


The Role of E-Commerce in Economic Transformation from a Business Management Perspective

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Article Info	Abstract
<p>Original Article</p> <p>Main Object: Business & Economics</p> <p>Received: 04 March 2025 Revised: 12 March 2025 Accepted: 14 March 2025 Published online: 19 April 2025</p> <p>Keywords: business management, e-commerce, economic transformation.</p>	<p>Background: Over the past few decades, the rapid expansion of cross-border e-commerce has reshaped global trade, acting as a key driver of economic transformation. As a crucial aspect of globalization, e-commerce has facilitated the integration of businesses into international markets, reducing geographical barriers and transaction costs while fostering economic development.</p> <p>Aims: The present study aims to examine e-commerce and its role in economic transformation from a business management perspective.</p> <p>Methodology: The research employs a descriptive survey method, with a statistical population comprising all students and graduates in the fields of e-commerce and business management in Bandar Abbas. Using a convenience sampling method, a total of 203 individuals were selected as the study sample. A researcher-developed questionnaire with a reliability coefficient exceeding 0.8 was distributed among the participants. Data analysis was conducted using descriptive and inferential statistical methods, specifically the T-test, through SPSS version 22.</p> <p>Findings: The findings revealed that the T-test statistic for the role of e-commerce in accelerating economic transactions was 73.7, its impact on inflation in the global economy was 54.9, and its contribution to facilitating transactions was 65.5, all statistically significant at a 95% confidence level ($P < 0.05$).</p> <p>Conclusions: E-commerce plays a significant role in enhancing the speed of economic transactions, influencing inflation in the global economy, and facilitating trade from a business management perspective.</p>

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1. Introduction

Over the past few decades, the rapid expansion of cross-border e-commerce has reshaped global trade, acting as a key driver of economic transformation. As a crucial aspect of globalization, e-commerce has facilitated the integration of businesses into international markets, reducing geographical barriers and transaction costs while fostering economic development. This digital shift has enabled many countries to bridge economic gaps with developed nations by investing in technological infrastructure, thus accelerating their economic progress at reduced costs. Moreover, the integration of e-commerce with advanced digital technologies such as big data, cloud computing, and the Internet of Things has significantly enhanced supply chain efficiency, fostering a more interconnected and responsive global economy. As a result, the digital economy, underpinned by e-commerce and supply chain digitization, has become a fundamental pillar of contemporary economic growth and development (Wang et al., 2025).

The interaction between technology and business processes is key to understanding the effects of e-commerce on economic transactions and, ultimately, on the economy as a whole. What fundamentally distinguishes e-commerce from traditional commerce is the method by which information is exchanged and processed between buyers and sellers. Unlike traditional commerce, where information is transferred through direct personal contact, e-commerce facilitates exchanges through digital networks and other electronic channels. E-commerce may serve as an additional sales, marketing, or distribution channel alongside traditional trade or introduce entirely new goods, services, and markets. The various definitions of e-commerce differ based on the nature of activities and transactions involved, as well as the communication infrastructure that supports them. This variability has led to diverse findings in international research concerning the scope and impact of e-commerce.

Some scholars classify all electronically conducted commercial and financial transactions—such as Electronic Data Interchange (EDI), Electronic Funds Transfer (EFT), and all credit and debit card-related activities—as e-commerce. Others adopt a more limited definition, restricting e-commerce to business-to-consumer (B2C) retail transactions, where the purchase and payment for goods and services occur via the internet.

2. Definition and Concept of e-commerce

E-commerce refers to conducting business activities via electronic means, particularly through the internet. It integrates technologies such as online transaction processing, electronic data interchange (EDI), electronic fund transfers, and digital marketing tools. Major e-commerce models include B2B and B2C. Despite the increasing use of the internet for communication in many developing countries,

harnessing its full potential for commercial purposes remains a challenge (Ramzy et al., 2011). While terms like e-commerce, e-business, e-marketplace, and social commerce are often used interchangeably, they represent distinct concepts emerging from advancements in information and communication technologies (ICT). E-commerce primarily involves the buying and selling of goods and services through digital platforms. In contrast, e-business encompasses not only e-commerce activities but also internal organizational functions—such as accounting, inventory management, and administrative planning—that support business operations without direct interaction with external customers (Helmy Mohamad et al., 2022).

