Volume 1, Issue 1, April, 2023 **ISSN (E):** XXXX-XXXX

Economic Development through Electronic Commerce: Case Study

Arshi Naim
Business Management, King Khalid University, KSA
arshi@kku.edu.sa

Abstract- Electronic Commerce (Ecom) is now adopted by all the firms especially during the Covid 19 pandemic. Ecom is the process of buying and selling of products and services in an online environment with the help of telecommunicating devices. This research attempts to measure the role of Ecom in economic activity and in trade and tariff revenue collection. The share of value added that potentially lends itself to electronic trade represents around 45 percent of GDP, most importantly distribution, finance and business services. Ecom is also likely to increase sales in many services sectors drastically. Regardless of the growing importance of Ecom for economic activity and trade, tariff revenue loss from Ecom is likely to be minimal. The revenue collected on these products amounts to less than one percent of total tariff revenue in most countries. Even if some of this trade moved "online", tariff revenue loss would be only a very small share of tariff revenue.

Keywords: Ecommerce, International Trade, Services Trade, Tariffs, Tariff Revenue, Technological Change

INTRODUCTION

Electronic Commerce is growing as a means of doing business and shows every sign of continuing to expand at a rapid rate. The rise of this new medium is attracting increasing attention in policy circles. Nevertheless, a lack of adequate data on the magnitude and relevance of electronic supply has made policy-making decisions all the more difficult. Ecom can be divided into three stages: first, the pre-purchase stage including advertising and information-seeking; second, the purchase stage, including purchase and payment; and third, the delivery stage. In principle, all types of products can be advertised and purchased over electronic networks. The potential for electronic delivery, however, is more limited. It requires that a final product can be presented as digitalized information and transmitted electronically, typically over the Internet. Many services can be supplied as digitalized information, including financial transactions or legal advice. Some information and entertainment products typically characterized as goods, such as books, software, music and videos embody digitilized information that can also be supplied electronically over the Internet.

The importance of Ecom for financial practices

Ecom HAS become very important in terms of overall economic activity, and which are the sectors in which the greatest impact is likely to be felt? We can assess the potential importance of Internet-based Ecom from different angles. We can analyse what share of value-added in an economy is likely to be directly or at least strongly affected by growing Ecom , and especially the Internet. A similar analysis is possible with respect to intermediate inputs and final demand. From this, we can obtain a crude picture of the overall effect of Ecom on the economy, and which sectors are going to be most strongly affected. It should be emphasized at the outset that an analysis of this nature rests on a number of assumptions and must be treated as partly speculative.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

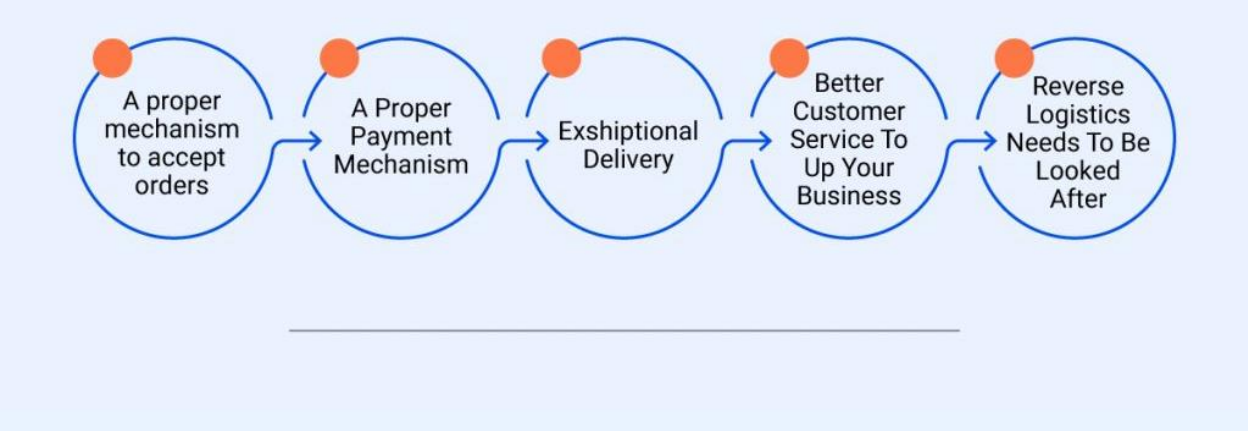

Figure 1. The process of Ecommerce working [1]

Communication services will probably be affected most strongly through the emergence of Internet telephony and other Internet services such as e-mail, video conferencing etc., as these complement or replace traditional mail or telecommunication services. Wholesale and retail trade will be affected by both the Internet as a new medium of exchange and the use of the Internet to rationalize logistics and other overhead expenses in these sectors. E-commerce will impinge upon some of the functions of wholesalers and retailers by connecting producers and consumers directly. Thus, they are likely to adopt new distribution methods to avoid being bypassed as a result of the information technology revolution. Ecom is also likely to transform the way many financial and business services are provided, including accounting, computing and advertising. On the other hand, some business services, such as doctors' visits, may not be much affected. Social and community services, including the provision of medical services and education will be affected to a degree, but probably not as much as a number of other sectors.

