

E-BUSINESS ON EXAMPLE OF POLISH INTERACTIVE AGENCIES

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Abstract:

The aim of this article is to explain the specification of e-business polish enterprises in comparison to worldwide situation. Firstly, we will explain some basic definitions, because e-business is very wide notion. Then we will focus on analysis of interactive agencies. We are going to describe size of this sector of economy and prepare forecast for next years by econometric models.

Tanks to proceeding process of globalization, markets going to uniform. Place of economic activity have no influence on business. Global network causes decrease number of barriers in leading business. It is considered in the future that sector will grow thanks to new technologies and mobile devices like smartphones or tablets. We tend to evaluate the above influence and impact of economic crisis on e-business sector.

Keywords: e-business, small medium-size enterprises, interactive agencies.

1. INTRODUCTION

The subject of this analysis are interactive agencies registered in Poland. Time horizon includes years 2005-2015 (with forecast). Point of reference to our findings was western european enterprises.

2. THEORETICAL BACKGROUND OF E-BUSINESS

E-business is very wide notion. It's defines not only services strictly connected to Information Technology sector, like: hosting, creating world wide webs, mobile applications and systems of online payments. E-business is not only IBM, Microsoft, Linux, Pay Pal. It concerns also entrepreneurs from finance, marketing, training, administration, communication, logistics, management and distribution. The main subject of this article are interactive agencies defined as companies that are creating world wide webs, informatics systems and applications. We will carry out analysis of interactive agencies in Poland and then we compare situation in our country to the situation of in western Europe.

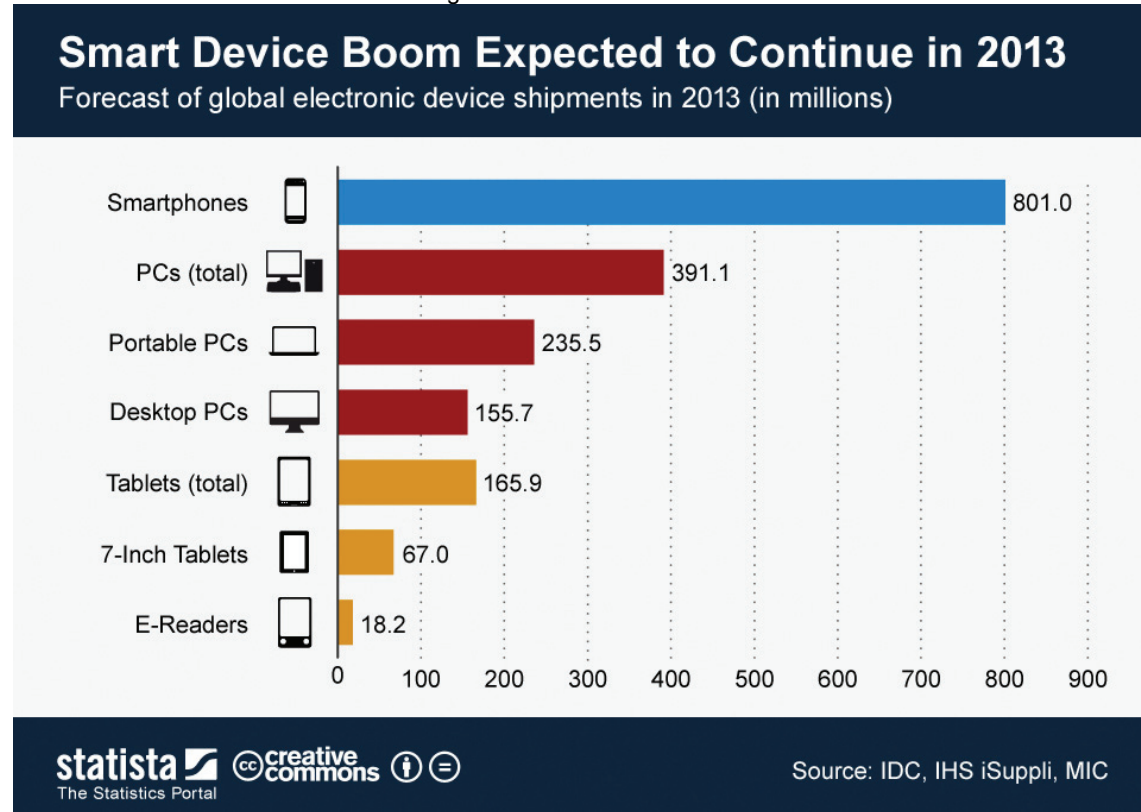
Table 1. Top 10 countries in Networked Readiness Index 2012

Country/Economy	Rank	NRI Score
Sweden	1	5.94
Singapore	2	5.86
Finland	3	5.81
Denmark	4	5.70
Switzerland	5	5.61
Netherlands	6	5.60
Norway	7	5.59
United States	8	5.56
Canada	9	5.51
United Kingdom	10	5.50

We will investigate Networked Readiness Index in order to describe capabilities of development e-business market in the future. Networked Readiness Index (NRI) describes the degree of a society's preparation to make a good use of an affordable ICT infrastructure. NRI measures key factors and drive competitiveness between countries. Top 10 countries in Networked Readiness Index 2012 is presented in Table 1. According to Global Information Technology Report 2012, NRI will still be growing, what means that e-business sector will be growing too.

Moreover, influence of new technologies on the e-business is invaluable. Thanks to mobile devices, like smartphones or tablets, e-business market will be growing. According to Statista, mobile market in 2013 will be prosper, especially retail of smartphones. Gartner Report is more optimistic and assume that mobile market in this year reaches 1,2 billion devices. Independently from sources of data, it is certain that mobile market prosper very fast and have huge potencial. It havs big influence on e-business.

Table 2. Mobile devices in 2013 according to Statista



3. RESEARCH QUESTION AND METHODOLOGY

The main purpose of the paper is the analysis of interactive agencies that are operating on Polish market. The aim is to answer the following research questions:

1. How big is e-business sector in Poland and what do the forecasts say? What are the perspectives of e-business sector?
2. What is the difference between polish interactive agencies and western-european ones?
3. What are the barriers of growth of e-business sector in Poland?
4. How big is influence of economic crisis on the sector of interactive agencies?

The data was collected on base of available literature, reports and according to own calculations. Moreover, we compose some econometric models to prepare forecasts.

4. PRELIMINARY RESEARCH FINDINGS

E-business enterprises from western Europe are more develop than polish ones. Barriers of development in polish market:

- Low assistance for people, who want to establish a firm,
- Low access to the knowledge,
- Low efficiency of institution from business environment,
- Strong competition,
- Cultural problems.

Economic crisis has minor impact on e-business. The strongest drop was in 2009 due to the fact that European enterprises have cut on their advertising expenses. However, the above mentioned decline did not last for a long period of time. In 2011 there was a considerable growth of e-business sector mainly caused by significant development of mobile market. The above occurrence compensated previous losses generated in e-business. Then take place a meaningful growth of demand of mobile devices and applications resulted in a substantial increase of interactive agencies income.

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