Electronic commerce (e-commerce) is a broad term encompassing various business transactions conducted via the internet. It can be defined in different ways, ranging from comprehensive perspectives that include the digital infrastructure—such as hardware, software, and network administration—to more specific views that focus solely on online transactions involving the purchase and sale of goods and services. A narrower definition restricts e-commerce to transactions completed over the Internet, regardless of whether payments are processed online or if goods and services are physically or digitally delivered. The evolution of digital technologies has facilitated greater engagement between businesses and consumers, enabling firms to enhance their online presence, utilize targeted marketing strategies, and improve the overall shopping experience. However, despite the increasing accessibility of online marketing tools, some enterprises remain hesitant to adopt digital commerce solutions due to a lack of awareness regarding their potential benefits (Semerádová Tereza and Weinlich, 2022).

Another definition describes e-commerce as a form of commercial relationship that electronically connects different business sectors, facilitating the exchange of information between them. E-commerce serves as a broad term encompassing a wide range of software applications and systems that provide services such as information retrieval, transaction management, credit assessment, credit allocation, direct payment processing, reporting, and account management over the internet. These systems form the foundational infrastructure for internet-based economic activities. Based on the provided definitions, it can be concluded that e-commerce can be understood in both a narrow and broad sense, encompassing all interactions that support large-scale business activities (Rahim Nia et al., 2011).

3. Discussion

3.1. Advantages of e-commerce

Some advantages of e-commerce are summarized in four main topics: Economic benefits of e-commerce for countries, Benefits of e-commerce for consumers, Benefits of e-commerce for businesses, Societal benefits of e-commerce.

3.1.1. Economic benefits of e-commerce for countries

The adoption of international e-commerce and its effects on national economies can be summarized as follows:

- Reduction in operational costs for companies;
- Simplified processes for handling international tenders, inventory management, and banking operations, with increased speed, accuracy, and ease;
- Minimization of human errors, enabling better control and planning in sales and product distribution;
- Providing small and medium-sized enterprises (SMEs) with access to international markets;
- Creation of employment opportunities and poverty alleviation;
- E-commerce enables the direct sale of new products and services to online markets, eliminating intermediaries;
- Fast and online sales reduce selling costs and the need for human resources;
- Reduced product time-to-market, as new products can be sold online as soon as they are ready;
- E-commerce allows businesses to connect with more producers, gaining greater bargaining power in trade transactions, which is not feasible in traditional commerce due to geographical constraints;
- Increased ability to assess, analyze, and design products, utilizing customer feedback to create new products and modify production processes (Hassangholipour et al., 2013).

3.1.2. Benefits of e-commerce for consumers

Benefits of e-commerce for consumers can be summarized as follows:

- **24/7 availability.** E-commerce stores are always accessible, allowing customers to shop anytime throughout the year. This is particularly beneficial for those who typically lack time for traditional shopping. E-commerce websites, designed for ease of use, facilitate purchases at any time (Taher, 2021).
- **Convenience.** E-commerce has become the most convenient way to shop, allowing customers to order products from anywhere on Earth with just a simple tap on their internet-connected mobile devices. This ease enables consumers to select items from diverse sources without any physical limitations.
- **Time savings.** The rapid nature of e-commerce facilitates buying and selling, making time-saving one of the key advantages of online stores.
- **Price comparison.** E-commerce platforms offer consumers the opportunity to view prices and features across different products, allowing them to select the most affordable and superior options.

