the plan of national electronic commerce in Iran" having been designed and collected for "evaluating the imaginary model of the research". For the apparent credibility of the research questionnaire.

3.13. Method of distributing the questionnaire and collecting data (complementary questionnaires)

After coordination and attaining letter of introduction for organizations being members of the statistical society, I arranged to attend the selected organizations and then their related administrations which have been appointed as the clusters of the statistical society according to the studies of the related organizational diagram. And then I arranged to collect the complementary questionnaires after talking to the experts, supervisors, heads and managers of the aforesaid administrations during 40 days.

3.14. Measurement scale of the questionnaire

To evaluate the obtained answer sheets from subjects about the evaluation of the current process of the national electronic commerce and also the assumptive model of future research in Iran, the questions of the questionnaire will be in the form of conceptual questions & declarative items and the answers of the questionnaire will be in the form of multiple choices (Likert Scale) and it is a position that will be evaluated in a five-point spectrum and this spectrum comprises from: 1. Agree 2. Almost agree 3. No idea 4. Almost disagree 5. Disagree

3.15. Deducing analysis of data

The analysis of data has been accomplished according to the descriptive and deducting statistical methods. At first CRONBACH Alfa index has been used to determine the internal equality of the exam questions. In the descriptive position, analysis of data has been fulfilled by the use of statistical characteristics like Average, variance, standard deviation and index of equality have been used proportionate to the measurement position of data and proposing essential hypothesis in the tests.

3.16. Credibility and determination of reliability

Admissibility of the test includes the ability of favorite instruments in measuring the characteristic for which the test has been designed and the reliability of a measuring instrument also refers to the accuracy of the results taken from it; therefore, to measure the credibility of the tested questionnaire, the method "Reliability" will be used because for the validity of a test reliability is required. And in this direction, to determine the reliability of the internal sameness of the test questions, the method "CRONBACH Alfa index" will be used; as though, whenever the amount of Alfa is more than 0.71, the test includes an acceptable reliability.

According to the amount of CRONBACH Alfa which equals 0.71, questions from 1 to 33 have internal sameness and to investigate the elements and components of the current process, master plan of the national electronic commerce is suitable.

However to investigate the nature of the test in the general measurement of the current process of master plan of the national electronic commerce, the test is done on the total question from 1 to 33 and it is observe that Alfa equals 0.71 which shows the test has a high level validity.

3.17. Descriptive statistics of questions

3.17.1. Test on the variant data

The comparable relationship with the observed probabilities has been presumably set as 0.50; therefore, the equality of the observed probabilities with the expected one, the meaningful position of each test has been calculated in the last column and if the amount is less than 0.05, sameness presumption of the relationship ($P=0.5$) is rejected and according to the bigger N and the amount of calculated probabilities it is concluded to which position the questions intend.

3.17.2. Validity and reliability of the questionnaire

In this study population consists of 212 was considered, the type of sampling and sampling data collected through a questionnaire by the researcher is randomize. In this questionnaire using the current process of Electronic-Commerce measured by Likert style class is classified. for a Validated questionnaires assessing the reliability of Cronbach alpha coefficient was used which is equal to 0/71 ($\alpha=0/71$) Indicating high internal reliability of the questionnaire. For assessing the validity of Questionnaire the Spearman correlation was used between questions of questionnaire and total scores which indicates a significant positive relationship between 0/26-0/62at the level0/001-

0/002, and the high validity of the questionnaire. For analysis of the questionnaire questions inferential statistics were Used in the analysis of variance and T.test.

3.17.3. Validity questionnaire sing e-commerce in Iran

As it can be seen in the table between the test questions use of electronic commerce in Iran, and the total score, significant and positive relationship between 62/0- 26 / 0 is the level (002/0-001/0) to significant is obtained, which indicates the validity of the questionnaire is high.

With respect to the obtained table alpha coefficient questionnaire mentioned 71 / 0, which indicates high internal reliability of the questionnaire is.

Table 3. Reliability

Total score	Scale
0/26-0/62 0/001-0/002	Questionnaire Questions

Table 4. Coronbach's Alpha

Alpha coefficient	Scale
0/71	Questionnaire Questions

4. RESULTS

4.1. Data analysis

In order to analysis the data obtained from analytical analysis, including indicators (methods) statistical T.test two variables (Independent samples T.test) and one-way analysis of variance (One way ANOVAs) was used for the data a table is presented.

