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INNOVATIVE USE IN THE E-BUSINESS

***Wiesław Breński**

University of Warmia and Masuria, Poland

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ABSTRACT

The Internet, while connecting people globally, allows companies existing on the market which theoretically has no borders. In practice, there are still certain limits, e.g. the linguistic ones. A website is a company's "face" in the Internet world. Everybody is anonymous in the Net: it is impossible to read clients' needs between the lines, it is impossible to manipulate clients via playing on personal emotions. In the Internet world a client is anonymous therefore sale may not be based on advisory and favoring tone of service. A client in a business using the Internet is anonymous but in the same way as in the traditional one, clients are recognized who return and they are not anonymous anymore. The Internet guarantees anonymousness to everyone who enters "a website" simultaneously presenting an offer of a company to numerous potential clients. Thus, it is necessary to be distinguished from other ones. A feature distinguishing a seller may certainly be innovativeness.

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INTRODUCTION

A website which is usually created as the first one is a home page. It is the page which visitors watch at the beginning. Therefore, it should be transparent, attractive and well arranged. Main links to other websites are usually set in the home page, thus it is necessary for clients to easily move in the structure of the site. The most significant matter in a website is easy movement in it. Using descriptions concerning the virtual reality via words used to describing physical world is common. "Easy movement through a website" means that the site has clear design: a person browsing it for the first time while reading links is able to quickly and simply find necessary information without wandering through the data not interesting for him/her.

Clients tend to express their opinions, especially those negative ones in the Internet. Many people who wish to make transactions in the Net or in the virtual world willingly search for information concerning an entrepreneur before they make a decision. The first move is certainly opening a company's website. Many people search for information on a company indifferent sources because it is easier to believe in opinions' independence of other users interested in a given product or service, e.g. those expressing themselves in independent subject Internet forums.

**Corresponding author: Wieslaw Breński,
University of Warmia and Masuria, Poland.*

The development perspective as innovation foundation in e-business

A legislative side of an entity functioning on the market plays one of the most important roles in a proper organization of an enterprise macro-environment. It is significant to pass an economic law whose task is regulating legal service of economic entities (Coyle, Bardi, Langley, (2010), p. 79). Proper standardization of procedures and services within the world trade and coordination, certification and identification of raw materials, products and materials plays an important role as well. Having defined strategic goals, determining actions contributing to their realization and defining measures controlling dynamics and size of changes in relation to all strategic ways and perspectives, those goals should be grouped in projects. Among all those actions or initiatives, there are the ones contributing to reaching the same or similar objectives.

Throughout recent years, proceeding globalization has led to creating more and more changeable and unpredictable economy. Surviving of enterprises in the market demands constant widening own activity thus they are often made to search alternative ways of achieving competitive prevail. Long-term development is possible first of all thanks to reaching, possessing and using proper knowledge as well as skills of its acquiring and transformation thanks to innovativeness.

Nowadays, these are innovations and advanced technologies which are the main factors deciding on modernity and a competitive position at the same time both of enterprises and the whole economy which demands creating new solutions possible to be found on the market as new products or services. The skill, i.e. transforming the possessed or transferred knowledge into products, services, technologies, marketing techniques and organizational solutions may particularly decide on a market success. The mentioned factors and their influence on enterprises' development have recently become one of the main areas of economic and social policy as well as dissertations and research concepts. A particular area of research interest focuses on the matter of the relations between science and business.

Innovations are the next step of the scientific and technology progress. They are strictly connected with entrepreneurship and their implementation is burdened with a high risk degree. "Innovation" in a common comprehension refers to something new and different from contemporary solutions. It is more and more often indicated that innovations are inseparably related to implementation of changes. Most authors highlight however that innovation may refer to changes only when it is favorable for an organization. Only those products and services which may be sold allow defending or strengthen a company's competitive position (Pomykalski, (2001), p. 19). Enterprises that wish to be competitive ones must be able to create an environment which may commercialize new solutions.