- **Access to information.** E-commerce provides a comprehensive history of customer purchases, offering vast amounts of data whenever needed.
- **Diverse options and range.** E-commerce offers a wide variety of goods and services, enabling consumers to view and select from a broader range of options than traditional marketing systems with limited selections.
- **Accessibility.** In a traditional store, customers may find themselves lost as they move between aisles. However, with e-commerce, customers can search for products by categories or use website search tools to find their desired items in the shortest possible time (Taher, 2021).

3.1.3. Benefits of e-commerce for businesses

Benefits of e-commerce for businesses can be summarized as follows:

- **Absence of geographic limitations.** Traditional stores impose geographic restrictions, often costly and inaccessible. E-commerce, however, eliminates these barriers, allowing businesses to expand their markets across the country and globally at minimal cost. In other words, companies can effortlessly find more customers, superior suppliers, and suitable corporate partners nationwide and internationally (Taher, 2021).
- **Cost savings.** E-commerce operations have lower operational costs and offer better service quality compared to physical stores, with no need for hiring staff, paying rent, or incurring other operational expenses (Hassangholipour et al., 2013).
- **Increased efficiency.** E-commerce benefits from demand-driven "pull" supply management, where business operations begin when customer demand arises, utilizing just-in-time production methods. This improves the speed and efficiency of business transactions, reduces operational costs, and boosts overall productivity (Hassangholipour et al., 2013).
- **Laser-targeted market reach.** A key element in enhancing e-commerce services is targeting the right audience. Online vendors collect extensive consumer data to ensure that they target the right customers for their products (Taher, 2021).
- **Ease of setting up and managing a business.** The location is no longer a concern for e-commerce business owners. All that is required are electronic devices such as laptops or mobile phones, along with an internet connection. As such, e-commerce simplifies business processes with greater speed and efficiency (Hassangholipour et al., 2013).
- **Higher advertising returns.** When managed effectively, e-commerce helps organizations achieve higher returns from advertising (Nezhad Shokoohi & Doaei, 2014).

3.1.4. Societal benefits of e-commerce

Societal benefits of e-commerce can be summarized as follows:

- Consumers no longer need to travel from one location to another for their purchases, reducing transportation needs and air pollution.
- E-commerce's lower fixed costs result in a reduction in item prices, making products more accessible to consumers with lower incomes.
- E-commerce provides remote and suburban areas with access to products and services that were previously unavailable.
- E-commerce assists governments in providing public services. For example, medical expenses, school fees, and public utility services can be made more affordable and accessible to citizens (Nezhad Shokoohi & Doaei, 2014).

3.2. Disadvantages of e-commerce

There are several barriers to establishing and operating an e-commerce business, including the following:

- Lack of awareness and culture regarding the use of e-commerce and the internet;
- Absence of legal infrastructure for e-commerce, such as non-acceptance of electronic documents and signatures, and low security in electronic money transfers in certain countries;
- Slow internet speeds and limited internet access;
- Some organizations and companies lack sufficient knowledge about the benefits of e-commerce;
- Sanctions and the inability to purchase from international websites;
- Costs related to the implementation of communication systems, telecommunications, and network infrastructure, which depend on the selected tools (Nezhad Shokoohi & Doaei, 2014).

3.3. Stages of e-commerce

The stages of growth and expansion in e-commerce can be divided into five phases. Companies and organizations wishing to utilize electronic markets for their goods and services aim to reach the final stages of this process (Sultan et al., 2002).

- **Phase One:** The company or organization aiming for e-commerce must begin by creating a simple website that provides information about its products and services. This website serves as an online showroom where visitors can access the information they need (Sultan et al., 2002).
- **Phase Two:** In this phase, the website becomes a robust database that stores information about all products and services, along with detailed descriptions. Users can place their orders through this website, although the infrastructure for electronic payments is not

yet in place. Payments are still made using traditional methods (Rahman & Putri, 2016).

