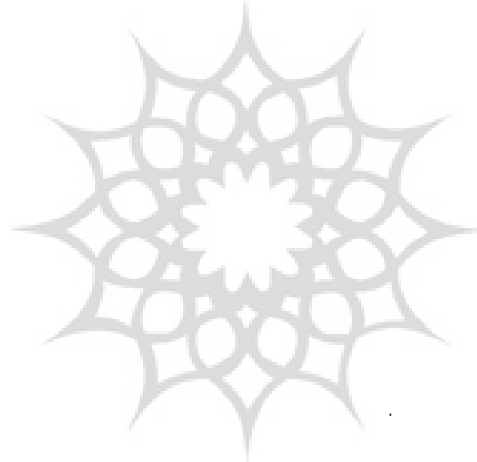


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Faculty of Admin. Sciences & Econ. Journal,
University of Isfahan.
Vol.16, No.3,4 , 2004

The Analysis of Zobe Ahan Co. Conditions and Readiness for Implementation and Development of Electronic Commerce

K. Azarbajejani, Ph.D.
A. Manian, Ph.D.
H. Ghorbani

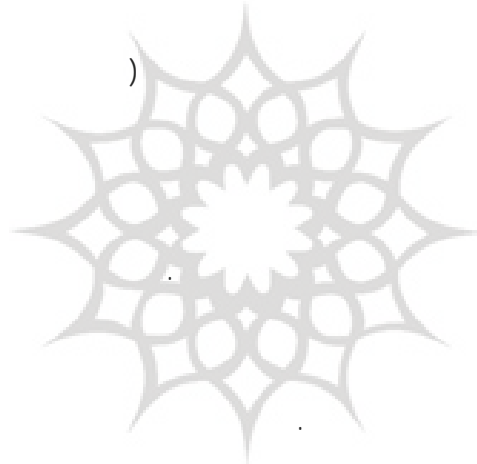
Abstract

Research findings show that there is no relationship between organization income and utilization of E.C. Therefore, before implementation of E.C., organizations must assess the capacity of their participation in the digital economy. This capacity of participation is called E-readiness. This paper addresses the issue of E-readiness in Zobe- Ahan co. First E.C is defined, and then the dimensions of E-readiness including technical, cultural and learning infrastructures, product characteristics, and E-commerce motivators are measured.

Keywords: Electronic Commerce, Electronic Commerce Cultural Infrastructures, Technical Infrastructures, Learning Infrastructures, Motivators

