

**THE ROLE OF E-COMMERCE ON ORGANIZATIONAL  
PERFORMANCE: A CASE STUDY ON SAAMIONLINE IN SOMALIA**

**BY**

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This report is submitted in partial fulfillment of the requirements  
for the Master of Science in Management Information System

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## APPROVAL

This Thesis titled “**The Role of e-Commerce on Organizational Performance: A Case Study on Saamionline in Somalia**”, submitted by Abdirashid Abdillahi Mohamed, ID No: 213-17-497 has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Master in Management Information System and authorized as to its style and substance by the Department of Computer Science and Engineering at Daffodil International University.

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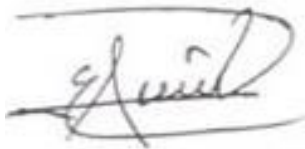
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## **ABSTRACT**

This study's primary goal was to look into how the Saamionline Company in Somalia was performing in terms of e-commerce and organizational development. This study's objective was to close any gaps in the literature and lay the groundwork for understanding various elements of Somalia's organizational performance and e-commerce in general. Organizations must successfully acquire and use her human resources to accomplish this. I) to ascertain whether e-commerce has a positive impact on organizational performance. The average mean of 3.036 indicates that this had a good impact in terms of positive move. II) The average mean of 2.98 for the second goal, which examined the result of customer satisfaction in online showed that this performance was generally good. The study was carried out from August to November of 2022. The research's study area was Hargeisa, Somalia.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

In the past two decades, as a result of the term "web-based business" has gained popularity to increased innovation, the growth of the Internet, and the World Wide Web coined (WWW) midway through the 1990s, online commerce started to rapidly expand and change a lot of industries. The company's management style and There has never been a similar business center Starting at the significance of the point has gotten greater every year, and today, web-based businesses are considered as a promising instrument for achieving an organization's objectives, such increasing sales and revenue.

The development of in recent decades, electronic trading has benefitted pretty much every area the world economy. In any case, passion for internet businesses often grows over time. Any outline of an electronic commerce going forward that does not fall beneath the broad category of Internet Company will undoubtedly be in dispute when still evolving. Online commerce is, technically speaking, defined as operations that facilitate safe, remote communications between organizations and people. Additionally, the sale of commodities, commitments, or money is a part of it.

In this approach, Registration conducted internally by structures for transactions, official data, stock, fortune, or labor are avoided by the definition of a web-based organization, which also avoids the use of hierarchical structures such as phone, fax, email, or web phone. Closeout shops, trade of electronic information, Key mechanisms for cooperative distribution are a few examples of venues where business to business transactions might happen. Additionally, as shown in general online (WWW) shopping and online payment, this can happen between firms and customers. Australia has drawn interest significantly expanded because to Internet usage and e-business activity. Australia is among the initial nations to comprehend online businesses technology thanks to the support government of Australia, which has adjusted Arrangements for its finances to promote currency development by motivating the growth of Web-based e-commerce enterprises offered fresh chances to raise rates and progress financial progress [1].

Because As a result, provide enterprises a sizable advantage over rivals, the Australian.

The numerous putative functional advantages that internet shopping may offer for buying rehearsals are said to be the reason for its purported popularity. These advantages take into account savings from the swift data transfer linked to purchasing and improved prospects as a result of the supplier-buyer partnership a result of the construction of a network for inter-company communication (Dell, 1998). Online enterprises can increase retail network competency by delivering Data on stock and item availability in real time quantity, shipping state, as well as manufacturing needs. Furthermore, it might effectively connect customer request data front of the inventory network capacity, fostering Store network "Pull" (request driven) operations.

Regardless of these possibilities advantages, most companies are reluctant to adopt internet business as a method in terms of acquisition. The biggest obstacles to the effective Internet-based activity firms include a variety financial, legal, and security problems not even the smallest of these worries have an undetermined amount commercial reasons because of their exhibition (Taylor, 1997). Online business concepts currently in use, which mostly focus on each side relationships between customers and sellers, do not adequately handle these issues.

SME's in Australia utilize e-commerce for a number of purposes, as the use of e-business has risen expanded dramatically in recent years.

Web-based enterprises were either nonexistent or rare in 1993 operated in a small geographical area. However, the popularity of online shopping has increased generally recognized means of carrying out business 19 years later, from 1994 to 2013 in the beginning of the web firm when there tight moments of advancement and exceptional successes. The major application the online product is a particular kind of internet business advertising.

At this point period of invention online commerce meant delivering retail items, which were often pretty basic online items.

To put it simply, the data transfer competence wasn't enough for increasingly sophisticated tasks. Advertising was limited to modest static exhibit promotions versus great indexes of websites [2].

Online commerce has altered many elements of public and commercial life. Businesses must adjust their techniques With relation to the new materials if they wish to engage in market participation. Another option to manage a company has gone online, and its popularity is expanding year after year (Chong 2009).

Chaffey (2008) defines "web-based business" as" any electronic means of

communication contacts between a business and a third party." The internet on the other hand not only offers organizations with a plethora of data, speeds up communication, and reduces costs nevertheless it also transforms their own procedures and practices (Dou and Chou 2001). The reasons for employing an online business system might differ from one company to the next.

Xu and Quaddus believe (2008) small enterprises are growing increasingly worried about competition, whereas huge corporations' key thinking procedures are being improved efficiency in their internal processes operations. Putting in place an online company effectively is a long and systematic procedure things must be carried out as the company hands out selection forms in small quantities goes from basic to increasingly difficult phases of the online business (Huizingh 2007). Any organization that began the delivery procedure probably encountered a number of challenges. To avoid the possibility of hostile damage in their companies, Directors of small firms must overcome hurdles and understand the advantages of internet business (Abid et al. 2012 Stockdale and Standing 2003).

The causes why small firms began the online selecting procedure for businesses were explored both and the merits and downsides of this method were considered. For this a comprehensive examination of the textual optional information was performed. A complex network of modern stores and entrepreneurs transports the items across the country. On the worldwide Market transactions for businesses are conducted in enormous volumes.

An innovative and fascinating social, portable, and local kind of online enterprise is closely following Amazon's more conventional online retail sales display. Because they enable users to share their own content, such as audio and video recordings, photographs, personal data, online diaries, and programming tools, Facebook, Twitter, YouTube, and Pinterest have become more popular.

Organizations exist debating the appropriate approach to adopt when advertising and making this public demographic. Governments, commercial organizations, and industry partners are striving to collaborate on this fresh internet marketplace. Must figure out ways to ensure safety informal groups of people and internet locations for client-created the content are two instances those conventional media are innovative businesses find incredibly difficult to implement.

More than 375 million mobile phones have internet access in 2014 connection were manufactured inside the United States (each device has more than one device) citizen

in the country) with that total predicted to climb not yet over 400 million by 2018. (EMarketer, Inc., 2014b). In the late 1970s, a pharmaceutical firm called Baxter Healthcare developed a basic Web-based B2B commerce utilizing a phone-based modem that enabled medical communication institutions to replenish Baxter supplies (Tsaor and Lin, 2003).

Despite its youth Singapore's expertise in creation of internet-based firms is fascinating on a global scale viewpoint for a variety of causes Singapore had previously legally developed prior to the establishment of a broadly sophisticated IT framework the usage of the Internet and online shopping enterprises, as one of the earliest Asian nations highlight ICT as a critical a constituent of progressing financial growth in the mid-to-late 1990s (Wong, 1995, 1997).

Furthermore Singapore's historic financial success as a Southeast Asian regional economic powerhouse has been replicated founded on a strategy of multinational firms seeking direct outside investment (DFI) and leveraging its essence to promote innovation sharing and progress the establishment of focused local firms that supply goods and services to these demanding customers (Wong, 1991, 1997, 2001).

Execution of web-based business management immediately after a time of introspection and the preservation stock market structure fell in 2002-2003, with the worth of equity in e-commerce enterprises communications media and other creative firms plummeting. Following the explosion several air pockets customers rushed to cheap internet companies.

Among the nations engaged are Morocco, Tunisia, Senegal, South Africa, and Nigeria depicted as well as Africa's leading Online business nations Morocco is one of the countries with the highest number of publicly readily available data on internet business according to the output of Morocco's National Federation of E-trade (FNEM). When it comes to internet cross-border commerce, South Africa now confronts a variety of problems. Several of the concerns are exclusive while some are submitting to the government specific to SMEs. Nonetheless as a consequence of the government's delaying attempts to establish a climate favorable to the growth of SMEs issues with the government has shown to be ineffective substantial impediments for SME businesses (Worldwide Worx 2015).