- **Phase Three:** Interaction and communication occur in this phase. Users can communicate with the site administrator via email, chat, or voice. Responses are received within a very short time, and online question-and-answer exchanges between sellers and buyers, as well as information exchanges about products or services, are possible (Hsiao & Yang, 2011).
- **Phase Four:** Online payment options are introduced in this phase. Customers can pay for products by adding them to their shopping cart and using bank terminals to make transactions. This fund transfer is done swiftly via the internet (Latifi & Momenkashani, 2015).
- **Phase Five (Integration Phase):** The final stage is the integration phase. In this phase, intermediary systems, such as the seller and buyer, are fully integrated with the organization's existing systems. This means that when a product is sold, the inventory of the sold item is reduced, and the replaced item is sent to the inventory. This is considered the most complete phase of e-commerce (Sultan et al., 2002).

4. Research hypotheses

1. E-commerce plays a role in increasing the speed of economic transactions from the perspective of business management.
2. E-commerce plays a role in the inflation rate in the global economy from the perspective of business management.
3. E-commerce plays a role in facilitating trade from the perspective of business management.

5. Methodology

This research is applied in terms of its purpose and descriptive-survey in terms of data collection method. The statistical population of this study consisted of all students and graduates of the e-commerce and business management fields in Bandar Abbas. A sample size of 203 individuals was selected using a convenient sampling method. A researcher-developed questionnaire was distributed among them. This questionnaire contained 31 questions and used a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree". Based on this scale, the score range for each respondent would be from 31 to 155. Naturally, the higher the overall score obtained from the questionnaire, the greater the role of e-commerce in economic transformation.

The questionnaire consists of three dimensions:

- The dimension of increasing the speed of economic transactions, covered by questions 1 to 12;

- The dimension of inflation in the global economy, covered by questions 13 to 23;
- The dimension of facilitating trade, covered by questions 24 to 31.

To test the reliability of the questionnaires, the Cronbach's alpha method was used in this study.

5.1. Reliability of the questionnaire

The Cronbach's alpha values for the questionnaire dimensions are as Table 1.

Table 1. Cronbach's alpha values for the questionnaire dimensions

Dimension	Cronbach's alpha
Increase in the speed of economic transactions	0.859
Inflation in the global economy	0.821
Ease of trade	0.801

5.2. Data analysis method

Descriptive statistics (percentages, mean, and standard deviation) and inferential statistics (normality test, T-test analysis) were used for data analysis, with SPSS 22 software.

5.3. Description of the research sample by age

Table 2 shows that from the 203 sample respondents, 34 (16.7%) were under 20 years old, 73 (36.0%) were between 21 and 30 years old, 71 (35.0%) were between 31 and 40 years old, and 25 (12.3%) were over 40 years old.

Table 2. Frequency distribution and percentage of the research sample by age

Age range	Frequency	Percentage
Less than 20 years	34	16.7%
21 to 30 years	73	36.0%
31 to 40 years	71	35.0%
More than 40 years	25	12.3%
Total	203	100.0%

5.4. Description of the research sample by education level

Table 3 shows that, from the 203 sample respondents, 35 (17.2%) had an associate degree, 93 (45.8%) had a bachelor's degree, 58 (28.6%) had a master's degree, and 17 (8.4%) had an unknown or unspecified education level.

Table 3. Frequency distribution and percentage of the research sample by education level

Education level	Frequency	Percentage
Associate degree	35	17.2%
Bachelor's degree	93	45.8%
Master's degree	58	28.6%
Unknown	17	8.4%
Total	203	100.0%

5.5. Descriptive statistics of the research variables

Table 4 shows that the variable "Increase in the speed of economic transactions" has a mean of 31.497 and a standard deviation of 6.10, "Inflation in the global economy" has a mean of 28.158 and a standard deviation of 7.31, and "Ease of trade" has a mean of 24.532 and a standard deviation of 5.33.

Table 4. Descriptive statistics of the research data

Variable	N	Mean	Standard deviation
Increase in the speed of economic transactions	203	31.497	6.10
Inflation in the global economy	203	28.158	7.31
Ease of trade	203	24.532	5.33

5.6. Normality test (Kolmogorov-Smirnov and Shapiro-Wilk tests)

The results show that the assumption of normality is confirmed for all research variables, as the significance levels are equal to or greater than 0.05 (Table 5-7).

