Assessment of e-Business Mode of Selected Private Universities in the Philippines and Pakistan

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ABSTRACT

The purpose of the study is to assess the e-business mode of the private universities in Pangasinan, Philippines and Karachi City, Pakistan. Specifically, it sought to find out the following: the profile of the websites of the private universities in Pangasinan, Philippines and Karachi, Pakistan in terms of technical aspects, services offered and website contents and its features; the level of e-business mode of these universities; and what can be evolved to address their stakeholders’ needs for a more effective online business transaction. Descriptive method of research was utilized in this study. With the use of a documents and data analysis as data gathering tools, this study identified the e-business mode of the selected universities and suggested that these universities should level-up to assimilating mode to better serve their stakeholders. Based on the findings made, the followings conclusions were drawn: the status of e-business mode of private universities in Pangasinan and Karachi in terms of technical aspects is of the same level; when it comes to services offered, the ten universities offered the same services; in terms of website contents and features, it varies, but the basic features are present to the ten universities. In general, it can be concluded that the e-business mode of private universities in Pangasinan and Karachi falls under the same level, supporting mode level. It is recommended that the selected universities in Pangasinan and Karachi should upgrade their e-business mode to assimilating mode to better serve their stakeholders.

KEYWORDS

e-Business, e-Business Mode, e-Services for universities, Electronic Services, Online Transaction

1. RATIONALE AND BACKGROUND OF THE STUDY

Organizations cannot compete solely on past records of success in today’s rapidly changing business environment that is characterized by boundary blurring, disintermediation and hyper competition. To move ahead of these rivals, they need to seek innovation constantly at every level of activities. Their ability to generate successful business model and strategies as well as new product, will be the key for their survival in new economy. The first step of such innovation is internet, which made the traditional commerce to evolve in to e-business trend. (Kurtus, 2008)

Chaffey (2011), define e-business as all electronically mediated information exchanges, both within an organization and with external stakeholders supporting the range of business processes. The term e-business is defined as the use of electronic means to run company’s business. This includes all

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business activities within an organization both internal (Intranet) and external (Internet). e-Business is using technology to improve the business processes. This includes managing internal processes such as human resources, financial and administration systems as well as external processes such as sales and marketing, supply of goods and services and customer relationships.

There are five modes of e-business namely: (1) Participating mode, the business is connected to the Internet and has an email address which provides participation in the online world. Businesses in this mode typically use the Internet to communicate with customers and supplier, receive orders via email, order from suppliers and do banking online; (2) Supporting mode, the business has a website which promotes and supports the existing business activities. Businesses in this mode typically use the Internet to promote the business via a website, provide information on their website about existing products and services, receive orders via the website; (3) Expanding mode, the business uses its website to develop new business activities and to accelerate growth. Businesses in this mode typically use the Internet to develop new markets and customers nationally and overseas, increase sales and cash flow via an e-commerce facility, create operational efficiencies; (4) Assimilating mode, the online and offline business activities and operations are fully integrated and mutually dependent. Businesses in this mode typically use the Internet to coordinate and rationalize all its databases and company information, manage customer relationships, procurement and logistics, engage in e-marketplaces and present an e-catalogue and provide an interface their accounting and financial systems with that of their customers and suppliers; and (5) Transformed mode, the use of Internet technology by the business has fundamentally changed its core business and the way it operates and projected it onto a higher level of business activity and profitability. Businesses in this mode typically have re-branded themselves as an online and offline business (clicks and mortar), generate and offer new products and services, have developed new online distribution channels and partners and supply-chains, have staff with skill-sets matching the online needs as well as the traditional needs of the business.

During the last several years and with the exploding utilization of the World Wide Web, Universities have spawned a wide variety of campus networked information resources to support instruction, research, administration, and public outreach. Recognizing Old Dominion’s recent advances into the electronic business environment, there are still many areas that could benefit greatly from implementing new electronic means of service.

E-business at higher educational institutions is usually articulated by its operational content such as: applying for admission online, purchasing books, CDs, electronic book purchases, electronic journals, expediting financial transactions, electronic deposit and debit, licensing of online text and video teaching courses online, printing course packs on demand, using campus cards for administrative and identification purposes and much more.

E-business for universities is first and foremost about improving service to their diverse clientele. New e-business models promise to radically change the service culture of the university and greatly improve the efficiency and effectiveness of service delivery. Especially noteworthy is service customization, or “marketing to one.” In effect, each client is afforded an opportunity to view the institution in ways that make the most sense to the client, as opposed to a more generic and group view orchestrated by the institution. (Kvavik, 2010).

E-business in universities encompasses a vast array of activity, including the following: distribution of information (content distribution) and communication—for example, web searching, news, reference tools and digitized library material, e-mail, and chat groups; education and training—for example, technology enhanced learning (TEL), web-based courses and testing, video streaming, course delivery to distributed locations, multi-institutional and consortia-based education programs, and health care delivery; provision of staff and student services via the Web and a common portal, providing referrals and dynamic links to other ISPs—creating, in effect, a one-stop service; optimization of business processes through linked transactions, automation, and self-help—for example, online applications and payment of admissions fees, on-line purchasing, and loan programs; on-line, collaborative research; electronic grant and development initiatives; Customization of service delivery; electronic
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