The possibility Moroccans are may purchase things from enterprises the internet is not available outside of Morocco essential to internet business (B2C). Jumia is Morocco's most popular business website was started in 2011. (October 17, 2014 ECO Morning)

UAfrica.com is a South African technology company provides web-based cloud-based business services for small and medium-sized businesses across Africa. Africa provides benefits as a united stock and requests the structure of the board allowing a customer-facing façade for an online shop to link its items across a multitude of business channels, internet-based life channels, and future or temporary web businesses that use Shopify as their key selling point (Africa, 2018).

Investigating online enterprises progress in employing online marketing is required to contextualize internet commerce adoption in Somalia. Because of the tremendous rise of Internet users in Somalia over the last several years as internet business has grown needed.

As a result, the scientist chose to investigate the impact of internet-based commerce on hierarchical Somalia's implementation. Surprisingly the usage of the internet for commerce by Saamionline in Somalia has not been the emphasis of any investigation into internet commerce and use in the nation trends. It is difficult to analyze the benefits and drawbacks that organizations linked to the internet for commercial use traditionally experienced.

B2B (Business-to-Business): An internet transaction show when all players are corporations or individuals firms, as in Dell which advertises its goods to different enterprises. B2C (Business-to-Consumer): E-commerce illustrations of how businesses promote to each individual customers. Anyone, for example Purchases may be made at Amazon.com. B2C stands for business-to-consumer internet marketplace in which a corporation sells a product or service to a customer corporation has its own audience. Intel for example may produce PC CPUs and sell them to HP, which then manufactures consumer-purchasable PCs. B2C (Business to Consumer):A type of internet commerce show in which participants utilize the internet to advertise their products or services to companies or people seeking for providers of the goods or services require.

to the client Customer C2C: A buyer-to-buyer internet a market place purchasers make direct offers to other purchasers Various commercials centers such as ebay.com, act as intermediaries by allowing customers to purchase products from a variety of clients [3].

Organizations have a variety of issues nonetheless one of the most important is maintaining the well-being of their workers (rajham Amit 2002). All partnerships that occur inside the organization result in commanding execution.

Recognizing the link between job satisfaction, representational hierarchical responsibility, online commerce and authoritative implementation is essential because it helps to generate a trained and motivated staff and allows a company to accomplish better overall objectives and destinations (amburgey, 2004).

## **1.2 Description of the issue**

The notion of internet-based company has a bigger influence affect the success of any organization how efficiently the association's web presence comprehends and implements its workers' duties will determine how the members of each organization utilizes internet business and how it works will impact the efficient resource utilization (maddock and Fulton 1997). It was stated unequivocally that the internet business and other organizational processes must be followed extent that can ensure the highest chance with all links and affiliations with the relationships, each individual will regard the costs as a function of his experience, qualities, and desires stable and one that can foster and sustain his feeling of personal value as well as important. Internet business refers to the exchange of products and services using computer networks The Company must use online business instruments and execute the plans carefully (Michael Armstrong, 2001). The requirements of the employees should be considered during the planning phase (Ginsberg, 1995). Companies that design efficient programs for training according to the requirements of the staff and the company as a whole typically produce excellent outcomes (Partlow, 1995 Tihanyi et al 2001 Boudreau et al., 2001). It appears that the way in which training is delivered significantly affects how hierarchies function and personnel are arranged [4].

"Insufficient competent people," "legal issues and security considerations" are Saamionline's key problems. The main problem is the shortage of qualified employees a few organizations are beginning to employ internet business software Regardless of these potential issues

## **1.3 The study's Objectives**

The purpose of this investigation is to look at how Saamionline's organizational the structure of performance is impacted by commercial on the internet activities.

## **1.4 Particular Goals**

- 1 Selecting e-commerce-to-consumer Internet Company for legally enforceable implementation at Saamionline in Somalia
- 2 Analyze online transactions between businesses at Saamionline in Somalia.



- 3 To appropriately depict the buyer-to-seller transaction interaction in Somalia's Saamionline marketplace

### **1.5 Querying research**

1. Can businesses utilize e-commerce to improve performance?
2. Are businesses able to easily handle the elements of e-commerce to improve organizational performance?
3. Do clients receive their orders in the timeframe they were promised?

### **1.6 The breadth of inquiry**

#### **1.6.1 Geographically**

The experiment was conducted in Hargeisa, Somalia

#### **1.6.2 Content aspects**

The probe's main emphasis was the case effect of online shopping on the website Saamionline Performance business in Somalia.

### **1.7 Relevance of the research**

The immediate consequences are as follows factors that have influenced this research's path, as well as how significant internet businesses are and how this study's focus applies to them Researchers and scholars will be able to make use the findings of the inquiry findings to get the most recent knowledge on how internet commerce works impacts implementation of performance. I decided to focus on my thesis on little businesses straight away since Somalia is among the nations that are rapidly developing in data and communications technology (Information Communication Technology). It is important to explore the natural store sector since companies from less developed countries could do upcoming companies here after seeing the patterns that have established here several studies have been conducted looked at the effects of numerous kinds' scenarios and provided important elements for further research. The fast growth of the Internet and other technologies contemporary advances necessitate ongoing environmental monitoring [5].

In this sense, the necessity in terms of concentration checking the flow the situation is crucial and may serve as motivation for possible business partners or experts.

I decided to concentrate about tiny enterprises right far since they're still in the early stages of utilizing are still using the internet for commercial purposes dealing with all the problems and benefits that bigger companies have properly addressed as well as recognized. As a result of differences ranging from tiny to enormous businesses, the

goals, disadvantages, and benefits must be viewed differently. Finally small companies are growing in importance in Somalia, especially natural shop enterprises, which are viewed as essential to the country's economics and require stronger regulations

### 1.8 Key phrases from the investigation's operational definitions

The process of integrating all of an organization's operations, activities, and services is referred to as e-commerce related to the purchase as well as transfer of commodities in addition to the interchange exchange of knowledge and resources with collaborators using Computers and technology devices developments. (Adapted from Chaffey 2005 and Chong 2006) E-business refers to the exchange of products and services provided by means of internet.

E-commerce (Business-to-Customer) is a commerce paradigm where businesses provide clients with online purchases of products and services as well as Alibaba, Amazon, and Saamionline.

Commerce Business-to-Business (B2B) - online advertising for products as well as services form where individuals work market to both customers and other companies.

In the world of e-commerce paradigm each a participant company making it Business-to-business (B2B) transaction Customer to customer (C2C) shopping is a marketing strategy in which buyers extend other customers' unique offers (2012) (Al-bayati) The authoritarian execution is the ability of a corporation to achieve its planned aims as well as objectives in order to accomplish its main objective by putting competent administration to use [6].

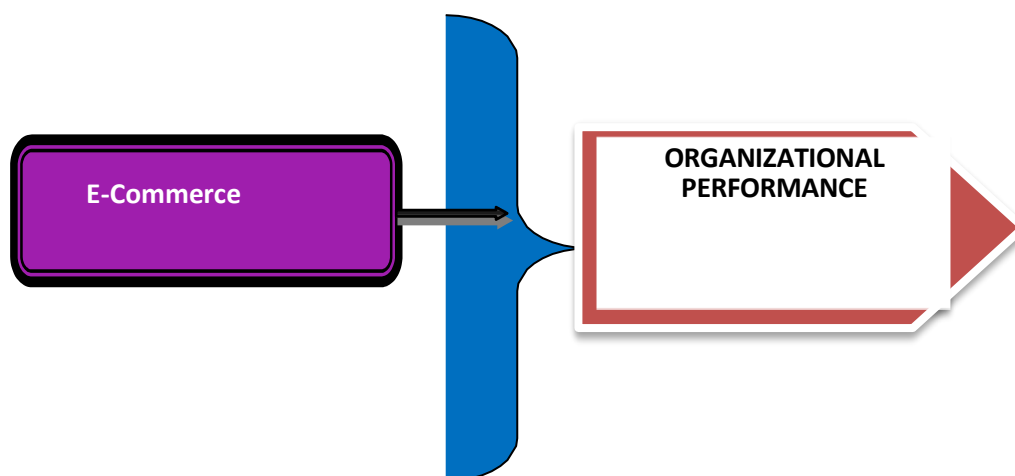


Figure 1.1: The theoretical framework

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The investigator will concentrate on literature evaluations on how e-commerce works influences in this chapter, we will discuss organizational performance. It will be noted as a case study in the literature on organizational performance. Major subject the evaluation that was conducted in accordance with the goals of the research and aims is largely concerned about the area below generally classified in electronic commerce in terms of the types a collection of entities participating in transactions or corporate operations for example well as well as organizational effectiveness The trio basic types of e-commerce transactions are B2B, B2C, and C2C transactions (C2C) [7].