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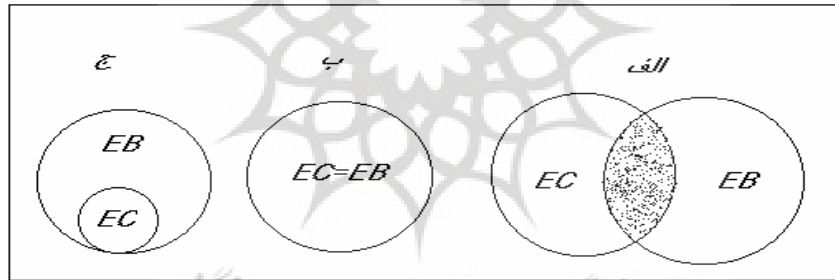
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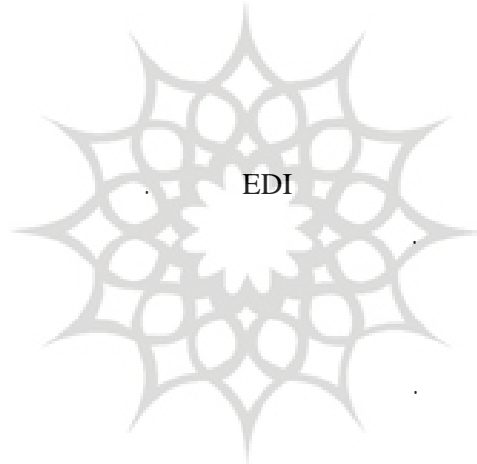
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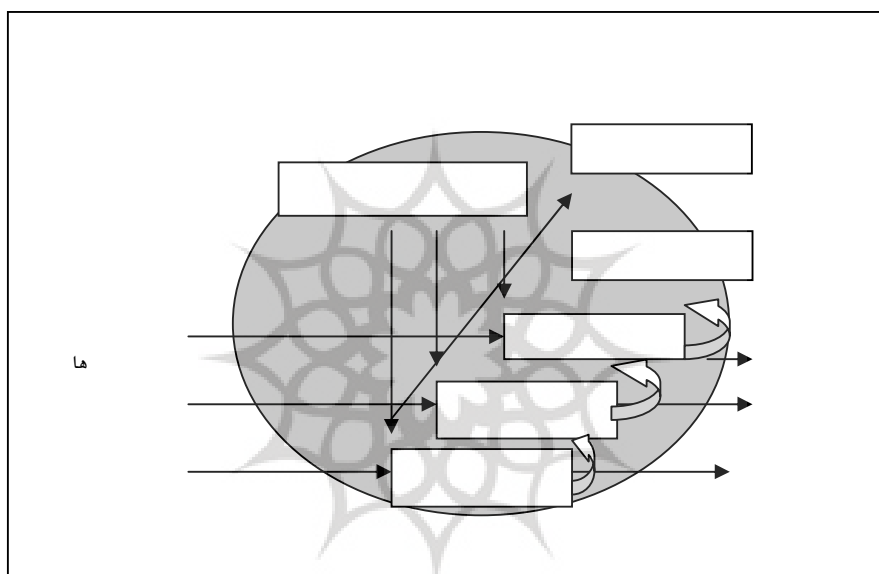
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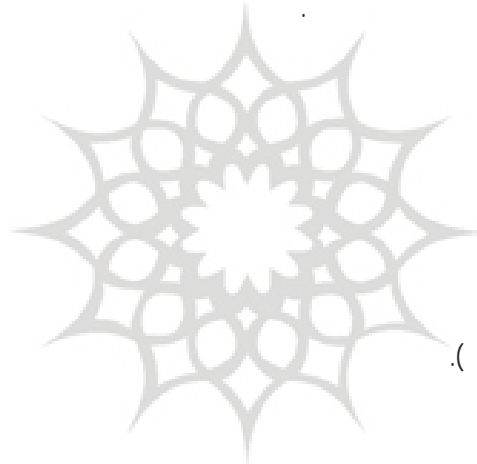


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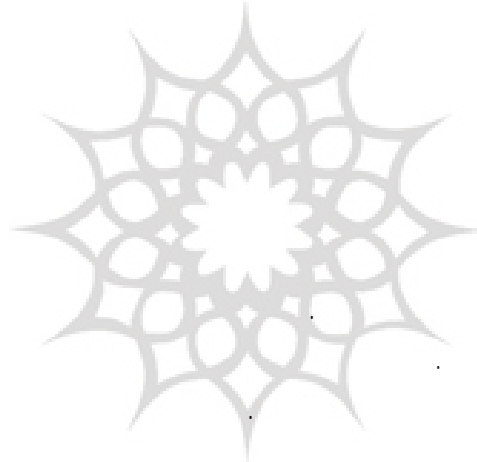


