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The challenges of the web chain value on e-business

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Abstract

The new contribution of e-business and the emergence of virtual relationship push researchers to give more attention to the changes occurred in the relationship between professionals. It is therefore appropriate to explain the principle of this new form of business relationship and to present the web chain value and the challenges of his integration into the e-business. This article develop the importance of using the web chain value at the professional level and explains this role in the emergence of an environment of collaboration and coordination among partners.

Key Words: web chain value, e-business, virtual relationship

Introduction

Development of Technology of Information and Communication (TIC) has an impact on business management. although the companies use applications and internal networks for many years to manage and coordinate their processes. They realize that the Intranet, Extranet and Internet have becoming a technology that gave the opportunities to maximize revenue from electronic commerce. Internet companies led to new forms of digital business and should develop the collaboration and coordination among partners. The use of the web chain value has become a source of opportunity on e-business. This article will introduce the transition to this new form of virtual relationship and it will present challenges of integrating web chain value on business.

2. THE EMERGENCE OF E-BUSINESS

Leaders should to change their strategic vision and their mode of operation. Internet surrounds the notion of spatial or temporal distance. Internet is not being limited to simple messaging systems, but it offers companies the means to achieve their goals [1]. The e-business is not only includes the purchase and sale transactions but also develops the customer service. The interactive communication and collaboration between business partners become more important. Indeed, with the changes occurring in the global information economy, virtual communities companies will be able to integrate this evolution. They establish environment that goes beyond the traditional barriers to the trade relations. The updated database will allow community members to analyze the market, to understand the needs of customers, to determine the supplier's capacities, and to identify the economic situation and the conditions of service delivery.

e- Business is an integration of business process, application system and organization structure [2] .In the network economy, the e- business is the critical factor that determines the success of market players. Interactions between market players will be marked by flexibility and security. The dynamic of news channel is made possible by shared infrastructure element sand it is the essence of e-business model. In electronic markets, the companies are concentrated one competency and they are delegated less important activities to collaborating partners [3]

Companies wishing to be on a leadership role must recognize the full potential of electronic model. Thus, the e-business offers the opportunity to achieve strategic superiority. With the application of e-business, companies can consolidate their relationships with their customers. They can increase operational efficiency and reduce the costs of transaction [1]. To achieve these objectives, it is necessary to understand the scale of the process.

Manager should be involved in the success of this process and invest the appropriate resources and business needs to take a preventive approach to improve their relationships with their actual and potential customers, suppliers and partners.

3. THE USE OF WEB CHAIN VALUE

The new web chain value is not the sum of value created by each of the members but the value created by a virtual network of companies in perpetual motion[4] ,while the traditional value chain is a hierarchical and linear system and their interactions are limited to a number of stakeholders [5].

The Internet has the ability to improve the value of chain between buyers and sellers. It is one of a key strengths and basis of trade "Business to Business" [6]

The web chain value requires an integrated structure and electronically links the companies that join a network. Each member of the chain is able to exchange critical information in real time from where it can result an efficient synchronization which reflects advantages. This logic requires disintermediation, re-intermediation and transformation of roles. This logic can replace tangible goods by intangible assets and eliminates intermediaries who do not add value [7]. Scanning can capture relevant information and sharing among the members of the chain in order to increase the interaction and make the chain more competitive. web chain value is like a living organism that multiplies, divides and changes shape [8].

Table 1: The objective and activities of web chain value

The web chain value	
Objective	Company oriented to customer and partners
Activities	-Maintain the cooperation between partners - Create the value due to the stakeholders' competence -Integrate operation and content of the process among partners -Produce unlimited sharing information and knowledge

4. THE CHALLENGES OF INTEGRATING WEB CHAIN VALUE AND ITS ISSUES ON E-BUSINESS

The emergence of Internet technologies has caused an explosion of business opportunities. The use of web chain value significantly increases business agility by allowing them quicker access to information. the use of Internet is important to improve cooperation and to develop knowledge and information between partners in order to improve partner's profits. It gives more importance to meeting the specific needs of each customer. The customer becomes a goal for any organization [8].

Internet has been an interconnection of all the actors of the chain and these operations are carried out in a simultaneous manner. A commercial site is profitable to traditional trade, it provides its customers services and value added [7] . It responds to customer preferences by taking advantage of proximity. Thus, the integration of technological diffusion, has been building good relationships with suppliers. Flexibility is be able to be increasingly important because the user of technology can add and remove information and can reduce information costs [9]. In terms of jobs, the use of communication interfaces "man / machine" reduces the risk of errors and demonstration. It ensures Automating Administrative Tasks.

Internet must be highly integrated to the information system of the business and the website should be a part of the information system. In terms of information systems, we must master the links with the system of company files, site architecture, the techniques of distance sales, communication and marketing. All these functions require a strong nesting inside the enterprise information system [10]. The alliance becomes a virtual network that develops creative solutions without hierarchical guidance structure [3]. The goal is the development of added value in the information system [11] .So it is important to build and maintain relationships. Usually referred to virtual communities, companies must establish the foundations of their future electronic relationships with key partners. The companies can personalized websites to the need of user and offer more competitive relationships [12] .

5. CONCLUSION

Progressing at high speed, the e-business brings leaders to change their strategic vision and their mode of operation. Companies should not be limited to simple messaging systems but should be oriented to realize objectives. The e-business is not only allows the purchase and sale transactions but also develops the customer service, the interactive communication and the durable collaboration between business partners. Indeed, virtual communities companies will must be able to adapt this evolution.

According to the most updated market information including customer needs, the databases will allow community members to analyze the capabilities of suppliers, the economic situation and the conditions of service delivery. Interactions between market players will be characterized by flexibility and security.

The web chain value offers to the company the opportunity to achieve strategic superiority and to integrate opportunities with improving their supply chain and increasing operational efficiency with the reduction of costs. that's why the managers should achieve these objectives and understand the scale of the process in order to be involved in its success.

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