#### **2.2 Internet commerce**

The modern internet company has matured became a symbol of globalization, and from different perspectives It serves as its driving power pointing reaching the summit of achievement in our present day. The internet business is growing one example of electronic trading. It refers to the movement of commodities as well as commercial endeavors through a computer network like the phone or the Internet It alludes to a website takes online Visa transactions and transfers items or products and services immediately off the homepage utilizing a system of shopping baskets or shopping It comprises doing selling through electronic media as well as employing Electronic data transfer is one example of data innovation (EDI). In layman's terms e-commerce is the purchase and transfer of goods and services through the Internet. Buyers may buy whatever they desire includes autos and pastries while remaining in their respective rooms and transferring their goods to faraway receivers by using a mouse click several researchers have attempted to declare internet commerce [8].

#### **2.3 Online business to consumer transaction**

B to C sometimes known as "e-commerce" is a term an important a component of internet commerce that relates to the retail industry transaction of goods or services from businesses in relation to customers (Turban et al. 2005, p. 7).

While B2B digital commerce is popular expanding rapidly B2C (business-to-consumer) online shopping remains a considerably bigger channel.

Because of the Internet grows in terms of popularity and trust customers' capacity to

create transactions online will help.

B2C e-commerce is gaining popularity expected to reach \$4.9 billion in January 2007. Global B2C online commercial transactions happened in 2010 and 2011 with a forecast continuing until 2019. In 2017 worldwide B2C internet commercial transactions must total 1.91 trillion dollars (statista.com).

Clients with internet connectivity are able to use interactive media interfaces and research tools it also improves it easier for clients to locate and completely appreciate the items they want as a result, Organization-to-Consumer online business has enormous potential. By using the Internet as a corporate communication channel superior techniques for managing a business emerged in almost every aspect. The tourism industry has built a solid presence on the internet company with new and competent Internet strategies that include both B2B and B2C components establishing a hard foundation in the tourism industry (Heung 2004) [9].

#### **2.4 E-commerce from business to business**

Communication through the internet between firms is referred regarded as business-to-business communication (Thanasankit, 2004, p. 153). The majority of Organizations or associations are the players in B2B web-based business (Turban et al. 2005, p. 7). Schneider (2004) stated that in terms in terms of monetary volume and number of transactions B2B is significantly more significant B2B is clearly superior to B2C internet commerce is important and prevalent in online company operations.

B2B web-based business is growing expected to develop rapidly in India with a 47.2% CAGR India's largest B2B gateway exchange administered by Infocom Network Ltd, indicated that the country's internet commercial transactions are secure increasing at a pace of 25 to 50% and could shortly surpass \$150 billion. Indiamart.com a corporation with over 4 million clients has also entered this industry. B-to-BOOnline.com, IndiaMART.com, and Alibaba.com are all illustrations of this method.

When doing B2B interactions firms collaborate with other companies to identify provider provides demands fulfillment take payments and solicitations over the internet [10].

#### **2.5 E-commerce between customers**

The customer is both the first and second customer final aim of a consumer-to-consumer internet selling. This kind of company is most appropriate for handling commodities which no recognized market exist structure such as selling worn books

or apparel in exchange for money at a discount. Customers can completely look for new consumers because to the large online space. This field of internet business is expanding in Asia thanks to the establishment olx.com and Quicker.com is examples of gateways.

A web-based service corporation that allows customers to swap items benefits as well as data sent between at least two customers Closeout sales is available in addition to the product offer. Portals such as eBay or Yahoo this strategy incorporates "human intelligence" administration sites such as Keen.com and Guru.com, as well as information recovery from public sites such as government organizations, libraries and art galleries commercial sites similar to those utilized by online money management services or corporations.

Obtaining information from the public areas such as libraries, art galleries and other public spaces restrictions [11].

There are several inefficient inventory network pieces nowadays begin with erroneous information on the subject items in the network of shops RFID promises to provide new efficiency by using supply networks tracking things from the manufacturing point of view (POM) to the retail point of sale (POS) (POS). Chandadeep S. Grewal et al. (2009) studied inventory network capabilities in a capacitated inventory network organization reorder point and Kanban renewal tactics on the basis of vitality.

It was hearty determined swap off bends depending on zone of execution depending on total inventory and client arum gam Mahamani and Dr. K. Prahlada Rao's benefit levels (2011) created a table of contents presentation for the VMI architecture in a single echelon storage network in order to calculate the price of increasing stock and assess the influence on the buyer-supplier partnership.

Banomyong, Ruth (2004)evaluated the customer to customer procedure time of each industrial network person from an International Supply Chain (managing Shrimp sends out from Thailand to the United States)to determine which of the swapping partners benefited inside the chain.

They claim that because of the smaller scale of the enterprises Products will be more affordable for those who conduct business online adaptive and will adapt to new circumstances profit from the improved rapidity and flexibility that online selling brings.

The online connects the globe allowing you to cooperate with any group or organization individual that is a component of it Simple regional groups may market

and share their assistance internationally through e-business. Customers are not reimbursed according depending on the distance they travel across, which provides this worldwide access, in contrast to old known methods [12].

## **2.6 Organizational displays**

Customer for commercial activities happiness, and work the level of performance the three operational aspects that contribute to an organization's success Robert and his colleagues (2007). The terms the terms proficiency and sufficient can be used interchangeably assess how effectively an organization is doing Robins et al. (2008)

A good collaboration is one of them saves both time and space money Bardhan (2004) The purpose of this study is to determine tiny how well firms in Somalia does well in business. Tasks Customer retention and job execution Customer devotion is determined by whether or not a customer's expectations were met satisfied. Responsibilities in business are exercises that connect to commercial activity in order to improve the reputation of the firm. The completion of duties and obligations allocated to the individual or a working employee is referred regarded as occupation execution [13].

My study's dependent variable is the operation of my relationship, and my independent variable is the success of my online company. Customer loyalty, business operation, and employment execution are the three subordinate variables (association execution) that are broken down. Internet businesses are classified into B2C, B2B, and C2C are the three kinds. Internet business and the performance of associations are inextricably linked. Obtaining internet-based business practice improves organizational performance. Companies that do business online profit significantly in terms of quality, price, and benefit, and staff motivation (Singh, 2003). Recently, online firms have witnessed considerable development in a variety of fields incorporating executing market share and customer advantage enhancement.

According to these establishments activity of marketing organizations, fundraising, selling, relocating, and coordinating have also changed significantly.

The organization's activities have been significantly impacted by e-commerce.

Furthermore, the amount and the magnitude of the resources spent in internet enterprise apps are increasing on a regular basis. It led in a plethora of online Email, video conferencing, and faxing are all options applications in companies.

Typical companies as well as organizations have undergone considerable changes. Many firms are attempting to comprehend and quantify internet commerce in order to

create sound judgments about the corporation's responsibilities (Singh, 2003). E-business has grown in popularity. Considerable role on overall authoritative potency and enterprises are getting an advantage by embracing amazing innovations.

There exists a considerable need to transmit partners with whom the organization shares information rely on the company idea among the examples are administrators, investors, clients, and duty administrative stakeholders. Companies that have implemented innovation into their operations processes notably internet business applications may send information on time in this manner.

The corporation's interactions with its customers have strengthened thanks to online business. It is also simplified interaction between companies as well as customers providing internet exchange services for reserves billing as well as cash withdrawal among other matters [14].

Previously, the operations of small firms were guided by a manual for the product. As a result it required several employees a long now is the time complete a single project. Keeping it was a record major issue. As a result time efficiency was weak as well as no influence impact the productivity or selling models of the corporation. There is an example undeniable the necessity for the most powerful and effective mechanism capable of making these chores easier and much more exact. As a result, the internet (www) has grown in popularity had a significant influence about the accounting business fundamentally changing the idea of book capturing. There are several manuals occupations have been supplanted by computer network making labor more easily exact and requiring users who are more or less specialized skills.