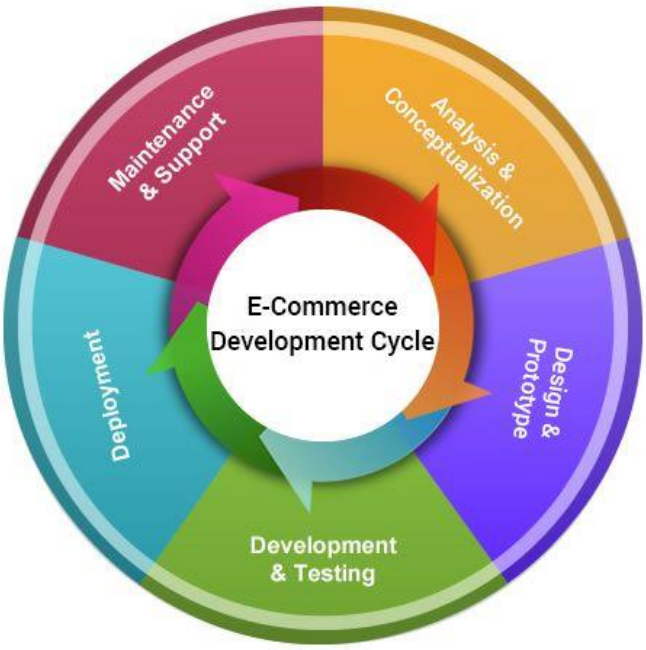

Figure 2. Ecommerce development Cycle [2]

Personal services such as household help, or government services such as primary education are unlikely to be much affected by Ecom whereas university education, tax collection etc.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

can move "online" to a greater degree.

Commerce in electronic media products

Considering that Ecom will play an important role in transforming large shares of the economy, it is worthwhile discussing how trade is likely to be affected by Ecom . Ecom will probably have most impact on two types of products. First, a number of products which traditionally have been delivered as "goods" can now be sent across networks in digital form. Second, Ecom will strongly affect trade in services. The former category of products is basically software and media products, and includes film, various types of printed material, video games and various recorded information on carrier media such as tapes, CDs, CD-ROMs and diskettes. Newer items entering trade on an increasingly systematic basis, such as software, have been progressively included in the categorization list under a number of previously existing codes, in particular under recorder media.

World trade in these products amounted to about US$ 44 billion in 2000, or less than 1 per cent of total world trade. Printed matter and recorded tapes, CDs, packaged software, etc. account for 60 per cent of the total. While the overall numbers are relatively small, trade in several products has increased rapidly in recent years. Average annual trade growth for digitizable media products was about 10 per cent between 2000 and 2001, 1.5 times as fast as total world merchandise trade. Trade growth in recorded media such as CDs and packaged software was still higher, at an average annual growth rate of almost 19%.

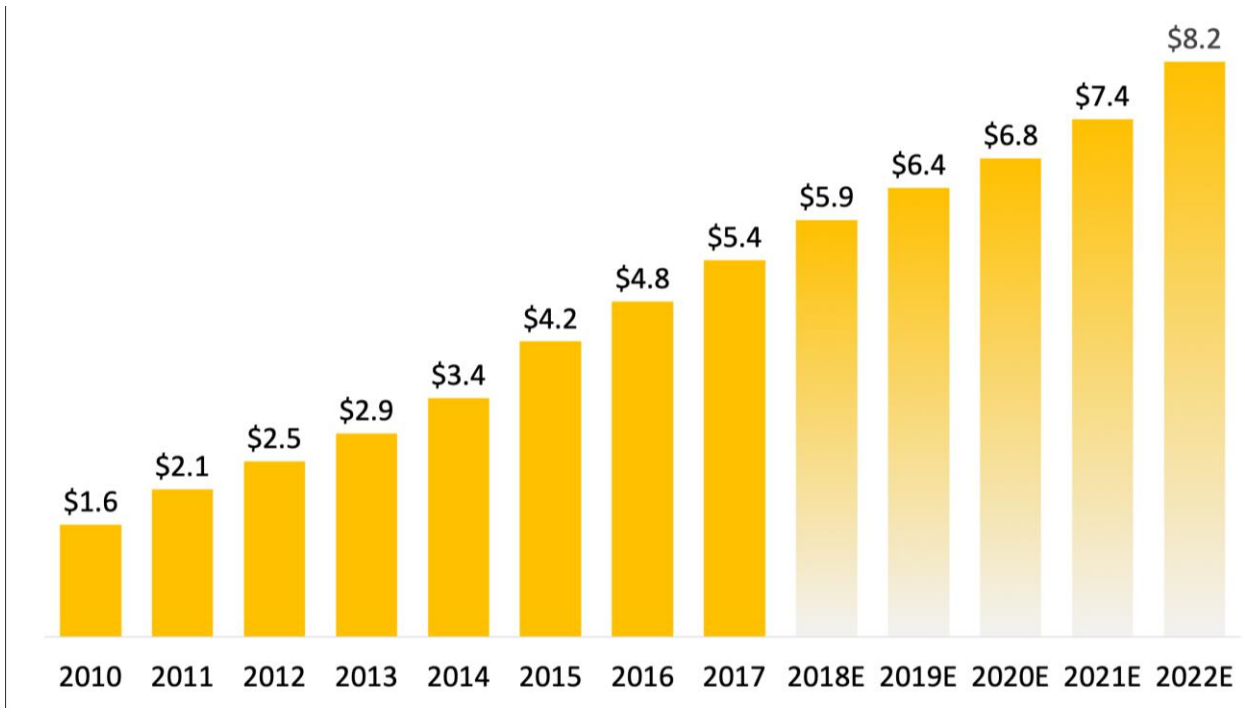

Figure 3. Ecommerce spending of US in the service market [3]

In addition, it is expected that only 65 per cent of the existing installed base of PCs and numerical control software will be connected to the Web by the year 2001. Nevertheless, increasing access to the internet is likely to result in stagnation, and possibly an eventual

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

decline, in physical trade in these products due to their substitution by trade in electronic form. Even though a complete shift to trade on-line of electronic products is unlikely, the significantly lower prices offered through the Web should have a strong impact on the physical trade in these highly substitutable products.