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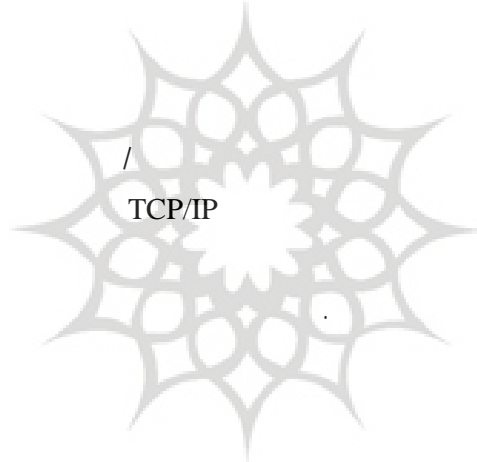
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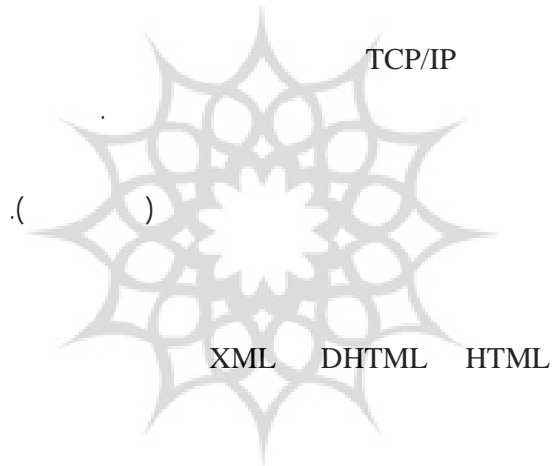
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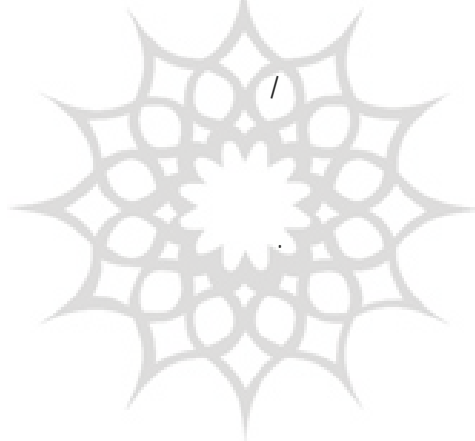
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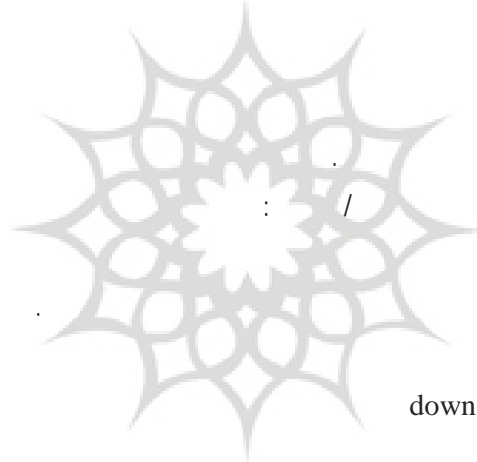