For human staff has the biggest possibility of mistake employing to use computer program execute the job produces more exact and trustworthy outcomes. Small firms are utilizing online commerce to boost but first they must invest a decent amount monetary value in the acquisition steps. Customers are progressively shifting away from traditional commercial procedures and toward modern ones via online trade.

Today's associations include struggling to figure out how to prosper in internet commerce. The achievement of an association is determined by what it already does in addition to how it can adjust to better what it offers. There has been excellent salary recognized throughout years to become one of the measures that organizations may be used to improve their efficiency employees and hence raise the company's profitability.

As most company Management is aware their efficiency workers has a crucial

influence in deciding the event's success firm Employee execution is critical in every business for both the overall success of the company and every employee's personal growth (meyer, 2011).

Estimated execution time is critical in establishing, executing & keeping track of a critical put it together allows to be directors assess if formal objectives have been established fulfilled and reward managers and it assists in assessing regardless of whether the organization is heading in the desired target (teeratansirikoo.L, siengthai.S, badir.y) (teeratansirikoo.L, siengthai.S, badir.y). Various researchers have conducted research in this field including Organizational Performance, Oloko (2005), which relates to the sum of all the work done by the association processes as well as hobbies and egwurudi (2009) [15].

Armstrong (2007) defines in terms of yield as the execution attainment of goals as well as the method in which these goals are attained. Superior results result from good moral particularly doing action as well as the effective implementation of necessary understanding, abilities and talents. Execution might occur regarded depends on who is speaking assessing the implementation of hierarchical example someone within the company could evaluate differently executed from someone from outside the company (Lebans and Euske2005). To do so describe the idea it is a case of execution critical to comprehend the features and their respective traits responsibility target. The capacity to analyze the end outcome is critical in order to report an organization's degree Petkovic (2004 execution) (Petkovic)

The phrase "execution "relates to the deed of performing transferring into effect or obviously exhibiting task completeness or accomplishment in the search for responsibility Gilbert and Ivancevich state that (2001)Cascio (2005) (2005)defines execution is defined as the efforts made by individuals of an organization to become more effective. There exists a high and positive association According to Zaman et al., there is a trade-off between reward and execution (2012). The Balanced Scorecard developed by Kaplan and Norton (BSC) method is another technique of monitoring organizational that has demonstrated lately gained favor in many businesses (1993).

This approach calculates an organization's success based on four key factors financial, customer, and internal procedures as well as progress and advancement. Kiragu says assessment 68% of Kenyan institutions have regularly embraced it (2004).

According to the work of Richard et al. (2008) research execution with authority comprises three key aspects of firm development financial growth, product



demonstrate execution and return on investment. It is depending on for example to construct its budgetary implementation. According to Armstrong (2001), execution is a technique for improving a person's performance complete organization or its constituent groups or persons by understanding and managing completion inside a common framework consisting of stated goals, rules, and competence requirements.

The aggregate of all labor processes as well as exercises performed by the organization is referred as well as execution (Santos and Brito 2011). It is concerned with how successfully an organization changes contributions to productivity and compares the true yield or outcomes as expected in relation to its expected yields (Robbins, 2008). Liptons claim that (2002) a company's capacity to carry out determines its potential for success. There is none consensus in terms of its definition which impedes progress in comprehending the notion in terms of execution via study 2013 (Santos and Brito) The technique for measuring Organizational performance has improved garnered increasing analytical interest as the argument concerning how to quantify it continues to rage (Liptons, 2004).

One among the most popular significant breakthroughs in the boardroom probe into commerce is a powerful performance (2001). The objective of any firm is constant development since it is the only method for businesses to develop and adapt. Furthermore, knowing the elements that determine successful the level of performance critical particularly in light of present cost crisis as it allows identifying the aspects that should be treated with increased enthusiasm to be able to increase development. Performance estimate assesses the circumstances under which projects are carried out wagers, and acquisitions produce the desired results Perez and colleagues (2008).

Trade's 2001 definition the bulk in terms of implementation metrics may be classified six times main type's adequacy Effectiveness, cost, quality, auspiciousness, progress, and profitability are all important considerations. This is the definition was appreciated by the investigators.

After that three of them factors are utilized to assess organizational development. A commercial task is a brand name for a technique that illustrates how effectively the outcome of an activity (a piece of work) adheres to the criteria 2008 (Robbins) Commercial activities

Assemblages that originate from confusing internal issues might arise irritate organizations. When a specific difficulty stops a member of the group from

accomplishing They may achieve their objective experience dissatisfaction (Luthans, 2007) as a result of some sort of security may be provided for example, legitimization, retreat, extortionate conduct, acceptability, or admitting a compromise or an alternate (Elmagri, 2001).

A brand's hallmark is customer loyalty strategy that demonstrates how much does it cost creates the required provide at the very at the very least, at the asset's cost (Robbins, 2008) because on the usefulness of their jobs hierarchical divisions system may foster high-quality customer loyalty may decrease if one department frequently fails to meet deadlines impacting every office that rely every office that

Price is- includes evaluating the monetary expenses of a company's operations while accounting for the company's entrance (Hitt et al, 2005).

The extent to which a product or service is available meets the wants and wishes of customers is referred to as its caliber (Robbins, 2008). Conflict with uncertainty can impede a team from reaching its objectives and jeopardize the sort of administration supplied (Hitt et al 2005) For example Dison (2004) discovered that by keeping a close watch on client benefit officers' interpersonal difficulties The nature of the client advantage was enhanced. As a result their self-assurance and development steadily improved

The purpose of this study is to improve the impact on the tactics in terms of organizational progress. Appropriateness estimations are generated regardless of whether or not a unit of work is finished done effectively and on time schedule. Criteria must be followed created in order to determine what distinguishes a given in 2002, the unit of effort was fortunate (Norreklit).

Monitoring job execution can assist a group achieve its objectives by preventing them from lounging about idly (Hitt ET AL2005?)

Managing work performance can save time and help a business achieve its goals.

To accomplish it is not sufficient to carry out hierarchical execution executes the correct processes and applies the appropriate technology a one should additionally enhance the environment of management. A good the condition of authority is one factor that might support the establishment in terms of hierarchies. Maintaining a pleasant administrative atmosphere is among the most important obligations of the finest management.

## **2.7 Advantages of online commerce for organizations**

### **2.7.1 Advantages for organization**

Online business broadens business hub at the regional, national, and global levels scale allowing it to serve all sorts of customers. It also reduces the finance of producing, Paper-based data organization, dissemination, storage, and retrieval the client receives "Oneself Service," has control over the search procedure, and the duration of the search. Different sites the items worth the broader populace with whom he must interact collaborate, and the choice to purchase because the client controls the relationships the item.

It is an innovative client-side typically an interface acquiring, adjusting and retaining new clients online is less expensive expenses. Online business minimizes the time between the capital costs and revenue products as well as administrations promoting The board of the "pull" type inventory network David E Colby in 2005 (E-Business Technologies) and Turban et al and enables lowered inventory and overhead (2003) [16].

### **2.7.2 Advantages for customers**

Every day on the internet company clients perform transactions 24 hours a day, seven days a week provides clients with additional alternatives this motivates them to communicate with one another via clients that utilize gadget networks shop online can take participate in virtual sales. E-selling encourages competition that results in significant limitations it also allows for the rapid supply of products as well as services [17].

### **2.7.3 Advantages for community**

E-commerce allows you to do all essential chores from the comfort of your own home reducing shopping excursions Traffic congestion and pollution during peak hour it allows rural residents regions to handle their money by allowing them to sell particular stocks for a lower cost Customers could manage their accounts they may save money by shopping online from anyplace Internet commerce is also available involves a network of stocks, and supply chain management refers to the management of these stockpiles collaboration of multiple divisions within a business.

It comprises proper age, proper taking, proper fulfillment and proper use of commodities

Services or data. Archer, Wang, Head and David E. are among others who have contributed to this work (2001).

More experts have researched the advantages of internet trade. E-Business network is the title of their book. David E. Colby (2003) and Turban et al. categorize the benefits of online commerce based on the category that they belong to obtains the advantages of doing business online, such as the association the customer or society (2005). Furthermore e-commerce allows enterprises to reach both regional and worldwide promotes internet corporation has no territorial limitations Colby, David E., Wang, Head, and Archer (2001) [18].

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section emphasized the need of reading the part which comes after explains the study's demographic, sample size and sampling methods technique, data, research instrument, and research quality collecting strategic data analysis research constraints, as well as moral concerns.