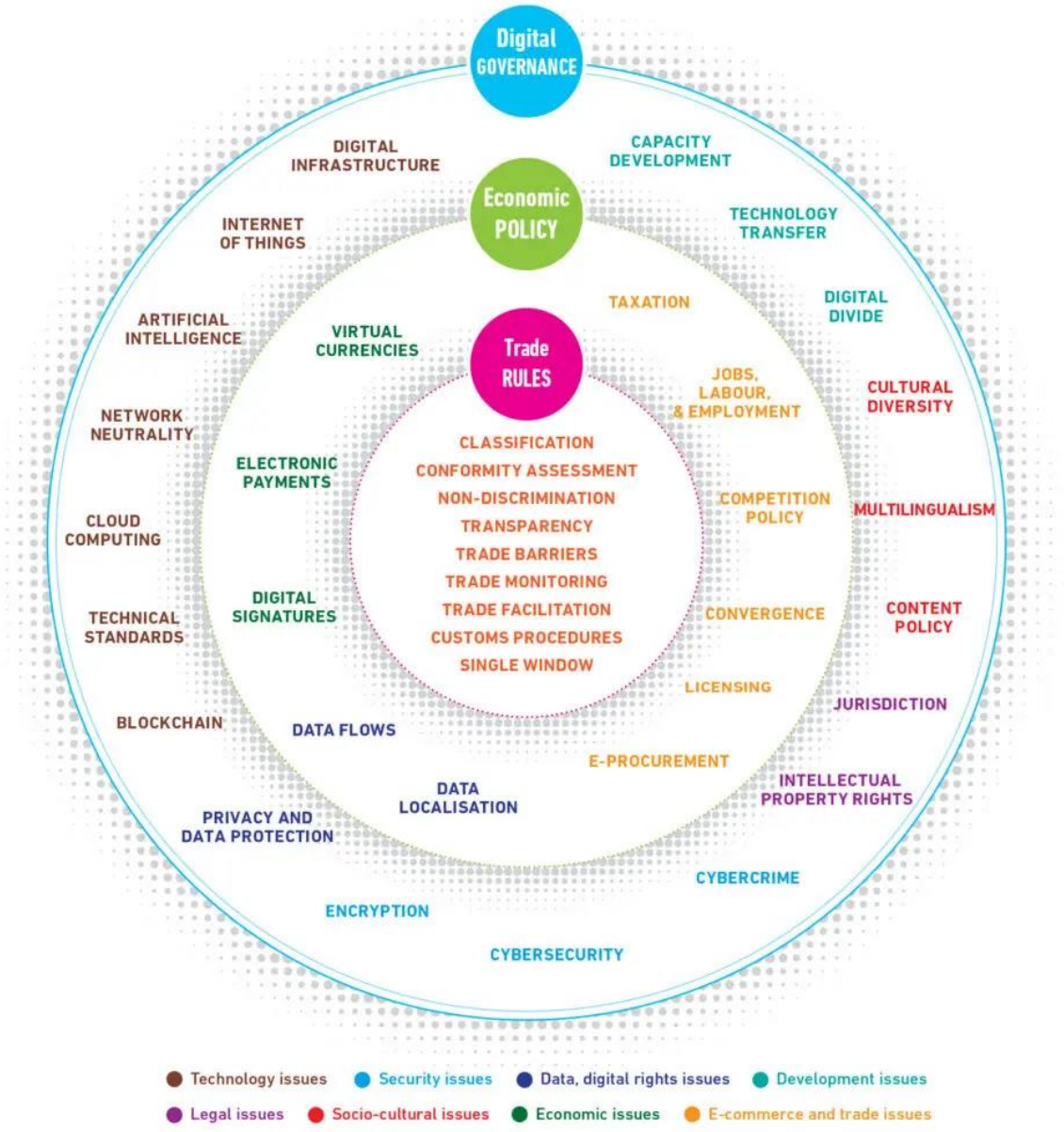

Figure 4. Ecommerce in financial practices [5]

Trade over networks reduces transportation and administration costs considerably, and many products including films and music, software and its upgrading are soon likely to be or are already downloadable over the Internet. Currently, retailing costs account for a large share of the price of such products when sold in a shop.

Implications of "duty-free cyberspace" for customs revenue

What are the fiscal implications if international trade in digitizable products currently classified as goods shifts to the Internet, and if no tariffs are levied on such products? We have estimated the tariff revenue countries collect from these products.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