Table 5. Results of the Kolmogorov-Smirnov and Shapiro-Wilk tests

Variables	Kolmogorov-Smirnov test		Shapiro-Wilk test	
	Statistic	Degrees of Freedom	Significance Level	Statistic
Increase in the speed of economic transactions	0.058	203	0.098	0.991
Inflation in the global economy	0.068	203	0.123	0.986
Ease of trade	0.086	203	0.201	0.977

5.7. Hypothesis testing

Hypothesis 1. E-commerce plays a role in increasing the speed of economic transactions from the perspective of business management. The statistical hypotheses for this hypothesis are as follows:

- H0H_0H0: E-commerce plays a role in increasing the speed of economic transactions from the perspective of business management.
- H1H_1H1: E-commerce does not play a role in increasing the speed of economic transactions from the perspective of business management.

Given the normality of the data, a one-sample t-test was used for hypothesis testing, and the results are as Table 6.

Table 6. Results of the one-sample t-test for the role of e-commerce in increasing the speed of economic transactions from the perspective of business management

t-value	Degrees of freedom	Significance level
73.7	202	0.000

Since the t-value is significant and the p-value is less than 0.05, the null hypothesis H0H_0H0 is accepted, and the research hypothesis is confirmed. Therefore, we conclude that e-commerce plays a role in increasing the speed of economic transactions from the perspective of business management.

Hypothesis 2. E-commerce plays a role in inflation in the global economy from the perspective of business management.

The statistical hypotheses for this hypothesis are as follows:

- H0H_0H0: E-commerce plays a role in inflation in the global economy from the perspective of business management.
- H1H_1H1: E-commerce does not play a role in inflation in the global economy from the perspective of business management.

Given the normality of the data, a one-sample t-test was used for hypothesis testing, and the results are as Table 7.

Table 7. Results of the One-Sample t-test for the Role of E-commerce in Inflation in the Global Economy from the Perspective of Business Management

t-value	Degrees of freedom	Significance level
54.9	202	0.000

Since the t-value is significant and the p-value is less than 0.05, the null hypothesis H0H_0H0 is accepted, and the research hypothesis is confirmed. Therefore, we conclude that e-commerce plays a role in inflation in the global economy from the perspective of business management.

Hypothesis 3. E-commerce plays a role in the ease of trade from the perspective of business management.

The statistical hypotheses for this hypothesis are as follows:

- H0H_OH0: E-commerce plays a role in the ease of trade from the perspective of business management.
- H1H_1H1: E-commerce does not play a role in the ease of trade from the perspective of business management.

Given the normality of the data, a one-sample t-test was used for hypothesis testing, and the results are as Table 8.

Table 8. Results of the One-Sample t-test for the Role of E-commerce in the Ease of Trade from the Perspective of Business Management

t-value	Degrees of freedom	Significance level
65.5	202	0.000

Since the t-value is significant and the p-value is less than 0.05, the null hypothesis H0H_OH0 is accepted, and the research hypothesis is confirmed. Therefore, we conclude that e-commerce plays a role in the ease of trade from the perspective of business management.