#### **3.2 Research approach**

It is defined as the procedure for circumstances for gathering and analyzing in such a way that aspires to balance significance to the study objective with a cost-cutting strategy (Selltis, 1961).

A cross-sectional layout with an illuminating design technique was utilized in this investigation. A descriptive examination determines the features of the intended population. According to Saunders et al., a visual study (2002) gives an accurate portrait of the people, events, or situations.

Because it gives a measurable depiction of the target market's traits, encounters and views the visual structure approach is perfect because of this sort of emphasis on how online businesses operate influences authoritative execution at Hargeisa's Saamionline Company It was similarly cross-sectional in nature focusing on those who disagree on a single significant trademark registration at a certain time period. In any case, this investigation took a quantitative method.

This term relates to anything method of obtaining information such as a questionnaire or method of inquiring about data such as graphs or insights creates or uses numerical data (Saunders et al., 2008).

#### **3.3 Target population**

The goal of this population's study is workers of the Saamionline Company in Somalia. The survey questionnaire was designed to be completed by 211 persons from the Somalia-based Saamionline Company.

This firm was chosen by the expert since it is at the forefront of market share data accessibility, implementation, and measurement client fidelity in the internet commercial industry in Somalia and its area.

### 3.4 Sample Size

A sample is a representative subset of the available target population to the audience to whom the advertisement is addressed presentation is being made. The research sample size was 175 participants. As a result Sloven's formula was developed used to compute this sample. This is the formula

$$n = N / (1 + (Ne^2)) = 211 / (1 + 211(0.05)^2) = 137$$

As a result, the degree of assurance for this investigation is 95%.

N = population size

n = sample size

e=the margin of error.

Using the aforementioned formula, 137 replies or more are necessary.

The reverse is true the higher the sample size the less the mistake or bias (Polit et al, 2011).

3.1 Size distribution table for the population and sample

Nu	Section	Target Population	Sample Number
1	Executive Section	28	15
2	IT and Technical Section	27	26
3	Logistic and Procurement Section	25	24
4	Customer Care Section	29	20
5	Commercial Section	58	48
6	Human Resource Section	15	14
7	Financial Section	29	28
<b>Total</b>		<b>211</b>	<b>175</b>

### 3.5 Sampling Technique

Because every participant has the same chance the state of being picked in this survey the likelihood test involves performed especially irregularity in the sample technique. In this approach probability testing guarantees the result of an agent trial.

### 3.6 Collection Tools for data

All primary information gathering for this study's instrument was a survey. A questionnaire is a list of questions that responders must reply. A vote often employed during a quantitative study approach while the questionnaire is a type of information collecting wherein each participant is requested to reply to a series a series of queries with a preset reply.

The notion of acquiring data in addition to the available time has all affected the choices taken about these gadgets. Given the nature of the probe focus is about how internet businesses work impacts the analyst's hierarchical success at the Saamionline Company found that inquiring as to why responders utilize questionnaires is the most effective approach to assess if they exist or not utilize advertisement in bulletins. I also like their capacity to give credible as well as pertinent data quickly

### 3.7 Research Excellence

#### 3.7.1 Reliability

Pollit and Hungleer define constant quality as the consistency which tool is equipped predicts the praise that it deserves supposed to assess (1992).The consistency of the examination toolset created utilizing the Cronbach's Alpha test in SPSS. Internal consistency is measured by Cronbach's alpha or the degree to which connected a collection of things is. It is thought to function as scale dependability metric.

This specific test ensured the arrangement in terms of the poll's research things. Cronbach's Alpha was used for everything parts of this study information were extracted from the product based on a questionnaire considered (CAC). As a consequence the CAC produced by SPSS unshakeable quality examination demonstrates the apparatus's reliability. Reynaldo believes (1998) A testing device is dependable when it is between the ranges of 0.7 - 1.0

3.2 Scale for reliability measurement

Alpha Cronbach's	Reliability of Value
0.6<	Weak
0.6 – 0.7	Questionable/Uncertain
0.7 – 0.8	Fair
0.8 – 0.9	Good
0.9 – 1	Outstanding

3.3 Reliability Analysis

Scale Identification	Questions numbers	Analyze of Reliability	Reliability Result
Organizational effectiveness	5	0.83	Good
Customer Happiness and satisfaction	5	0.81	Good

We divided our survey into two categories, as shown in table 3.7.1.1:

organizational performance and customer satisfaction.

There are 5 questions in organizational performance categories; after analyzing with SPSS, we got a reliability analysis of 0.83, which means the reliability result is good.

Also there are 5 questions in customer satisfaction categories; after analyzing with SPSS, we got a reliability analysis of 0.81, which means the reliability result is good.

### **3.7.2 Validity**

The precision and significance of data collection technologies Mugenda claims that (2002) define their credibility. The main goal or purpose of the point analysis was to assess the validity of the questionnaire. The investigation examined both face and substance validity is required while assessing the survey's reliability. According to Gillhamm (2007) test it is essential to have information and abilities given to a broader spectrum of information and knowledge. The validity the population in the scenario is concerned.

Amiin (2004) describes instruments with a believability coefficient of at least 0.70 or 70% considered relevant in investigation. The Index of Content Validity was created used to determine the poll's reliability (CVI). The two evaluators will assess whether or if (175) Out (211) is significant.  $175/211 = 0.829$ , hence the rendering's veracity is outstanding. The device was deemed significant since the product with a recorded CVI of 0.829 surpassed 0.7 the lowest indicated CVI when analyzed Gay, 1995; Amiin, 2003).

### **3.8 Information acquisition technique**

The expert was gathering surveys when he requested three questions to the responders to react to all inquiries must not leave any questions unanswered and preserve a By keeping a strategic separation from prejudices impartial while gathering the questions following that the expert issued the survey to the responders and gathered the polls again after confirming that they had completely filled.

After gathering the information it was encoded input into a system and statistically analyzed with the Statistical Package for Social Scientists (SPSS).

### **3.9 Analysis of data**

Data tidying there are two up and explanation processes throughout the information dissection process. Information component first, prepare the data for analysis then



analyzing the data and finally converting the data to discover any disparities in the responses and provide explicit numerical properties in response to the comments for later discussion data clean up entails altering coding as well as categorization. The survey findings are changed for consistency and satisfaction. At that point the information was coded and reviewed for mistakes as well as exclusions (Cooper and Schindler, 2004). The findings were illustrated using Recurrence rate and mean tables.

To examine the information using exact metrics a Statistical Package for Social Science (SPSS) adaptation 25.1 application is utilized to categorize and code analyses poll results.

This creates quantitative evaluations based on the frequencies and proportions of organizations focused tendency this was completed in light of the theoretical results Saamionline Company on the hierarchical implementation of online business.

The scientist analyzes cross sectional data employed expressive approaches. The survey employed a one-to-four scale with 1) Strongly Agreed, 2) Agreed, 3) strongly disagreed and 4) Disagreed.

### **3.10 Challenges**

1. As a result of exorbitant expense in terms of writing and publishing the obtained data there are few tools to conduct research and generating new concepts.
2. Along with the tremendous hurdles there might be times when time or accessibility is an issue.
3. Repliers struggle to grasp the inquiries due to communication difficulties.
4. Some participants did not answer to the survey as soon as possible and suitable way.
5. It is extremely tough to gather since it is voluntary in Somalia no public or commercial organizations gathering information.

Selecting a test population was also difficult although the researcher worked hard to choose a sufficient sample size typical of the broader community in terms of depth and scope.

### **3.11 Moral Perspective**

To maintain the anonymity of the data supplied by the repliers the replier's feedback and the firm is going to be coded rather than named as well as throughout the data gathering. The research will only be utilized for scholarly purposes reasons. The

investigator obtained permission from the necessary officials taking part in the research in writing. Everyone that helped with this project as well as the authors cited and quoted in it will be recognized thanked.

## **CHAPTER 4**

### **DATA ANALYSIS**

#### **4.1 Introduction**

This section discusses the findings of both the case study and the academic explanations for the claims. Allusions to the topics discussed will be made in Chapter 2 according to the systematic combination method to data examination. The primary case study is presented within the appendix portion of the investigation.