An organization culture in creating innovativeness in e-business

Nowadays, there is a need to create properly adjusted organizational culture within each organization which may generate an innovativeness and entrepreneurship climate in a whole company. Managers should eliminate any barriers that could influence the limits among employees of a creative invention and creativity. In such a situation, it is necessary to activate promotion actions, i.e. inter-entrepreneurship. The notion may refer to those self-employed developing the relation based on the intellectual property as well as exchanging acquired knowledge inside and outside an organization (Perechuda, (2008), p. 26). Strengthening internal entrepreneurship among employees aims at comprehending and increasing an interest of noticing and solving unusual problems, development of work skills in larger teams, decreasing resistance against undertaking risky challenges as well as openness to opinions and evaluation of others and preparing to actions in conflict situations.

Employees' predispositions are worth developing thanks to various trainings and facilitating contacts with specialists, research and development centers or universities. Resignation from a hierarchical structure and granting employees more freedom in making decisions is also significant (Knap-Stefaniuk, (2007), No 2, pp. 14-16). The cooperation between particular enterprises and between the sphere of business and science has been a key element of dissertation among scientists, politicians and entrepreneurs recently which also entrepreneurs in e-business more and more reach for. The Open Innovation paradigm enhances to undertake cooperation, basing on the claim that only own research should not be taken into account but also other sources of innovativeness increase

such as acquiring patents, licenses to inventions and other innovatory solutions from other enterprises (Santarek, Bagiński, Buczacki, Sobczak, Szerenos, (2008), p. 30). The mentioned attitude is connected with systematic doping and research internal and external sources for innovations, which gives opportunity to link the conducted research with a potential and resources of a company (West, Gallagher, (2006), pp. 319-331). Creating and sales of new products and services is possible mainly thanks to proper communication, cooperation and coordination between particular entities. Reaching a proper level of innovativeness is possible not only thanks to own organizational skills but also thanks to contacts with other entities.

Innovative enterprises should try to overtake competition in searching innovatory and difficult solutions to be copied. Only companies which systematically strengthen their competitive position shall be able to survive on the market. A competitive prevail may be reached first of all thanks to proper effectiveness. In order to intensify using the results of scientific research it is necessary to increase the frequency of communication as well as diversification of their forms and canals. Undertaking the above actions will allow intensifying initiations, creation, implementation and dissemination of innovations (Duraj, Papiernik-Wojdera, (2010), p. 76). Whereas, the increase of ability to undertake innovative actions may contribute to the increase of competitiveness of a given entity towards national enterprises and, simultaneously, to strengthening a competitive position of the country on the world's arena.

A business model as an innovativeness determinant

A business model is a representation of the core logic of an entity's functioning and the creating strategy and capturing values within the network of values. The definition has four key elements. The first one, the core logic indicates that a properly defined business model should clearly express:

- Fundamental assumptions concerning the dependence of reason and effect in business;
- Internal cohesion of strategic choices.

Strategic choices are the second key element of the discussed definition. The third key element is the function of creating and capturing values. The functions are a determinant of surviving and development of a company. Successful enterprises create value through the development of competences and skills allowing them reaching prevail over competitive companies. Neither processes of creating values nor their capturing in the shape of reaching a satisfactory return of an engaged capital occur in an organizational vanity. Both processes occur in the value network overwhelming suppliers, receivers, competitors, distribution canals and cooperating companies.

A business model determines a mechanism of creating and supplying values to clients through certain kind of business. The model also determines a structure of incomes, costs and profits of an enterprise providing clients values. In other words, a business model determines how values are created and provided to clients and next how the payment received from clients is transformed into a profit.

There is an organizational and financial architecture of a given are of an entity's activity included in a business model (Duraj, Papiernik-Wojdera, (2010), p. 110). A business model is also a configuration, thanks to which an enterprise makes a choice of strategy variants able to create the whole value and, next, uses an organizational architecture in order to create and capture values. It is a substance, structure and supervisory system of transactions designed in order to create values through business opportunity exploitation. A transaction substance refers to products and information being the subject of exchange as well as resources and competences required to realize transactions.