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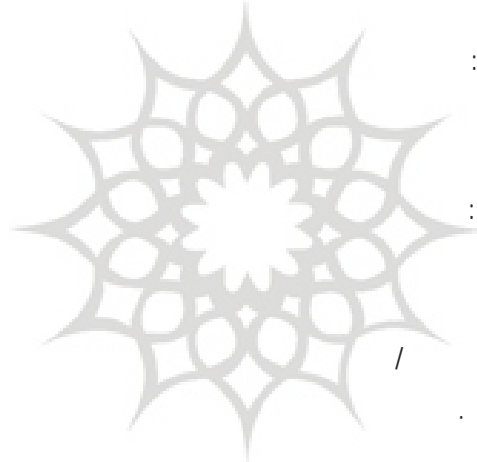
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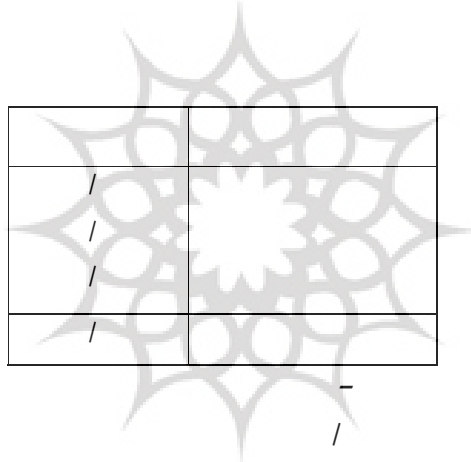
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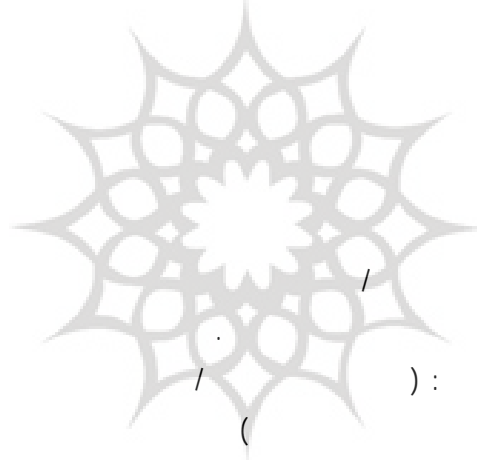
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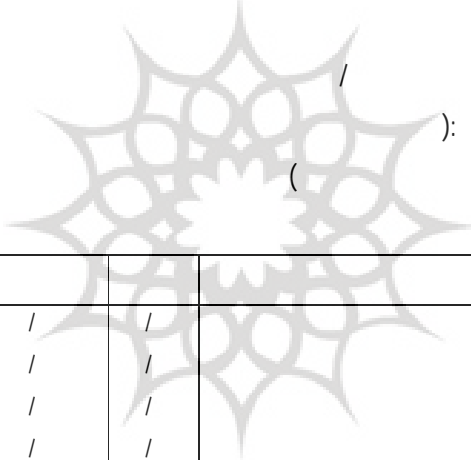


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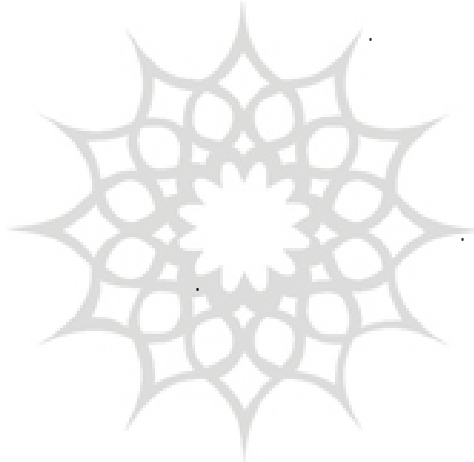
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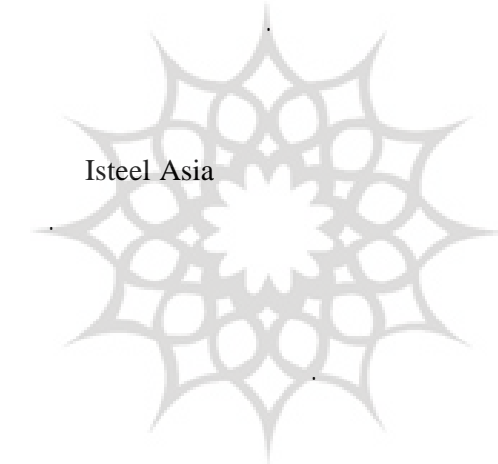
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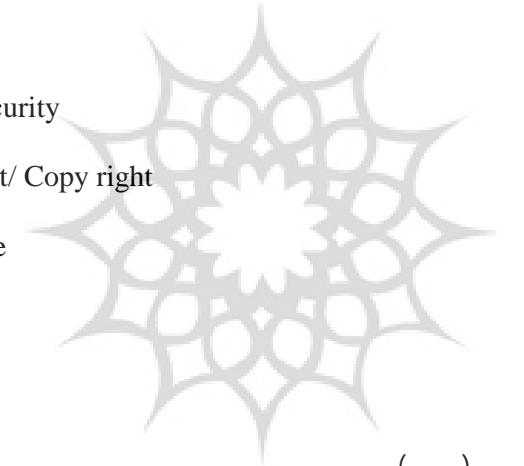
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