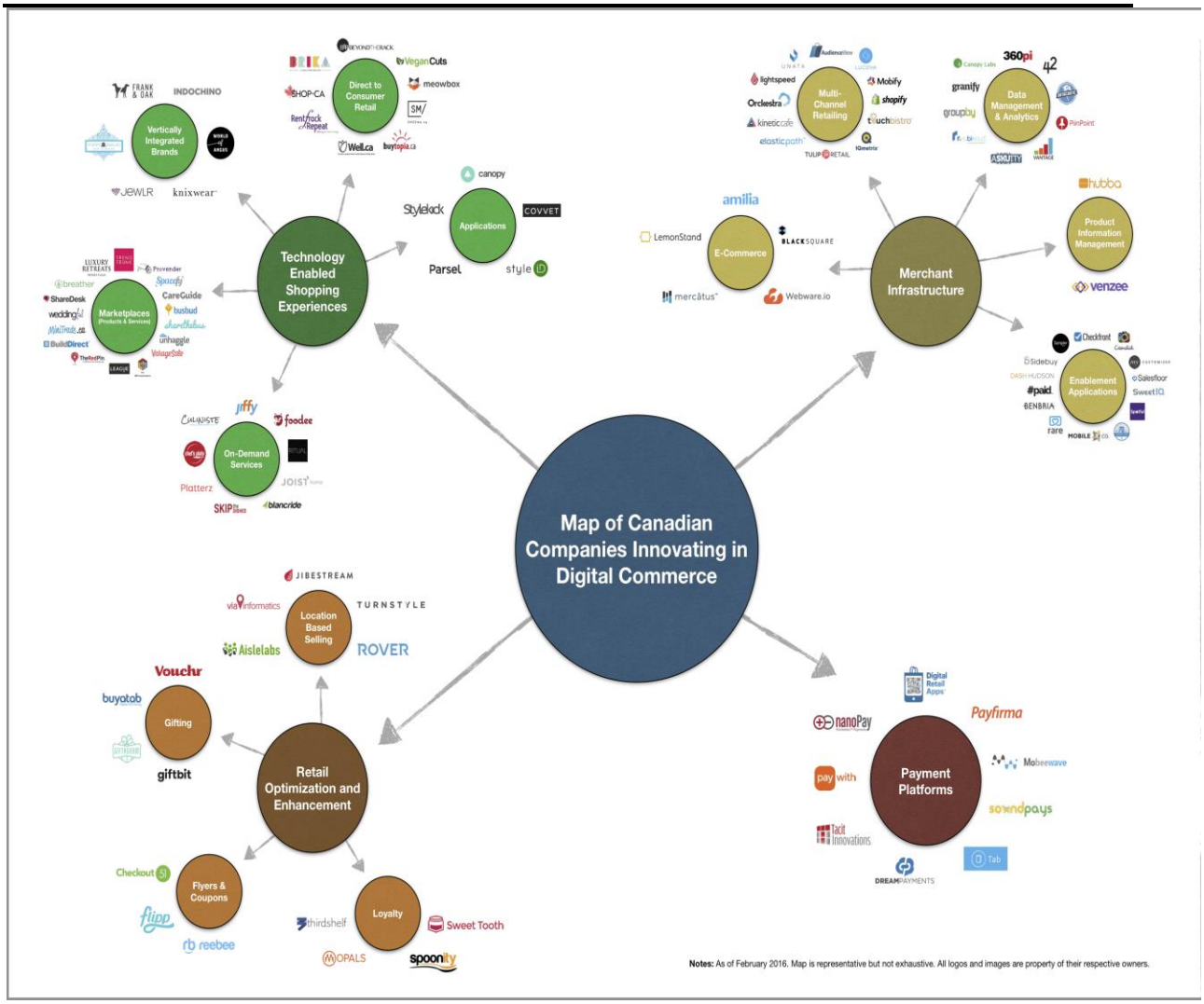

Figure 5. Ecommerce example for the country Canada [6]

The estimates take into account duty-free treatment of intra-EU, intra-NAFTA and Australia-New Zealand trade, and the reduced rates for intra-MERCOSUR trade. However, they are still likely to overestimate tariff revenue as they do not take into account other tariff reductions or exemptions.

Electronic services trade

Electronic delivery already plays an important economic and trade role in many services sectors. It has been crucial for the development of cross-border trade in services. Furthermore, where the supply of certain services across borders seemed unfeasible, such as in health-related services, e-commerce has overturned this conception.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