The objective this research was the influence the impact of e-commerce on organizational performance: a case study of Somalia's Saami online. The information was gathered analyzed using the statistical Package for social science -SPSS version 25.1. Tables detailing the various sorts of replies their frequency distributions, percentages, and demonstrated the responses of research responses to the statements presented this chapter makes use of the questionnaire to convey the examination's conclusions. The emphasis this chapter focuses on data analysis, visualization, and interpretation. The data was examined and translated in light of the research's aims and investigation issues. The whole study data acquired was then drawn from the desired population displayed and evaluated using this topic.

#### **4.2 Characteristics of the respondent's demographics**

This paragraph presents background knowledge about the survey participant's survey in order to determine the characteristics of the responders. Furthermore, the respondents have agreed that they have names would be preserved secret ensuring that the data they provided can only be used for scholarly purposes research. A total of 175 persons completed the case study's questionnaire picked from the Hargeisa-based Saamionline Company. The demographic survey is formatted as follows.

#### 4.2.1 Male or female respondent

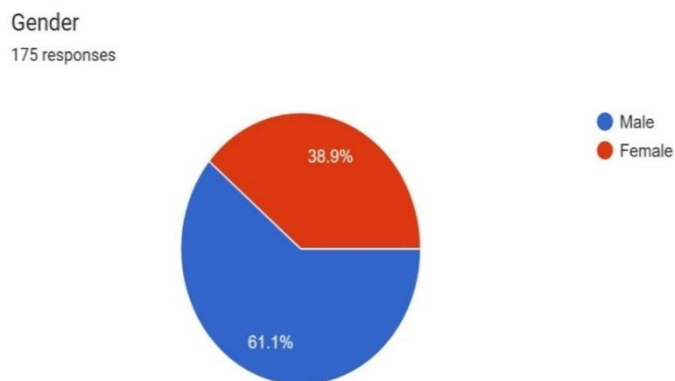


Figure 4.1 Male or female respondent

Figure 4.2.1 shows that the majority of respondents (107, or 61.1%) were men, while 68, or 38.9%, were women.

#### 4.2.2 The respondent's age

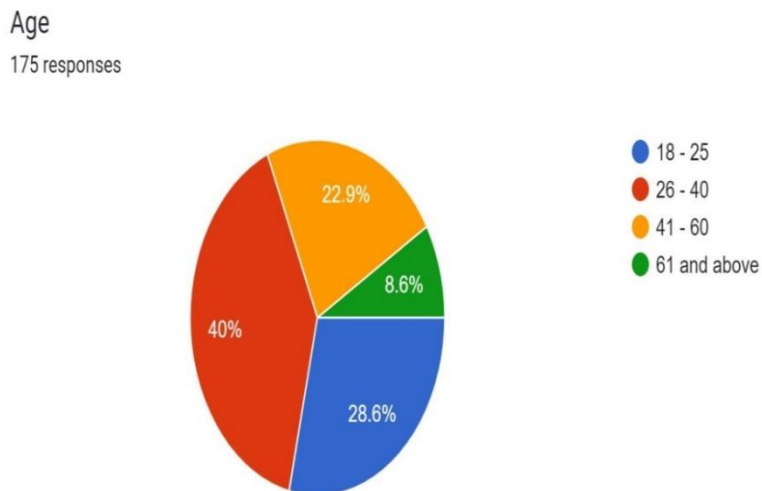


Figure 4.2 Respondent's age

According to figure 4.2.2, 70 (40%) of the respondents were between the ages of 26 and 40, 50 (28.6%) were between the ages of 18 and 25, 40 (22.9%) were between the ages of 41 and 60, and 15 (8.6%) were between the ages of 61 and above, indicating that the majority of respondents are between the ages of 26 and 40.

### 4.2.3 Marital of the respondents

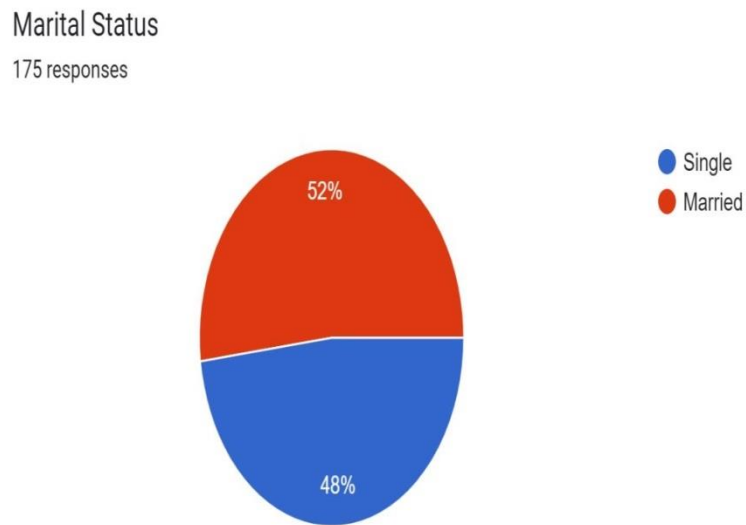


Figure 4.3 Marital of respondent's

Figure 4.2.3 shows that the majority of respondents (91, or 52%) were single, while 84 or 48% were married.

### 4.2.4 Level of the education of the respondents

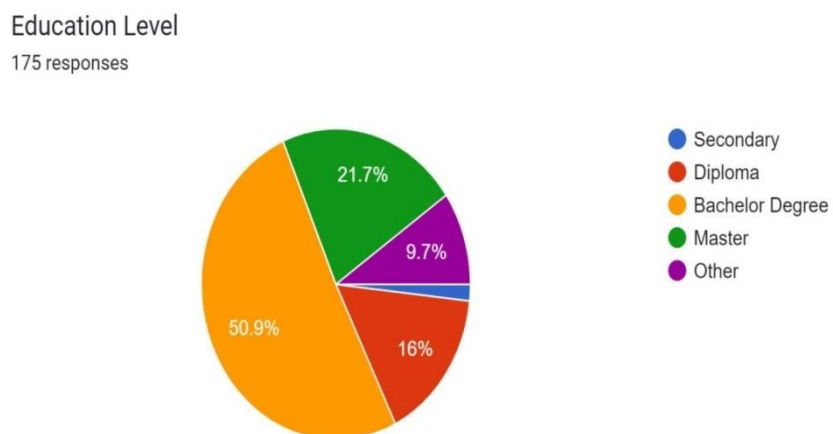


Figure 4.4 Level of education of respondents

Figure 4.2.4 shows that 89 (50.9%) of respondents had a bachelor's degree, 38 (21.7%) had a master's degree, 28 (16%) had a diploma, 3 (1.7%) had a secondary level and 17 (9.7%) had other degree.

### 4.2.5 Respondent's experiences

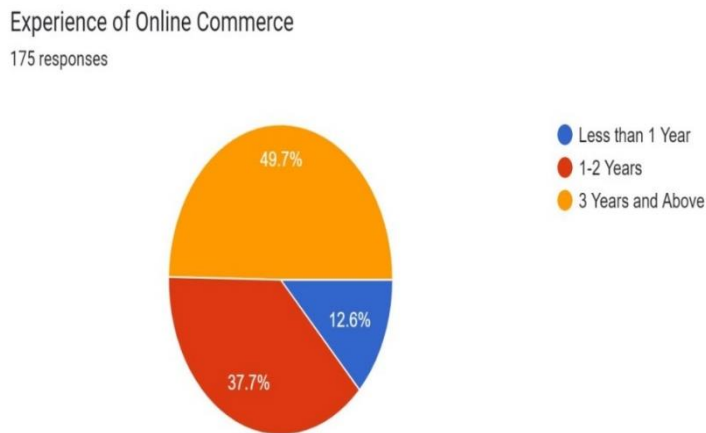


Figure 4.5 Respondents experience

According to figure 4.2.5, 87 (49.7%) of respondents have three years or more of experience, 66 (37.7%) have one to two years of experience, and 22 (12.6%) have less than one year of experience.

### 4.3 Analysis and presentation of data



Figure 4.6 Question 1

From figure 4.3.1, shows that question “Companies can use E-commerce to increase organizational performance” the answer of this question, the respondents 90(51.4%) has selected agree, 40(22.9%) has selected strongly agree, 25(14.3%) has selected

disagree and 20(11.4%) has selected strongly disagree.

So the majority of the respondents have agreed that Companies can use E-commerce to increase organizational performance.