T.test Two variables

Table 5. T.test two variables Analysis

	sig	t Value	Degree of Freedom	Standard Deviation	Average	Numbers	Variable
Numbers	0/40/ NS	0/83	0/33	15/75	138/6	82	man
Value Mean				16/21	136/3	53	woman
Std. Deviation							
Freedom degree							

Based on the table obtained can be seen that the mean average group of men are more than women , but based on the obtained t and 133 degrees of freedom significant difference between males and females and the use of e-commerce does not exist in Iran.

Table 6. T.test Independent Sample Analysis

sig	Independents Degree	Value f	Standard Deviation	Average	Numbers	Groups
0/26 NS	4 & 130	1/31	18/3	132/4	27	20-30 Years
			14/1	138/4	56	31-40Years
			19/4	141/1	25	41-50 Years
			12/4	137/6	25	51-60 Years
			2/8	149	2	More than 60 Years
			15/9	137/7	135	Total

According to table the highest age group are above 60 years age and group 30-20 years, have the lowest mean with respect to the obtained F and degree of freedom (130 and 4) there is no significant differences between different age groups and the use of electronic-commerce in Iran.

4.2. Variance Analysis) (one –way ANOVAs)

Table 7. Variance Analysis

sig	Independent Degree	F Value	Standard Deviation	Average	Numbers	Groups
0/27 NS	4 & 128	1/30	12/3	124/5	7	Diploma
			18/3	137/7	65	B.Sc.
			11/9	139/1	45	M.Sc.
			17/5	137/6	14	PhD.
			16/4	137/5	131	Total

The table obtained the highest average to M.Sc. and the lowest belongs to the diploma, mean that the F obtained and the degree of freedom (128th and 4)has no significant differences between levels of education and the use of electronic trade existed in Iran.

5. The Ecommerce Strategic Organization Chart

The hypothetical structural plan is a combination of the tasks assigned in "Iran Ecommerce Development Master Plan", "the Islamic Republic's Ecommerce Policy", as well as the functional model of this research.