A transaction structure determines entities participating in an exchange process and the way the entities are connected with one another. The structure describes also the order of concluding transactions and includes characteristics of the adopted mechanisms enabling the exchange. The supervision over the transactions describes how the flow of information, resources and products is controlled by the interested entities. A business model may be treated as a specific matrix indicating the way an enterprise conducts own activity, how it provides values to stakeholders (e.g. focusing company, clients, business partners, etc.) and how it links the markets of products and manufacturing factors (Stabryła, Małkus, (2012), pp. 200-202). Due to those features mentioned above, a business model becomes a starting point and foundation of particularizing values on the basis of other functioning models.

Not only low taxes and employees' remuneration but first of all high efficiency and world quality provide competitiveness and investment size. Similarly, a strong and global competition enhances companies rather to defensive saving actions not to create high skilled staff who shall provide higher competition in a longer run to the products manufactured by the companies. It should be remembered that the social "dumping" may arouse a similar reaction in other countries resulting in further fall of social security without clear improvement of a competitive position of a state taking part in the race. What is worse, further reducing of employment and decreasing employees' purchasing power may lead to ruin of consumers' market which may result in disastrous effects not only for life quality of a society but for the whole economy (Jachowicz, (2011), p. 158).

Internationalization of innovativeness in a global dimension

A global free market as the best distribution mechanism of goods in the world is defended on the basis of various neo-liberal trends. Neo-liberals reach for different arguments they defend the idea of a free market referring to utilitarianism, mutual benefit, theory of freedom or license concept. Those arguments often do not make any coherent concept of justice and there is a political and economic rhetoric expressed. However, there are certain interesting philosophical trends according to which it is possible to re-create two influential concepts deserving particular account: a global effectiveness aroused on the basis of neo-classical economy. They both defend similar distributional solutions via completely different and even contrary arguments. The first one refers to a modified version of non-personal utilitarianism (characteristic also for an influential trend in the law of the legal economic

analysis). The other one refers to a more philosophically sophisticated idea of a unit's "self-possessing". As long as the first one wishes to be a theory free from any moral values, the other one is a moral theory in full being one of justifications for the libertarianism doctrine. Due to complete diversity of both justification trends, I shall discuss the concepts in separate chapters beginning from the neo-classical economy (Soniewicka, (2010), p. 123).

In Poland, factors determine internationalization. The first factor is a system transformation which has implemented the climate of freedom to actions. The transformation in the Polish version also meant the market liberalization which caused the inflow of foreign companies into our market. The significance of internationalization is a dynamic process of undertaking competition by enterprises with foreign entities beginning from the national market to foreign ones. Entities are subject to competition in the national market from the idea of foreign entities, a passive internationalization. Entering by entities especially those huge ones from developed countries, forces national cooperatives adjusting to the norms demanded by them if they begin to cooperate. However, if such cooperation is not concluded, foreign companies force national enterprises to fight for demand. The way of competing of foreign enterprises enhances national enterprises to use analogy marketing techniques and to active internationalization (Kasiewicz, (in:) Nowakowski M.K. (ed.) (1997), p. 96).

Globalization is a certain idea, the expression of brain triumph over nature; coordination of research, ecological actions, dissemination of cultural goods, connecting freedom and movement, global flow of people and information, diversity integration. The basic ideas are "human rights" (Cynarski, Cieszkowski (ed.), (2000), p. 235). The process of globalization is particularly significant for a corporation environment which determines in an important way respecting economic and social rights. Competition is an open access to a market on equal rights for all economic entities. Competition means rivalry of entities occurring on a market as well as a guarantee of activity freedom on a market. The subject of security is competition freedom. It is a process within which producers compete for a buyer with a price and quality of goods and an effect of such rivalry is price lowering, wide selection of goods and technology progress and a market condition where a single seller or buyer does not affect the level of prices on the market.

