Evolution of e-Sales as A Form of e-Entrepreneurship in Poland: An Analysis of Opportunities and Threats

Agata Mesjasz-Lech, Faculty of Management, Czestochowa University of Technology, Czestochowa, Poland

ABSTRACT

Growth of e-sales is the effect of global economic problems, technological progress, especially in information technology and consumers’ tendency towards on-line shopping. The main aim of the article is to recognise the tendencies in e-sales in Poland and the factors blocking it, and the other to identify the relationships between the evolution of e-sales and the application of computers in businesses. In the article, the elements of dynamics and relationships analysis were used, as well as statistical tests to verify hypotheses for two indexes of a structure. The analysis is for the period 2011-2015 and focuses on enterprises functioning in Poland, classified in economic sectors.

KEYWORDS

e-Commerce, e-Entrepreneurship, e-Sales, Information Technologies, Opportunities and Thearts of e-Sales

INTRODUCTION

Dynamically changing environment requires businesses to look for new solutions helping them to get ahead of their competitors and thrive on the market. The development of information and communication technologies, including the Internet, has facilitated the exchange of information (Parah, Sheikh, Dey, & Bhat, 2017; Mohanpurkar & Joshi, 2016). Many processes and activities in human life are realized using ambient intelligence (Jain & Bhatnagar, 2017). Globalisation, the internationalization of business transactions and the progress of IT have translated into the development of e-commerce. Buyers increasingly choose convenient purchase forms which reduce product cost and shorten waiting times. E-commerce development is conducive to cheaper, faster and also trans-border transactions. Modern technologies and the growth of e-commerce fuel purchase transactions carried out through information technology. E-sales have become a common sales form and are developing continuously. In the 2011-2015 period in Poland there was an annual average increase of 0.76% in the number of businesses in general, while the index for companies operating through a website or mobile applications increased by 5.26%.

The aim of the paper is to identify trends in the use of e-sales by Polish businesses and the factors hindering it as well as to determine the connections between the evolution of e-sales and the usage of computers in businesses. Moreover, the article points out the economic aspects of the functioning of e-sales by the analysis of the net proceeds of disposal through a website or mobile applications.
E-ENTREPRENEURSHIP, E-COMMERCE AND E-SALES

Purchaser buys a product with a particular customer service level included in the price. Nowadays, it is effective customer service that builds the competitiveness of enterprises (Kadlubek, 2012), and, accordingly, their productivity. Research has shown a positive relationship between Internet use and productivity increase (Anvari & Norouzi, 2016). The emergence of the internet in households and businesses also forced the change of entrepreneurial attitudes (Dabidian, Clausen, & Denecke, 2016; Lopes & Roy, 2015; Terzi, 2011). Appropriate use of modern technologies translates into the development of enterprises (Śculevos & Gaile-Sarkane, 2014), and breeds new business forms. The development and commonness of information technologies force businesses to implement them into their operation (Ziółkowska, 2013). What is more, the economic and migratory crisis cause increased financial outlays and the development of entrepreneurialship of businesses (Kempa & Osyra, 2016). The above mentioned changes are the reason why businesses undertake e-entrepreneurship. It is legitimate to say that e-commerce is the process of emergence of a new company on the e-market (Jelonek, 2014). The process is strongly connected with the changes in the business external environment caused by the increased use of the Internet (Jelonek, 2015).

In view of the markets globalisation, the need to speed up the cycle of ordering goods and the information and communication technology accessibility, the development of entrepreneurship has become the logical answer to the customer services needs. E-commerce is a form of e-entrepreneurship. The spread of IT systems (Morganti, Seide, Blanquart, Dablanc, & Lenz, 2014) and technology (Aydna & Savrul, 2014), use of the Internet on a large scale (Choshin & Ghaffari, 2017) and increase of interest in online shopping (Xu, Munson, & Zeng, 2017) also thanks to the social networks (Busalim & Hussin, 2016; Odella, 2017) have contributed to its development. E-commerce is a collection of procedures which allow to conclude a deal through electronic means and appliances (Table 1).

The e-commerce transactions are usually realized on a website (Chen, Huang, & Davison, 2017). E-commerce is perceived as one of the most important business services (Kadlubek, 2015). It embraces sales and purchase processes. E-sales, on the other hand, focuses solely on processes connected with offering products through information technology. The basic benefits of e-sales include: time efficiency, convenience of purchase place, easy and quick access to offers with the possibility to compare them, access to a broader selection of goods, access to the offer of abroad markets, product price reduction (Cellary, 2005). Furthermore, the main merit of e-stores in the context of customer service is their capability to identify the needs and preferences of customers through appropriate tools (Brendzel-Skowera & Turek, 2015). There is also a technical problem regarding the dimensionality of the database used by online stores (Belarbi, Mahmoudi, & Belalem, 2017). Increasing importance of information exchange over wireless communication systems is connected with the problem of transmission security too (Nandi et al., 2014). However, conducting e-sales is hindered by numerous barriers such as: unfitness of products or services for being sold on-line, logistic problems, payment difficulties, ICT or personal data safety problems, legal regulations-connected problems, cost of e-sales implementation which can often exceed the profit (Główny Urząd Statystyczny, 2016). For this reason, the analysis of trends in the development of e-sales in terms of information technology use in businesses and barriers connected with it seems legitimate.

ANALYSIS OF TRENDS IN E-SALES IN POLAND

In order to analyse the development of e-sales in Poland, the following data groups were studied:

- Businesses using information technologies in their operation.
- Net proceeds of disposal in businesses.
- Barriers hindering or preventing conducting e-sales through a website or mobile applications.
MAGDM-Miner: A New Algorithm for Mining Trapezoidal Intuitionistic Fuzzy Correlation Rules
www.igi-global.com/chapter/magdm-miner/178460?camid=4v1a