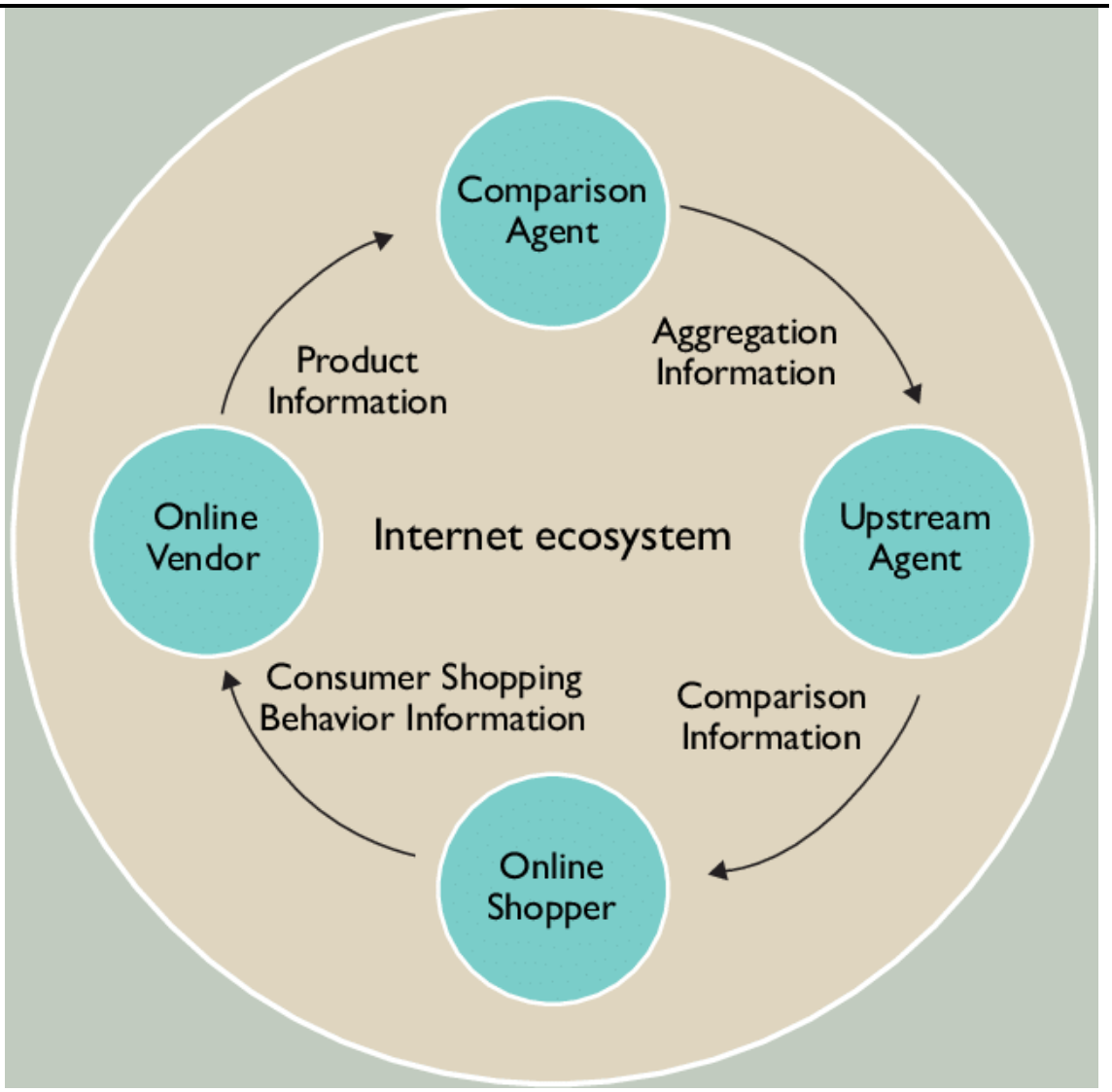

Figure 6. Ecommece ecosystem

E-commerce has led to the development of new forms of supply, such as telemedicine. Overall, the supply of services has been deeply modified by the information technology revolution. Legal advice is given by telephone, news services are transmitted by fax, payments are settled via electronic networks, not to mention that telephone, fax, etc. constitute communication services. Communication services, computer and information services, and a number of financial services and insurance services, as well as other business services are frequently conducted over telecommunication networks. The most important services sector for cross-border trade is "other business services".

Trade-openness in Ecom -related services

The development of Ecom could change this picture as many services will become tradeable more easily. Services trade, according to the WTO definition, also includes sales by companies' foreign affiliates. This is also sometimes referred to as establishment trade or "mode 3" trade under GATS. Affiliate trade data are very scarce and are often not directly comparable with balance-of-payments and national accounts data. The only country that provides relatively comprehensive data is the United States.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

Growth and future of Ecom

As previously noted, commerce in electronic media products has grown at a rate 1.5 times faster than total trade. Similar trends can be observed in relation to output and trade in Ecom -related service sectors. Output in communication services grew at two to six times the rate of overall economic output in Australia, France and the United States during the first half of the 2000.

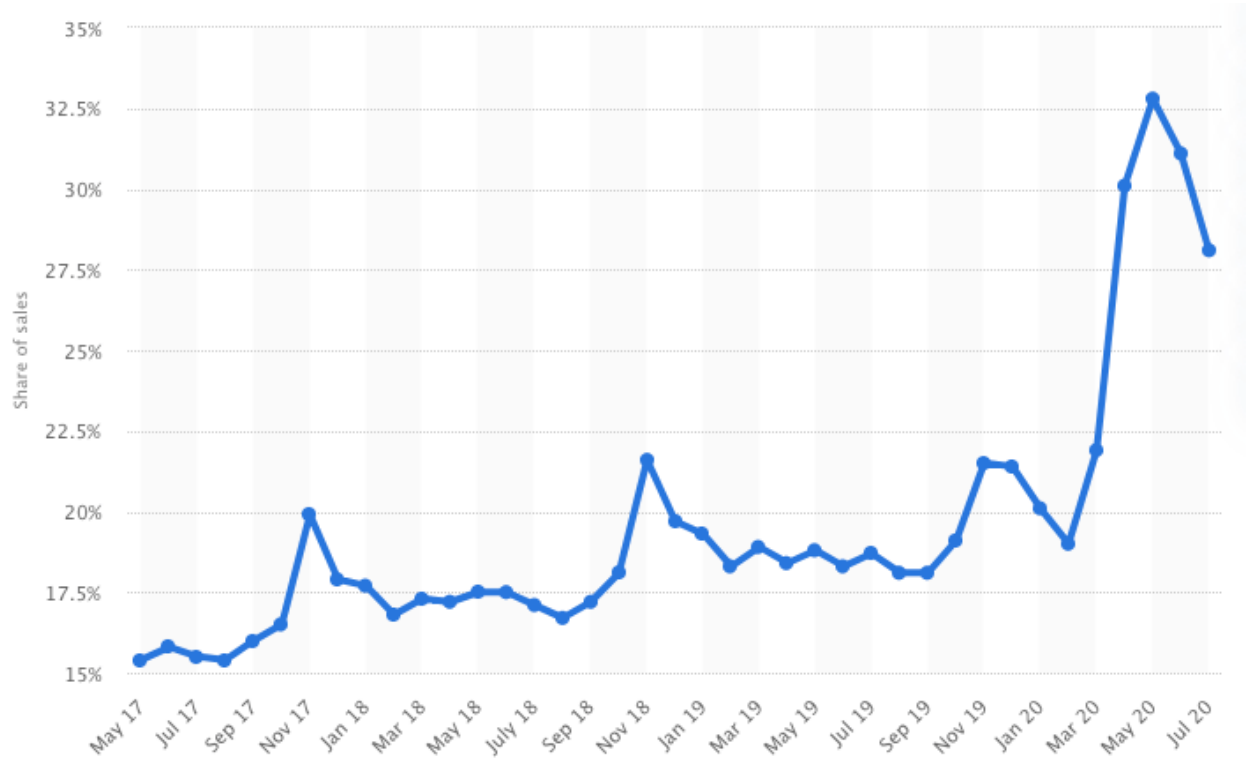

Figure 7. Growth of Ecommerce in the service sector [9]

This could be due to outsourcing (ATMs instead of clerks) or due to the use of deflators which do not fully take into account the price decline in many financial services in recent years. The well-documented rapid growth of international financial transactions in recent years was also due to the spread of electronic payments systems and other means of Ecom.