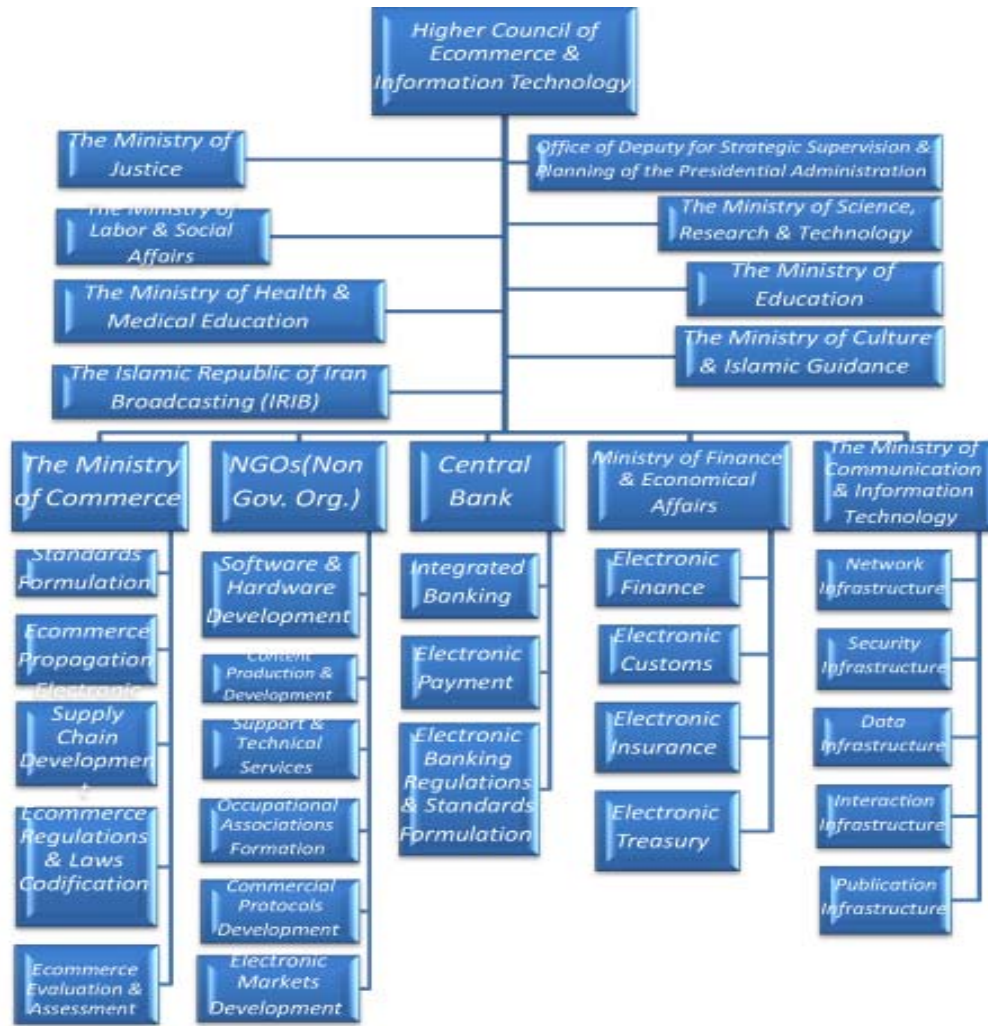


Fig. 3. The National Ecommerce Chart

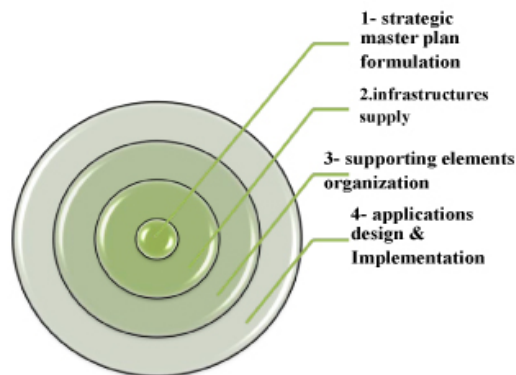


Fig. 4. The viewpoint of the macro final plan

5.1. The plan of the strategic zones and functional levels:

Presented based upon the ecommerce framework 9Turban, 2003, 2006), and the theoretical studies of the research subject.

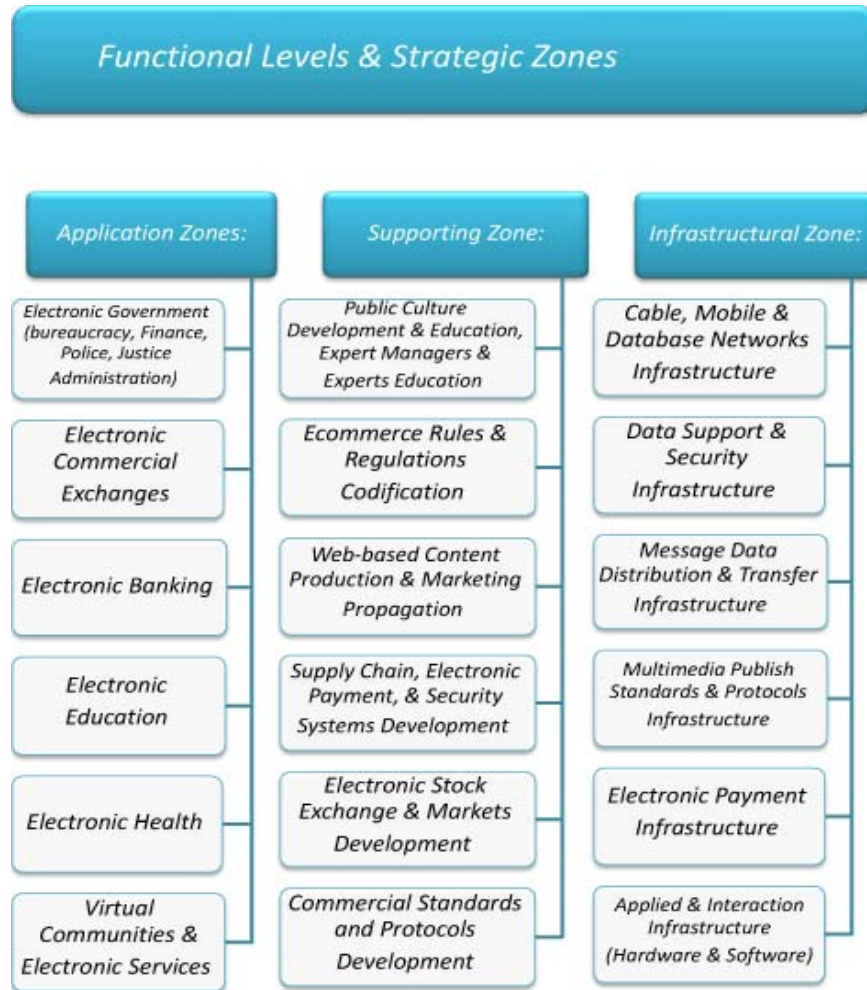


Fig. 5. The model of the strategic zones and functional levels of Iran Ecommerce Master Plan

