

# INFLUENCES OF ELECTRONIC COMMERCE IN THE NEW INFORMATION SOCIETY

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**Abstract:**

*In the information society, globalization and scientific progress, are that people are faced with an avalanche of information, the individual is assaulted by a huge flow of information. Ease of use of information networks, databases and content knowledge is the basic features contemporary information age. Electronic commerce is key to competitiveness in the information age businesses, providing access to new market segments, increasing the speed of developing business, the increased flexibility of trade policies, reduce supply costs, sales and advertising, etc. As a result he gets an opportunity to increase competitiveness at both micro and macro.*

**Key words:** e-commerce, information society, marketing, e-business

**JEL classification:** L86, H55, M15

Since the early '90s, the term information society began to be used to describe the many and varied changes in the economy, politics, culture and more generally throughout society, the rapid development of modern information and communication technologies. Reported more time was gradually take the place of the information industry and traditional society is replaced by the information society. The process is going and almost imperceptibly before our eyes.

Information Society is a stage of development of human society, caused by the revolution in information and communications field.

The main resource is information and not information society as the industrial capital and the share of costs of production activity migrates to the design.

### The information tevolution and its effects

Old Economy	New Economy
Mass production	Production according to customer request
Business and the product is first	The man is essentially the most important being the client and worker
It is possible sharing the market with competitors	He found the boundary is dominant in the market
Competition area is very large but not unlimited	Each is both client and competitor
He needs to survive the new economy	Single development can continue
Periods are known to gain profit	No waiting is required gain after passing the critical point

The most important element is the business of enterprise, the vast majority being small and middle size.

The human being is made to communicate. The new company, the type of information, communication and exchange of information transfer is conducted through technical systems. When speaking about the information society is envisaged, above all, an unlimited number of computers connected through telecommunications networks. Putting together the digitally stored data, text, sound and video (multimedia) have led to

widespread use of modern telecommunications systems, personal computers and electronic information services. Internet, a global information network, turned into global communications platform. Citizens of European industrial society are faced with the need to reconsider how the transfer of information, adapting them to new requirements and technologies.[1]

The new information society brings with it a series of great opportunities:

- spatial and temporal constraints (the borders and time) in terms of communication have been greatly reduced;
- information can be processed, stored and transferred rapidly;
- services connected with information transfer rates are declining.

Information society enthusiasts have discovered the means by which a community has created a virtual world, to offset the constraints of industrial society. On the other hand, skeptics deplore the knowledge gap between the elites Informatics and socially disadvantaged groups and poor quality of critical data. The only way to gain acceptance from the people is the intermediate level skills and democratic access to information. Information Society will not only open new channels of communication between people but will have a major impact on how they will live, learn, work, eat.

Taking into consideration the impact of new technologies on society and improving education will play a fundamental role in familiarizing people with the change.

The transition to information society, globalization, scientific progress and its speed crazy, make people to be confronted with an avalanche of information. individual in the information society will be assailed by a huge flow of information. Ease of use of information networks, databases and content knowledge is the basic features contemporary information age.[4]

In simple terms, the Internet consists of several computers (over one hundred million)initially linked together using telephone lines. depending on the programs run, the Internet can be a mail system, an interactive conference, an online encyclopedia or an online store front. Internet can also be seen as a huge database, a place where people can exchange ideas, opinions, way of accessing remote computers, a way to know other people to collaborate on various topics.

Internet uses are many: from academic issues (eg, scientific papers, analyzing literary, mathematical research, etc..) relevant issues (information about specific products, financial markets, prices, weather, etc..) or recreational issues (obtaining information on a holiday party, etc..) humorous, curiosities, trade issues (obtaining information on the cost of a flight, carrying shopping, promotion of commercial products, etc.), discussions on various topics, etc..

The Internet is a way for people to use computers to communicate with each other and to access and transmit text files, graphics, weather maps, audio or video files, databases, to get answers to technical questions, the to discuss various hobbies or interests etc.

The Internet is a valuable business tool for daily correspondence, to promote products and services, becoming by the day as part of its business, phone or fax. The letter "e" means the usual abbreviation for the word "electronic" and gradually became the area of identifying all of economic, social or other media that use the Internet.

The prefix in question was first term used to refer to electronic mail - email - as being popularized and extended to other concepts: e-business, e-commerce, e-marketing, e-banking, e-books.

In a world dominated by little "e", in a world that does not stop talking about e-business (electronic business) e-commerce (electronic commerce), a world that is basically is-everything (e-everything), there an interesting concept that highlights one of

the major features of the Internet on mankind: the ability to communicate across boundaries of time and space. This facility is create so – called virtual communities, electronic communities (e -Communities). The tremendous impact of new technologies, revolutionary, so all that is or becomes “e”, leaves its mark on the whole economic, social, cultural and governs virtually all of mankind the modern world.

On the Internet, just as in reality, people with shared interests in communities meet to discuss or listen to your favorite topics.

Electronic communities may be different in terms of quality, as simple or complex. You can find work as a simple electronic community chats (interactive discussion groups),where participants meet to discuss a specific topic or very sophisticated platform offers more features than technical. The basic idea is that people define a virtual community interaction and not standard equipment and tools used. To function, a virtual community needs three components: organization, objectives and instruments.