Competition is comprehended as a fight between enterprises to acquire the largest number of clients. The basis of competition is always fighting for supremacy on the market rivalry for a contractor, aiming at reaching economic benefits, game for funds. A significant role played here is a notion of "competition mechanism" understood as sums of entrepreneurs' behaviors aiming at reaching competitive prevail and reaction of other participants of the market (competitors, contractors and consumers) (Miąsik, (2012), p. 80). In the conditions of globalism, where a state does not determine frames of market functioning, international corporations have such a power that they subordinate a market and a state as well. In such a situation, there is an integration of political and economic power in the hands of the capital. States are incapacitated they do not defend themselves but are subject of anarchy of capital markets and they disassemble

pillars of a state of wealth. Transnational corporations become directors and beneficiaries of globalization. Dominance of international giants and wide economic liberalism promote new colonization in search for cheap production factors. Contemporary course of the globalization process allows noticing that no nation may object globalization magnetism. The power of globalization is so huge that during one generation we are likely to observe integration on unequal rights of all national economies into a single, global free market (Budzowski, (2012), p. 52).

Globalization has been a phenomenon for recent decades, a result of development of bit culture and technology. There is problem connected with a matter of liveliness of planning of a globalization process. Thus, globalization may be perceived as a concept of development which corporations and the world's financiers stand behind who wish to lead to a dominance of the capital order. Liveliness, chaos and unpredictability of the process seem to be determinants of shaping globalization. Another problem is perceiving a complexity of the process. Namely, if we perceive globalization in one dimension or understand it as a bunch of parallel processes occurring simultaneously on numerous different levels.

Here, on the one hand we observe works comprehending globalization in one dimension as a single process occurring in certain sphere of social reality. Often, the subject of analysis is a sphere of economy the process seems to be of significant importance for contemporary world's functioning. Global economic change has a huge local influence of capitalistic production relationships still determine social order and capital hegemony are a structuralizing power for all social life dimensions. International corporations are indeed the most dynamic actor on the world's stage. They determine the tone to global processes (Kleotko, (2012), s. 25).

The Internet advertising in an innovative e-enterprise

The Internet advertising is developing dynamically since more and more people have free access to the Internet and thus there is a wider circle of potential Internet advertisement receivers. The Internet advertising is a cheap form of information transfer on a product, certainly cheaper than radio, tv or press. It is widely available it need not be displayed and broadcast in a strict time as it is on tv and radio (Karcz, Kędzior, (2003), p. 51). Moreover, the Internet advertising includes sound, picture and animation providing full image of an offer for 24/7 on a global range.

A company that uses the Internet as a medium is perceived as a modern enterprise following the technology progress. Undoubtedly, a disadvantage of the Internet as a channel of communication is lack of unanimous pricelist and standards of service. Everything depends on a domain and its owner an advertisement is placed in. Placing advertisements in the Internet does not depend only on designers but it also demands IT engineers' involvement which additionally increases costs. The Internet advertisements are often too brazen and tire users making them irritated. The measures of advertising always depend on the needs of an advertisement grantor's needs and it is directly connected with a kind of product, character, objectives they wish to achieve thanks to the advertisement, the range of particular media, funds they wish to pay for the

advertisement as well as time of an advertisement display. Grantors often choose a visual form of an advertisement (in press or tv) since it aims at the highest effectiveness.

Summary

To sum up, while evaluating innovativeness in e-business, it should be considered that e-business is a usual economic activity nowadays which also demands implementation of proper management strategy and effective proceedings both in an external environment (marketing and PR) as well as internal one (ability to effective personnel management). E-business has a global range and it is the aim, to reach as many markets as possible without any territorial or distance limits, etc. Towards those determinants, the same solutions as in a classical management of a stationary entity should be used.

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