6. Findings

In the investigation of the first hypothesis, the results indicated that the t-test statistic for the role of e-commerce in accelerating economic transactions, from the perspective of business management, with a value of 73.7, shows that the obtained result is statistically significant at a 0.95 confidence level ($P < 0.05$). Therefore, e-commerce plays a role in increasing the speed of economic transactions from the perspective of business management. The results of this hypothesis are consistent with the findings of Hoseini (2022), Efendioglu & Yip (2004), and Ettredge et al. (2001). E-commerce is the process of buying and selling products, services, and information using computer networks and the internet. Furthermore, e-commerce, in a broader sense, refers to the use of internet-based computer networks to enhance organizational performance. Increased profitability, gaining a larger market share, improving customer service, and faster product delivery are among the activities carried out through e-commerce and all aspects of electronic interaction between an organization and stakeholders or customers, who play a decisive role in the organization's future. In essence, e-commerce refers to the buying, selling, transferring, and exchanging of products, services, or information via computer networks, including the internet. In a conventional store, customers may become lost while searching for goods from one aisle to another. However, with e-commerce services, customers can search products by categories or use the website's search tools to find their desired product in the shortest time. Indeed, e-commerce, with its speed advantage, has facilitated buying and selling. The key benefit of cyber stores is time-saving.

In the investigation of the second hypothesis, the results revealed

that the t-test statistic for the role of e-commerce in inflation levels in the global economy, from the perspective of business management, with a value of 54.9, shows that the obtained result is statistically significant at a 0.95 confidence level ($P < 0.05$). Thus, e-commerce plays a role in inflation levels in the global economy from the perspective of business management. The results of this hypothesis are aligned with the research findings of Sarabband (2021) and Komijani & Mahmodzadeh (2009). E-commerce refers to business activities that use information technology to increase sales, improve business efficiency, and create a foundation for new products and services. Every company, based on its activities, communicates with various other entities, including private or corporate clients, business partners, and suppliers. E-commerce helps countries' economies reach perfect competition conditions, thereby increasing market transparency. Increasing efficiency through cost reductions, inventory management, better supply chain management, improved goods and services delivery, and ultimately lowering transaction costs are other consequences of e-commerce usage. Additionally, e-commerce can lead to the creation of new products or production during the transition period, and with increased production and consumption, it can enhance economic growth. E-commerce increases market transparency and brings it to perfect competition conditions, paving the way for the production of new goods. Increased transparency, along with greater efficiency and higher production and consumption, implies positive welfare effects. Furthermore, e-commerce, by boosting market competition and reducing intermediaries between producers and end consumers, reduces inefficiencies and can help mitigate the effects of inflation.

In the investigation of the third hypothesis, the results indicated that the T-test statistic for the role of e-commerce in facilitating transactions, from the perspective of business management, with a value of 65.5, shows that the obtained result is statistically significant at a 0.95 confidence level ($P < 0.05$). Therefore, e-commerce plays a role in facilitating transactions from the perspective of business management. The results of this hypothesis are consistent with the findings of Featherman et al. (2006).

7. Conclusion

E-commerce is defined as the trading of goods and services using computer networks, such as the internet. E-commerce relies on technologies such as mobile commerce, electronic funds transfer, supply chain management, online marketing, online transaction processing, electronic data interchange, inventory management systems, and automatic data collection systems. With e-commerce, customers no longer need to physically move from one location to another for their purchases, and it allows people in remote and suburban

areas to access goods and services that were previously unavailable. Businesses can expand their markets nationwide and globally with minimal costs. In other words, a company can effortlessly find more customers, top vendors, and suitable business partners both nationally and globally. E-commerce stores are always available, and customers can shop at any time of the day, year-round. In this context, customers, especially those who typically lack time for regular shopping, can make purchases at any time by visiting the website. These websites facilitate shopping due to their user-friendly design. Indeed, e-commerce has become the simplest and most popular way to shop, offering a very convenient method for purchasing goods. Products can be ordered from anywhere in the world with a simple click on an internet-connected mobile device. With such ease, consumers can select goods from various sources without any physical restrictions. Overall, e-commerce greatly facilitates transactions for individuals and businesses.

Conflict of interest

The authors declared no conflicts of interest.

Authors' contributions

All authors contributed to the original idea, study design.

Ethical considerations

The authors have completely considered ethical issues, including informed consent, plagiarism, data fabrication, misconduct, and/or falsification, double publication and/or redundancy, submission, etc. This article was not authored by artificial intelligence.

Data availability

The dataset generated and analyzed during the current study is available from the corresponding author on reasonable request.

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