CONCLUSIONS

E-commerce already plays an important part in economic activity and its relevance will continue to grow. According to our estimates, the share of value added that potentially lends itself to electronic trade represents around 40% of GDP in services sectors. Three quarters of this is attributed to distribution, finance and business services. Although electronic provision will primarily affect service sectors, it will also play an important role in certain manufacturing sectors such as the pharmaceutical, telecom and clothing industries. As far as the delivery of products is concerned, the impact of Ecom will fall mainly on trade in services rather than trade in goods. According to our estimations, tariff revenue currently collected from these products represents on average less than 1 per cent of total tariff revenue and a meager 0.03 per cent of total fiscal revenue.

E-commerce will affect services trade more strongly than trade in goods. If we take the data available for cross-border supply of services, the mode of provision where electronic trade takes place, we observe that 30 per cent of world services trade currently takes place through

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

this mode of supply. This represents 6 per cent of total world trade. However, trade in services is significantly less than trade in goods. Even if we include affiliate trade, that is, the production of Foreign Service suppliers in the territories of another Member, as we have done for the United States, trade openness in Ecom relevant sectors remains limited. This will gradually change with the adoption and development of e-commerce techniques by service suppliers world-wide.

REFERENCES

1. Alahmari, F., Naim, A., & Alqahtani, H. E-Learning Modeling Technique and Convolution Neural Networks in Online Education. In IoT-enabled Convolutional Neural Networks: Techniques and Applications (pp. 261-295). River Publishers.
2. Naim, A., Sattar, R. A., Al Ahmary, N.., & Razwi, M. T. (2021) Implementation of Quality Matters Standards on Blended Courses: A Case Study. FINANCE INDIA Indian Institute of Finance Vol. XXXV No. 3, September 2021 Pages—873 – 890
3. Naim, A. (2021). Application of Quality Matters in Digital Learning in Higher Education. Texas Journal of Multidisciplinary Studies, 1(1), 3-12.
4. Naim, A., & Alahmari, F. (2020). Reference model of e-learning and quality to establish interoperability in higher education systems. International Journal of Emerging Technologies in Learning (iJET), 15(2), 15-28.
5. Naim, A., Alahmari, F., & Rahim, A. (2021). Role of Artificial Intelligence in Market Development and Vehicular Communication. Smart Antennas: Recent Trends in Design and Applications, 2, 28.
6. Naim, A., Hussain, M. R., Naveed, Q. N., Ahmad, N., Qamar, S., Khan, N., & Hweij, T. A. (2019, April). Ensuring interoperability of e-learning and quality development in education. In 2019 IEEE Jordan International Joint Conference on Electrical Engineering and Information Technology (JEEIT) (pp. 736-741). IEEE.
7. Naim, A., Khan, M. F., Hussain, M. R., & Khan, N. (2019). "Virtual Doctor" Management Technique in the Diagnosis of ENT Diseases. JOE, 15(9), 88.
8. Naim, A. (2020). Realization of diverse Electronic tools in learning and teaching for students with diverse skills. Global Journal of Enterprise Information System, 12(1), 72-78.
9. Naim, A., & Bashir, A. (2016). Application of Quality Matters Standards on Supportive and Online Module in Higher Education Program. Research Revolution, 5(3), 6-12.
10. Naim, A. (2018). Strategies to Achieve Students' Centric Approach in Blended Learning. International Journal of Engineering and Management Research (IJEMR), 8(2), 214-219.
11. Naim, A. (2021). Green Information Technologies in Business Operations. Periodica Journal of Modern Philosophy, Social Sciences and Humanities, 1, 36-49.
12. Naim, A. (2021). Applications of MIS in building Electronic Relationship with customers: A case-based study. Periodica Journal of Modern Philosophy, Social Sciences and Humanities, 1, 1-8.
13. Naim, A. (2021). New Trends in Business Process Management: Applications of Green Information Technologies. British Journal of Environmental Studies, 1(1), 12-23.
14. Arshi Naim, & Mohammad Faiz Khan. (2021). Measuring the Psychological Behavior of Consumers for Medical Services. Zien Journal of Social Sciences and Humanities, 2, 119–131. Retrieved from http://zienjournals.com/index.php/zjssh/article/view/316
15. Naim, A. (2021). Applications of Marketing Framework in Business Practices. Journal of Marketing and Emerging Economics, 1(6), 55-70.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

