



# Identify successes and failures in e-marketing projects for corporate excellence in the private sector and productive (Case study me Disk corporate)

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## ABSTRACT

The revolution in information and communication technologies has changed the manner that individuals and organizations conduct their business. Acceptance of e-marketing for a variety of features and benefits such as the globalization of trade, removing of the limitation of time and distance, speed, efficiency, significant reduction of costs and improving product quality, finding new customers or suppliers, generating new sales of current products, taking advantage of opportunities and many other advantages has opened up a new realm in the competition. In this study, the model of organizational excellence with the e-marketing model was used and the variables and their impact on the success of e-organization were investigated. In this study, managers and employees of me disk corporate (102 people) were analysed and the results showed the relationship and high impact of these variables on the success of the organization. The research is applicable and data collected through a survey questionnaire.

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## INTRODUCTION

The impact of rapid technological development over the past decades brought about many changes in the business with and organizations that do not accompanied by changes in the business world and the business will be doomed to failure. The result of these changes lead to the emergence of virtual organizations, e-commerce or e-businesses that became known as the dot-com businesses. It is a business that set up in the form of a website to exploit the opportunities that the Internet technology has provided for them. (Ahmadpoor Dariani, 2007). [1]

## E-Marketing

How to find a new customer? (Customer absorption)

And how to maintain this new customer (customer retention). These are the questions that are raised in e-marketing. E-marketing follows the traditional marketing purposes; regarding this difference that E-marketing pursues innovation with innovative tools and techniques. E-Marketing can be defined as follows: [6]

Managing customer interaction in a modern media environment in order to make a profit for the person or the organization.

E-marketing is not a Separate function that is exclusively related to selling products and services. But it is a management process to manage the relationship created between the organization and the customer. E-Marketing performance can be identified and categorized in the following three sections:

### 1. Integration:

E-Marketing covers the entire process of selling of the company and selling through a representative of the company in an integrated process.

### 2. Mediation:

E-marketing control the needs and demands of customers with production and service capacity of the company.

### 3. Reseller:

E-Marketing plays an intermediary role among the various segments of the Company such as financial sector and foreign investor.

To better understand the key points of E-marketing all customer interactions are required to be examined.

## Organizational Excellency model

It is a systematic framework for evaluating the performance of organizations in both areas of the process and the results of this process. The results of the evaluation in this model are the organization's strengths and its areas for improvement and to obtain improvements a list of prioritized programs also suggested. Based on total quality management (TQM), noticing to the following eight values and fundamental concepts is necessary to create success and continuous improvement of an organization: [7]

- Customer-centre
- Leadership and stability of the purposes.
- Management based on processes and facts.
- Development and involvement of employees
- Learning, innovation and continuous improvement
- Development of business cooperation
- Corporate social responsibilities

These eight basic values and concepts form basic steps of planning and implementing the systems.

The criteria used to evaluate the performance of organizations should be closely related to the above concepts.