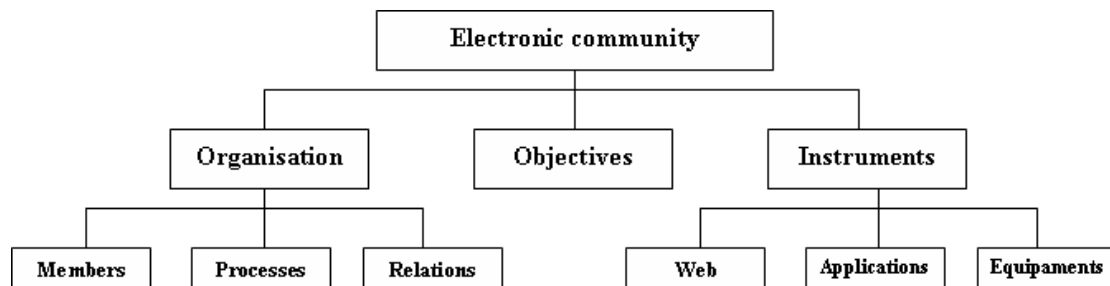


Figure 1. - The e-community structure

Organization, a real living organism, has three basic elements:

- members of the organization (such as individuals, SMEs, local authorities, etc.) its structure;
- the processes going on formally and informally;
- interaction, communication between members.

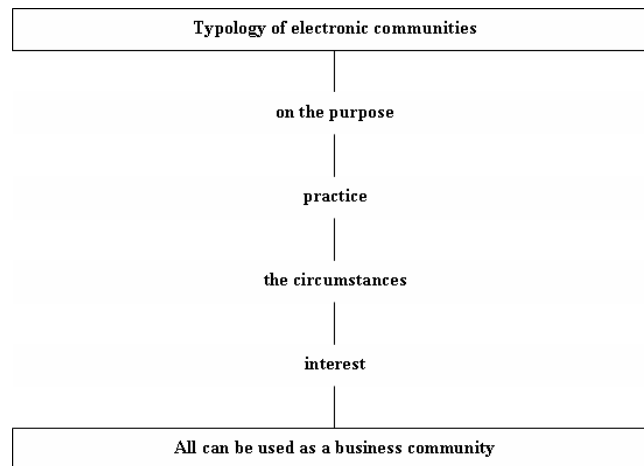
The second component of an electronic community participants formed objectives. Each individual or organization that is part of a community of any kind has certain reasons. Also, a virtual community, participants have very personal goals, which maybe different from the target community as a whole.

The third component instruments are absolutely necessary to realize an electronic community. Instruments may be as simple as e-mail (electronic mail) your mailing list(lists of email addresses), or complex and sophisticated (integrated applications company website). Tools can be divided into three categories:

- web services, which provides market information (e-mail, clubs, auctions, etc.)
- applications that connect people and manages and coordinates the network of relationships (on-line messaging, news groups, forums, chats, integrated organizational tools such as Outlook, Internet telephony etc.).
- equipment, which allow connection (electronic book, portable computers - laptops, PCs, palmtops, mobile phones, recently speaking ever more equipment, wireless, etc.).

The three components (organization, individual goals and technical instruments) together define the contents of the electronic community. Without a clear purpose that, without knowing that there are community and its objectives can not be defined as a functional community. The objectives of individuals are not required to be consistent with the objectives of the host (the company). Electronic communities can be differentiated into four main groups according to their reasoning: purpose communities, communities of practice, communities and communities of interest circumstances.[2]

The four categories may also be a special feature: they can be used as the business community (Business Communities). Regardless of the motives on which the above were created for some reason (interested participants, size etc), these communities have been used for business.



**Figure 2.** - The electronic commonwealth typology

Electronic communities that rely on user-generated content are also self-perpetuated -the higher the content available, it becomes more attractive. Increasing the number of visitors means increased ability to use that community as a virtual community.

If a virtual community that offers multi-directional exchange of information is used by a large manufacturer and its suppliers for small business to business transactions, suppliers will soon begin selling products between them and thus create added value. They can start to cooperate and provide answers to others. The answers provided in a community forum tend to be more honest and more reliable than market analysis.

Another important advantage of electronic communities is that once you reach a large number of visitors, new members interested in the subject will choose this forum instead of belonging to the competition. Such electronic communities create significant barriers to entry for new competitors in the field and allow a company to capitalize. It is obvious that will appear increasingly more tools to enable greater integration between trade-related elements, content and communication of an electronic commerce site.[4]

Produced by the Internet revolution in electronic commerce can be summarized in several key areas:

- business globalization, the Internet is an open system, allowing SMEs to access global markets;
- reduction and elimination of intermediaries, allowing direct contact between suppliers and customers (direct trade development);
- changing nature of the market from a physical location in a virtual;
- providing new business opportunities, changing the type and form business relationships.

The concept of e-business, e-commerce more widely than is based on creating electronic business community where customers, partners, suppliers and employees of businesses are online on the Internet, sharing together the latest information, providing enterprise operation with considerably greater efficiency.

E-business fundamentally and profoundly changing traditional business, changing technologies, processes, structures and culture of the organization.

Information Society requires new ways to live and work, manifested in the following areas:

- fundamental change of how the decision-making, based on unrestricted access to information volume, time and distance;
- passing on the information society will be guided by the market;
- change is global;
- ensuring the objectives of information society requires partnerships between government, public sector and private sector;
- private investment will be the main force of the transition to information society.

Macroeconomic objectives of the Information Society:

- accelerate the industrial competitiveness and promoting the creation of new jobs;
- promotion of new forms of management and organization;
- improve quality of life and environment;
- increasing the efficiency of public services;
- faster integration of peripheral regions to less developed economically.

The information society will be dominated mainly by the computer industry, telecommunications and media. These industries will become the basic industries in the coming decades, with an incentive for others. Banks, manufacturing companies and services will be affected by this fundamental development. The same will happen with world states. Their overall competitiveness will be directly related to the capacity of developing communication infrastructure and to provide connection to global information networks.

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