16. Naim, A. . . (2021). Green Business Process Management. International Journal of Innovative Analyses and Emerging Technology, 1(6), 125–134. Retrieved from http://openaccessjournals.eu/index.php/ijiaet/article/view/651
17. Naim, A. (2021). Applications of MIS in building Electronic Relationship with customers: A case-based study. Periodica Journal of Modern Philosophy, Social Sciences and Humanities, 1, 1-8.
18. Naim, A., & Alqahtani, K. (2021). Role of Information Systems in Customer Relationship Management. Pulse, 2(2).
19. Bashir, M. A., & Naim, A. ICT Adoption Analysis for Innovation in Higher Education Sector.
20. Naim, A. (2022). Neuro- Marketing Techniques for Proposing Information Driven Framework for Decision Making. International Journal of Innovative Analyses and Emerging Technology, 2(2), 87–94. Retrieved from http://openaccessjournals.eu/index.php/ijiaet/article/view/1060
21. Naim, A. (2022). Economies of Scale for Antenna's Applications in Interior Regions. International Journal of Innovative Analyses and Emerging Technology, 2(2), 77–82. Retrieved from http://openaccessjournals.eu/index.php/ijiaet/article/view/1058
22. Arshi Naim. (2021). Applications of E-Learning tools for Achieving Students Learning Outcomes. Journal of Pedagogical Inventions and Practices, 2(2), 75–82. Retrieved from https://zienjournals.com/index.php/jpip/article/view/320
23. Naim, A., Muniasamy, A., Clementking, A., Rajkumar, R. (2022). Relevance of Green Manufacturing and IoT in Industrial Transformation and Marketing Management. In: Lahby, M., Al-Fuqaha, A., Maleh, Y. (eds) Computational Intelligence Techniques for Green Smart Cities. Green Energy and Technology. Springer, Cham. https://doi.org/10.1007/978-3-030-96429-0_19
24. Arshi Naim. (2022). Mapping of Social Customer Relationship Management with Electronic Customer Relationship Management. European Journal of Interdisciplinary Research and Development, 2, 14–25. Retrieved from https://ejird.journalspark.org/index.php/ejird/article/view/10
25. Naim, A. (2022). E-Learning Engagement through Convolution Neural Networks in Business Education. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 2(2), 497-501.
26. Naim, A. (2022). Measurement Consumer Mood and Emotions for Fast Moving Consumer Goods. International Journal of Innovative Analyses and Emerging Technology, 2(2), 83-86.
27. Naim, A. (2022). Neuro-Marketing Techniques for Proposing Information Driven Framework for Decision Making. International Journal of Innovative Analyses and Emerging Technology, 2(2), 87-94.
28. Naim, A. (2022). Economies of Scale for Antenna's Applications in Interior Regions. International Journal of Innovative Analyses and Emerging Technology, 2(2), 77-82.
29. Arshi Naim. (2022). Public Enterprises: Their Role, Importance and Need in Economic Development. American Journal of Business Management, Economics and Banking, 1, 1–11. Retrieved from https://americanjournal.org/index.php/ajbmeb/article/view/7
30. Arshi Naim (2022) Role of Accounting And Finance in Performance Appraisal. American Journal of Sociology, Economics and Tourism, 1-17 Retrieved from 2022 https://americanjournal.org/index.php/ajset/issue/view/4

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

31. Arshi Naim (2022) Islamic Philosophy Based Business Model. American Journal of Research in Humanities and Social Sciences, 1-5. Retrieved from https://americanjournal.org/index.php/ajrhss/issue/view/2
32. Arshi Naim. (2022). Mapping of Social Customer Relationship Management with Electronic Customer Relationship Management. European Journal of Interdisciplinary Research and Development, 2, 14–25. Retrieved from https://ejird.journalspark.org/index.php/ejird/article/view/10
33. Arshi Naim. (2022). Factors of Consumer Behaviour of youth from middle-east when purchasing Organic Food. Global Scientific Review, 3, 1–7. Retrieved from http://www.scienticreview.com/index.php/gsr/article/view/13
34. Arshi Naim. (2022). Understanding The Customer Centric Approach to Add Value to Social Ecrm (SECRM). British Journal of Global Ecology and Sustainable Development, 4, 1–17. Retrieved from https://journalzone.org/index.php/bjgesd/article/view/45
35. Arshi Naim. (2022). Cost Trend: Meaning and Importance of Cost Trend in Public Enterprises. American Journal of Technology and Applied Sciences, 1, 37–46. Retrieved from https://americanjournal.org/index.php/ajtas/article/view/11
36. Naim, A. (2022). Application of Digital Technologies For The Students With Diverse Skills During Covid: 19. *American Journal of Research in Humanities and Social Sciences*, *1*, 46-53.
37. Naim, A. (2022). Role of Artificial Intelligence in Business Risk Management. *American Journal of Business Management, Economics and Banking*, *1*, 55-66.
38. Naim, A. (2022). Relevance of Online Learning In Higher Education. *American Journal of Pedagogical and Educational Research*, *1*, 21-34.
39. Naim, A. (2022). Factors of Consumer Behaviour of youth from middle-east when purchasing Organic Food. *Global Scientific Review*, *3*, 1-7.
40. Arshi Naim. (2022). Understanding The Customer Centric Approach to Add Value to Social Ecrm (SECRM). *British Journal of Global Ecology and Sustainable Development*, *4*, 1–17. Retrieved from https://journalzone.org/index.php/bjgesd/article/view/45
41. https://journalzone.org/index.php/bjgesd/article/view/45
42. Arshi Naim. (2022). In view to Higher Education, Interoperability of Reference Model For E- Learning and Quality Development. Neo Scientific Peer Reviewed Journal, 1, 73–93. Retrieved from https://neojournals.com/index.php/nspj/article/view/4
43. Arshi Naim. (2022). Assessment Techniques to Achieve Students' Learning Outcomes: Objective Questions Versus Subjective Questions. Neo Scientific Peer Reviewed Journal, 1, 1–10. Retrieved from https://neojournals.com/index.php/nspj/article/view/2
44. Arshi Naim. (2022). Measurement of Electronic Commerce Effectiveness. Neo Science Peer Reviewed Journal, 1, 1–10. Retrieved from https://neojournals.com/index.php/nsprj/article/view/6.
45. Arshi Naim. (2022). Learning Management Systems facilitated to prevail over challenges faced in Higher Education Program. Neo Science Peer Reviewed Journal, 1, 76–84. Retrieved from https://neojournals.com/index.php/nsprj/article/view/8
46. Malik, P. K., Naim, A., & Singh, R. (Eds.). (2022). *Printed Antennas: Design and Challenges*. CRC Press.
47. Naim, A. (2022). Consumer Behavior for The Consumption and Buying of Medical Services. *Intent Research Scientific Journal*, *1*(1), 46-64.