5.2. The results of field research about the final plan

5.2.1. Credibility and determination of validity and reliability

To test the validity of the questionnaire, the method "apparent validity", based on the evaluation through 5 respected members of the university scientific council, (In addition to approval through the respected academic advisor and consulting professor) has been used. Also to determine the constancy of the tested questionnaire, the method "Index of KRONBACH Alfa was used in order to test the constancy of the internal sameness of test questions, in this regard the amount of Alfa for the questions 1-11 equals 0/761 but after removing the question 1, it increases to 0/858. And to examine the nature of the test in the collection "the current process of developing national electronic commerce" (First chapter of the questionnaire), the test was performed on the total questions 1 - 21 in which the amount of Alfa equaled 0/883 and also to examine the nature of test in the questions 22-59, which was performed for the sake of "evaluating the supposition model", the aforesaid test was performed in which the amount of Alfa equaled 0/880. The above indexes show that the both parts of tested questions have a high level constancy.

5.2.2. Sign test for the comparison of the current process with the supposition model

To evaluate and compare the current master plan system with the supposition model, the number of variants in the second part of questionnaire must be homogenized with those in the first part; therefore, by recoding the number of answers in the questions 12-59, they were divided into two positions as 0 and 1; as though, code 1 was determined for "agreeable" and "almost agreeable" answers and code 0 for the rest, so that the new data can be used

in case of comparing the variants in part 2 with bi-positional ones in part 1. In this regard, the descriptive calculations have been proposed in chapter 6. And as the agreeable items with the items of supposition model in part 2 are absolutely more and bigger than those in part1 and also according to the calculated meaningful positions, it is estimated that the supposition model is seriously approved and the total elements and components are acceptable; therefore, the second hypothesis, which has been proposed in the form of suppositional model, is approved as the final model.

6. DISCUSSION AND CONCLUSIONS

The results obtained from the findings of the current research paper draws a master plan in order to design, operate and develop electronic commerce; as though, after evaluating and analyzing the internal and external environment assures to determine the view, prophecy, goals, plans, duty structure, macro plans, projects and operative plans and from other direction according to the results obtained from the field studies, the process of the country's electronic commerce lacks a master plan; therefore, the final sample of research" which is a developed combination of master plan in information technology and electronic commerce of the countries like Thailand, Malaysia, Singapore and the rest of developing countries and is combined with Turban electronic commerce and usual models of master plan" prepares the achievement of final goal which includes commercial facilitation, flexibility of economic and social activities and as a result development of the electronic commerce applications.

Therefore, the departure point of the "research final method" is the profit from master plan and especially proposing a master plan based on the structured outlook (Systemic). Because of this and according to the results obtained from this research paper, the preparation and collection of the master plan in the national electronic commerce is the first step and act and also the main branch of other decisions and acts in the field of developing electronic commerce and it is also assumed as the starting point of developing electronic commerce. Therefore in the current research, it is attempted to propose the main structures and components of the master plan in the country's electronic commerce for the sake fulfilling a step in the direction of future researches and advance in designing, implementing and institutionalizing the total system of the country's electronic commerce.

7. Limitations in Research

7.1. Technological Limitations

- Lack of quality, security and validity standards accepted in the world in this area.
- Limited telecommunications bandwidth.
- Tools for developing software lacks the required speed
- Non-integrated software of electronic commerce and internet with some applications and databases
- Lack of special web servers and weak network service providers
- Lack of cheap and easy access to internet network

7.2. Non-technical Limitations

- Security and privacy of information is one of the restrictive factors for clients.
- Lack of trust in electronic commerce and unknown sellers is one of the restrictive factors for customers.
- Limitations caused by governmental, national and international regulations.
- Limitation in measuring electronic commerce advantages and lack of an accepted method for measuring electronic commerce.
- Resistance by customers against the conversion of the real to virtual environment and their interest in direct perception and touch of the requested products.
- Lack of trust in transactions performed in lack of presence and documentation.
- The number of sellers and buyers is very important in economical operations of electronic commerce.

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