2-Companies control the features of E-commerce easy in order to increase organizational performance  
175 responses

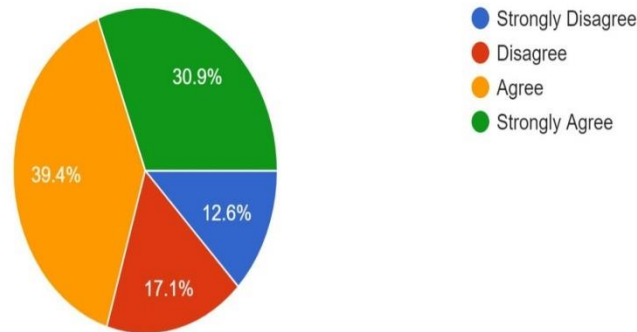


Figure 4.7 Question 2

Figure 4.3.2 shows that respondents 69 (39.4%) chose "agree," 54 (30.9%) chose "strongly agree," 30 (17.1%) chose "disagree," and 22 (12.6%) chose "strongly disagree" for the question "Companies control the features of e-commerce easily in order to increase organizational performance."

So the majority of the respondents have agreed that companies control the features of e-commerce easily in order to increase organizational performance.

3-Mistakes is under control when use E-commerce which can increase organizational performance  
175 responses

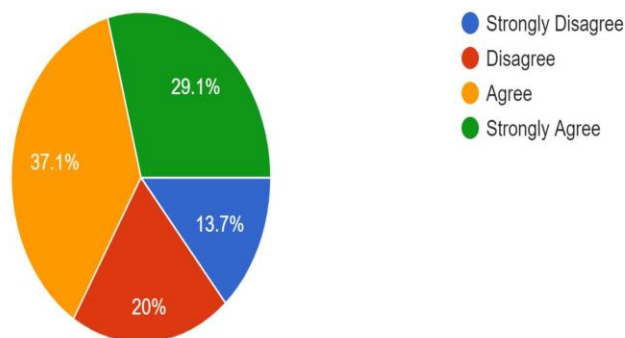


Figure 4.8 Question 3

Figure 4.3.3 shows that respondents 65 (37.1%) chose "agree," 51 (29.1%) chose "strongly agree," 35 (20%) chose "disagree," and 24 (13.7%) chose "strongly disagree" for the question " Mistakes is under control when use E-commerce which can increase organizational performance."

So the majority of the respondents have agreed that Mistakes is under control when use E-commerce which can increase Organizational performance.

4-Customers receive their order with expected timeline when use Online Commerce  
175 responses

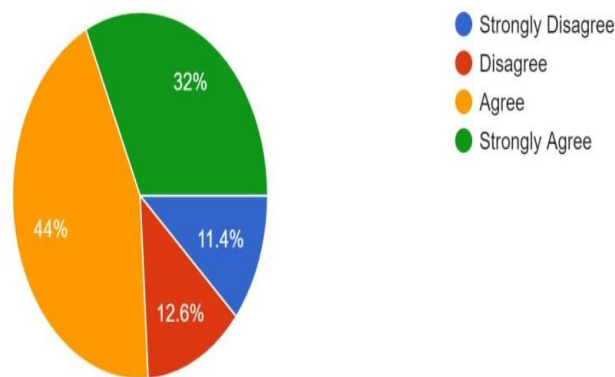


Figure 4.9 Question 4

Figure 4.3.4 shows that respondents 77 (44%) chose "agree," 56 (32%) chose "strongly agree," 22 (12.6%) chose "disagree," and 20 (11.4%) chose "strongly disagree" for the question "Customers receive their order with expected timeline."

So the majority of the respondents have agreed that Customers receive their order with expected timeline when using e-commerce.



5-Sales revenue Growth is High in the organizational performance when use Online Commerce

175 responses

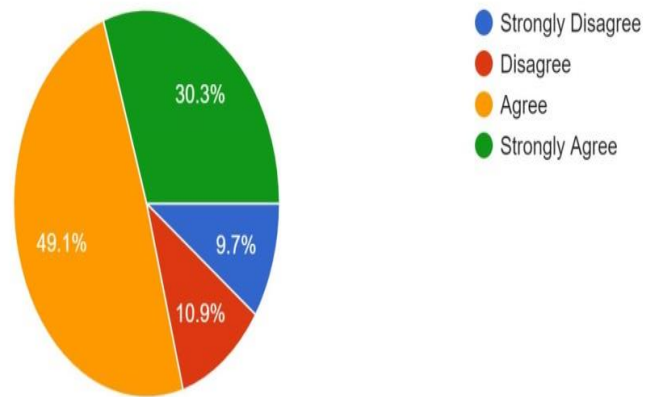


Figure 4.10 Question 5

Figure 4.3.5 shows that respondents 86 (49.1%) chose "agree," 53 (30.3%) chose "strongly agree," 19 (10.9%) chose "disagree," and 17 (9.7%) chose "strongly disagree" for the question "Sales revenue Growth is High in the organizational performance."

So the majority of the respondents have agreed that Sales revenue Growth is high in the organizational performance when using e-commerce.

6-Market share gain is high

174 responses

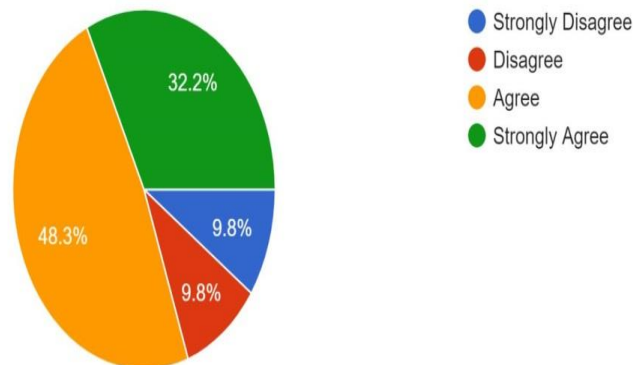


Figure 4.11 Question 6

Figure 4.3.6 shows that respondents 84 (48.3%) chose "agree," 56 (32.2%) chose "strongly agree," 17 (9.8%) chose "disagree," and 17 (9.8%) chose "strongly disagree" for the question "Market share gain is high."

So the majority of the respondents have agreed that Market share gain is high using e-commerce.

7-High levels of employee satisfaction and profitability  
175 responses

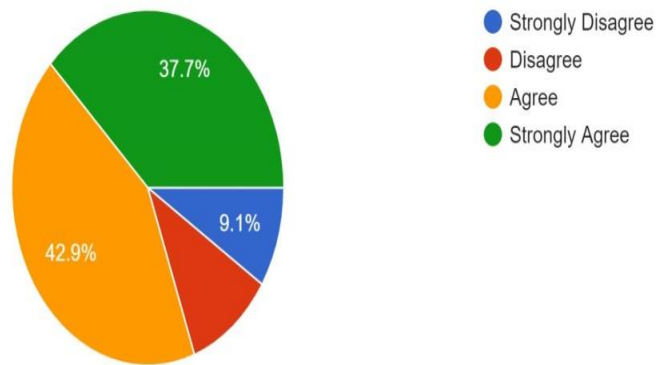


Figure 4.12 Question 7

Figure 4.3.7 shows that respondents 75 (42.9%) chose "agree," 66 (37.7%) chose "strongly agree," 18 (10.3%) chose "disagree," and 16 (9.1%) chose "strongly disagree" for the question "High levels of employee satisfaction and profitability."

So the majority of the respondents have agreed that High levels of employee satisfaction and profitability when using e-commerce.

8-High Customer Satisfaction and reduce the time  
175 responses

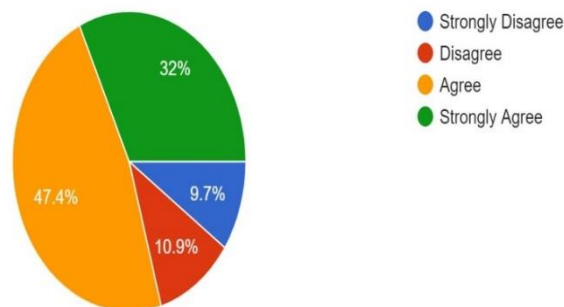


Figure 4.13 Question 8

Figure 4.3.8 shows that respondents 83 (47.4%) chose "agree," 56 (32%) chose "strongly agree," 19 (10.9%) chose "disagree," and 17 (9.7%) chose "strongly disagree" for the question "High Customer Satisfaction and reduce the time using E-Commerce."

So the majority of the respondents have agreed that High Customer Satisfaction and reduce the time using E-Commerce.