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

48. Arshi Naim. (2022). Developing Business Models as per Islamic Practices. *International Journal of Studies in Business Management, Economics and Strategies*, *2*(2), 15–22. Retrieved from https://scholarsdigest.org/index.php/bmes/article/view/25
49. Arshi Naim. (2022). Empathetic Approach to Customer Orientation for Social CRM and ECRM. *International Journal of Studies in Business Management, Economics and Strategies*, *2*(2), 1–14. Retrieved from https://scholarsdigest.org/index.php/bmes/article/view/24
50. Arshi Naim. (2022). Neuromarketing as a Tool for Measuring Consumer Emotions for Games. *International Journal of Scientific Trends*, *1*(1), 55–65. Retrieved from https://scientifictrends.org/index.php/ijst/article/view/6
51. Arshi Naim. (2022). Benefits of Artificial Intelligence (AI) in Financial Practices. International Journal of Studies in Business Management, Economics and Strategies, 1, 1–12. Retrieved from https://scholarsdigest.org/index.php/bmes/article/view/7
52. Arshi Naim. (2022). In view to Higher Education, Interoperability of Reference Model For E- Learning and Quality Development. Neo Scientific Peer Reviewed Journal, 1, 73–93. Retrieved from https://neojournals.com/index.php/nspj/article/view/4
53. Arshi Naim. (2022). Measurement of Electronic Commerce Effectiveness. Neo Science Peer Reviewed Journal, 1, 1–10. Retrieved from https://neojournals.com/index.php/nsprj/article/view/6
54. A Naim (2022) Emerging Technologies in Finance and Market: Applications of AI Business Issues, Competition and Entrepreneurship 137https://doi.org/10.52305/VIXO9830
55. A Naim, SZ Hassan (2022) Economies of Scale for Security Applications in Business Business Issues, Competition and Entrepreneurship 73 https://doi.org/10.52305/VIXO9830
56. A Naim, MF Khan (2022) Consumer Behavior Appraisal for Health and Fitness Services Business Issues, Competition and Entrepreneurship 53https://doi.org/10.52305/VIXO9830
57. A Naim. (2022). Applications of E-Learning Tools for Achieving Students Learning Outcomes for Business Programs. *Competitive Trends and Technologies in Business Management*, 125https://doi.org/10.52305/VIXO9830
58. A Naim (2022) Applications of Green Information Technologies in Business Process Management, Business Issues, Competition and Entrepreneurship 31 https://doi.org/10.52305/VIXO9830
59. A Naim (2022) Virtual Learning in Business Information Systems: A Case Study on Quality Matters Applications, Business Issues, Competition and Entrepreneurship 93 https://doi.org/10.52305/VIXO9830
60. A Naim (2022) Successful E-CRM by the Application of Management Information Systems, Business Issues, Competition and Entrepreneurship 19, https://doi.org/10.52305/VIXO9830
61. A Naim, K Alqahtani, Applications of Decision Support Systems in CRM, Business Issues, Competition and Entrepreneurship 1, https://doi.org/10.52305/VIXO9830
62. Naim, A., & Kautish, S. K. (Eds.). (2022). *Building a Brand Image Through Electronic Customer Relationship Management*. IGI Global. https://doi.org/10.4018/978-1-6684-5386-5
63. Hoda, N. (2022). E-CRM in Digital Payment Services: Its Role and Proposed Framework for Adoption. In A. Naim, & S. Kautish (Eds.), *Building a Brand Image*

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research

Through Electronic Customer Relationship Management (pp. 1-18). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch001

64. Song, B. L. (2022). The Role of E-CRM in Building Customer Satisfaction and Repurchase Intention: Evidence From the FMCG Industry. In A. Naim, & S. Kautish (Eds.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 19-43). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch002
65. Alquhtani, S. A., & Muniasamy, A. (2022). Development of Effective Electronic Customer Relationship Management (ECRM) Model by the Applications of Web Intelligence Analytics. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 44-63). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch003
66. Saleem, M., Khan, S. A., & Magd, H. (2022). Content Marketing Framework for Building Brand Image: A Case Study of Sohar International School, Oman. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 64-83). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch004
67. Kamal, S., Naim, A., Magd, H., Khan, S. A., & Khan, F. M. (2022). The Relationship Between E-Service Quality, Ease of Use, and E-CRM Performance Referred by Brand Image. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 84-108). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch005
68. Fatima, S., Alqahtani, H., Naim, A., & Alma'alwi, F. (2022). E-CRM Through Social Media Marketing Activities for Brand Awareness, Brand Image, and Brand Loyalty. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 109-138). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch006
69. Alqahtani, H., & Naim, A. (2022). Critical Success Factors for Transforming CRM to SCRM for building E-CRM. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 139-168). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch007
70. Doe, J. K., & Asamoah, G. K. (2022). CRM as Antecedent of Electronic Retailing and Online Customer Satisfaction. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 169-200). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch008
71. Verma, R., & Kumar, M. (2022). Brand Extension in FMCG Sector Through Social Media Enabled CRM and Investigating Its Impact on Brand Equity. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 201-236). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch009
72. Abdulla, A. (2022). Application of MIS in E-CRM: A Literature Review in FMCG Supply Chain. In A. Naim, & S. Kautish (Eds.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 237-264). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch010
73. Najar, M., Misbah, M., Yaqub, H., & Bilfagih, M. (2022). Entrepreneurial Marketing of E-CRM in SMEs. In A. Naim, & S. Kautish (Ed.), *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 265-285). IGI Global. https://doi.org/10.4018/978-1-6684-5386-5.ch011

Licensed under a Creative Commons Attribution 4.0 International License.

Web of Scientists and Scholars: Journal of Multidisciplinary Research