بناء نموذج لمنظمة اعمال الكترونية بأعتماد استراتيجيات التغيير

دراسة حالة في الشركة المتحدة للسفر والسياحة

اطروحة تقدم بها الى

مجلس كلية الإدارة والاقتصاد/ الجامعة المستنصرية

وهي جزء من متطلبات نيل درجة دكتوراه فلسفة في ادارة الاعمال

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بغداد

ABSTRACT

Building an e- Business Organization

Model by adopting a change Strategies

A Case Study in the United Company for Travel & Tourism

This study is mainly concerned with the investigation of the process of building an e-Business model by adopting a strategic approach for changing a traditional organization.

The main objective is to find out the possibility and the applicability of the transformation of a business organization into an e-Business. A change strategy approach and management is used as such transformation may require a strategic vision and decisions.

The work involves seven chapters each with several chapters to achieve its objectives.

The overall framework of the study contains in addition to the methodology a theoretical review and discussions of the philosophy, concepts, components, architecture, models and design of e-Business.

A review of the traditional and modern strategic approaches as well as change management is also discussed to explore the appropriate introduction of such approaches to the transformation process into e-Business.

A case study approach is used in the process of transforming a chosen Iraqi business organization into e-Business. A strategic approach is utilized through the stages of designing and implementing the new business model as well as change management techniques.

The approaches used have proven the necessity, possibility and applicability of transforming a traditional business into new e-Business models as global business environment and conditions may require to strategically adapting to the new business game rules and tools including the extensive use of I.T.C systems in business.

Several conclusions were reached; recommendations and suggestions were also introduced.