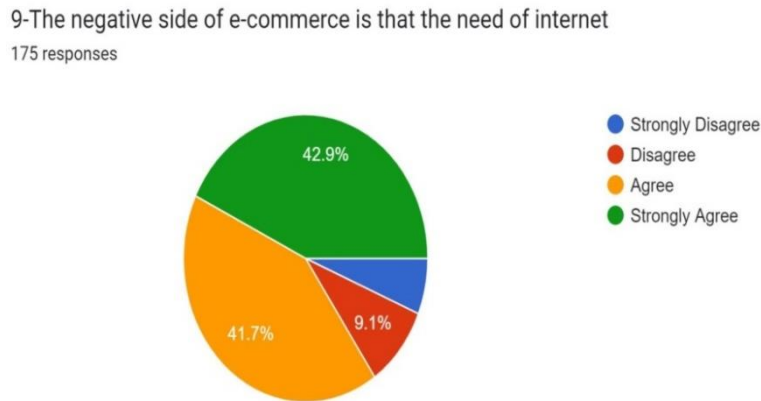


Figure 4.14 Question 9

Figure 4.3.9 shows that respondents 75 (42.9%) chose "strongly agree," 73 (41.7%) chose "agree," 16 (9.1%) chose "disagree," and 11 (6.3%) chose "strongly disagree" for the question "The negative side of e-commerce is that the need of internet."

So the majority of the respondents have strongly agreed that the negative side of e-commerce is that the need of internet.

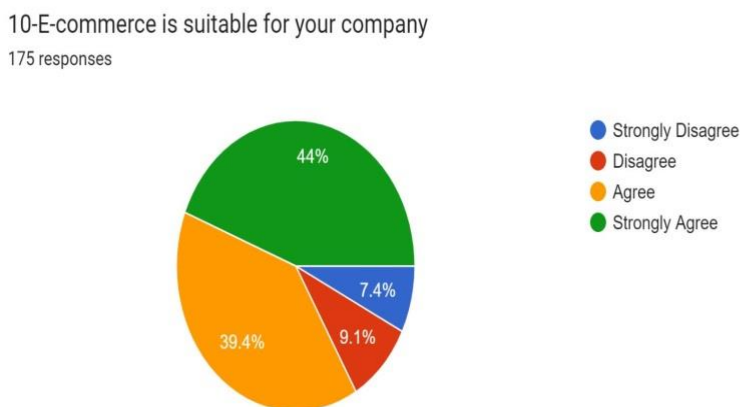


Figure 4.15 Question 10

Figure 4.3.10 shows that respondents 77 (44%) chose "strongly agree," 69 (39.4%) chose "agree," 16 (9.1%) chose "disagree," and 13 (7.4%) chose "strongly disagree" for the question "E-commerce is suitable for your company."

So the majority of the respondents have strongly agreed that E-commerce is suitable for your company.

#### 4.4 Mean range and explanation of them

Mean: The mean is the average answer count in terms of numbers. A mean will serve as the midpoint of a given group of values when analyzing a data set (or several data sets). It is calculated by dividing the total number of values in the data set by their sum.

The purpose of data interpretation is to aid individuals in making meaning of gathered, examined, and presented numerical data. Your analyst teams will benefit from having a baseline approach (or processes) for evaluating data since it will provide them a foundation of structure and consistency.

Table 4.1 Mean range and explanation of them

Mean Ranges	Response category	the outcome of result
1 up to 1.75	Strongly Disagree	Very Weak
1.76 up to 2.50	Disagreed	Weak
2.51 up to 3.25	Agreed	Satisfactory
3.26 up to 4	Strongly Agreed	Outstanding

Table 4.2 Organizational effectiveness

Question	Mean Value	Standard Deviation Value	Result Interpretation
Companies can use E-commerce to increase organizational performance	2.9	0.90	Satisfactory

Sales revenue Growth is High in the organizational performance when use Online Commerce	3.0	0.89	Satisfactory
Market share gain is high	3.02	0.9	Satisfactory
High levels of employee satisfaction and profitability	3.01	0.92	Satisfactory
E-commerce is suitable for your company	3.2	0.89	Satisfactory
<b>Average Sum</b>	<b>3.026</b>	<b>0.9</b>	<b>Satisfactory</b>

As indicated Table 4.4.2 shows the percentage of respondents (Mean = 3.04) and the standard deviation (STD = 0.90) it was decided that e-commerce may improve organizational effectiveness. As a result the investigator determined that the organizational effectiveness of Saamionline was satisfactory.

Table 4.3 Customer satisfaction

Question	Mean Value	Standard Deviation Value	Result Interpretation
Customers receive their order with expected timeline when use Online Commerce	3	0.95	Satisfactory
High Customer Satisfaction and reduce the time	3.0	0.91	Satisfactory
Companies control the features of E-commerce easy in order to increase	2.9	0.99	Satisfactory



commerce and corporate success. The findings suggested as well as a moderately favorable connection demonstrated by the R. number 401 this result indicates that as online commerce grows organizational effectiveness grows. It also demonstrates that there exists a strong association between internet commerce and companies effectiveness as indicated by the P values ( $P=0.01$ ) and ( $P\leq 0.05$ ).

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 Introduction**

This segment is organized into three parts fundamental results guidelines as well as a conclusion for prospective experts.

#### **5.2 The Study's Major Findings**

There have been a few finds made in this examination concerning the implications of internet commerce on commanding effectiveness as stated in the summary.

#### **5.3 E-commerce improves organizational effectiveness**

The inquiry focuses on how online improves company effectiveness and hierarchy development.

As stated by the current situation data in table 4.4.2 the great the vast majority of responses believe that online improves company effectiveness as demonstrated based on the mean ( $M=3.026$ ) and standard deviation ( $STD=0.9$ ).

#### **5.4 Online shopping improves customer satisfaction**

The investigation focuses on how online improves consumer happiness.

The significant the vast majority of responders thought that online business promotes consumer happiness, Table 4.4.3 shows the mean value ( $M=2.98$ ) and standard deviation ( $SD=0.94$ ) of client satisfaction.

#### **5.5 Recommendations**

According to the research while doing internet selling is a smart approach since it improves In Somalia, hierarchical effectiveness is being demonstrated difficult owing to the nation's poor online and expensive cost, as well as the lack of any internet security legislation. As a consequence the researcher recommends exercising use care while using this invention.

1. Businesses must supply sufficient online selling to increase company effectiveness.
2. Administrators should keep in mind Workers need investigations to be better the circumstance to make hierarchical execution in client's satisfaction.
3. Organizations must evaluate their protection strategies and internet selling apps to ensure quality system and system security performance.



## **5.6 Additional Recommendations**

The expert proposed recruiting more scientists in the following field's areas that require special emphasis.

1. The emphasis of internet commercial is on competent performance.
2. The significance of rivalry in internet companies
3. The implications of work on B2C web enterprises
4. The influence of e- business on small enterprises
5. The influence of internet shopping about currency exchange
6. The effect of internet commerce in terms of employee activities
7. Customer devotion in online shopping.

## **5.7 Conclusions**

This research examined how the result of electronic commerce on company's effectiveness in Somalia changed the manner in which businesses were run there. The study's goal demographics were the internet division relates with the office as well as the customer service department with an overall test estimate at the Saamionline Company of 175 and an intended demographic of 211.

The probe's purpose was to discover about the implications of internet commercial on company success as well as the influence of consumer happiness. The study employed a design that is expressive and cross sectional. Furthermore the research was employed in the midst of gathering critical information for this assessment.

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## QUESTIONNAIRE

As a student pursuing a Master's degree in Management Information Systems at Daffodil International University I'm doing research on “**The Role of E-commerce on Organizational Performance: A case Study of Saamionline in Somalia**”.

Respectfully Sir/Madame,

Please help us finish this questionnaire's instructions. I'm delighted to inform that you have been remarked to participate in my investigation. This survey is for scholarly objective only.

Please check any of the possible responses options offered for each of the blanks areas in the table or between the brackets.

### **Part 1- Demographic Introduction**

Please fill out the questionnaire with your personal information and mark ( ) where applicable

#### **1- Male or female respondent**

- Male
- Female

#### **2- The respondents' age**

- 18 up to 25
- 26 up to 40
- 41 up to 60
- 61 and more

#### **3- Marital of the respondent's**

- Single
- Married

#### **4- Level of Education of the Respondents**

- Secondary School
- Diploma Certificate
- Bachelor's Degree
- Master's Degree

## 5- Respondents' experiences

- Less than 1 year
- 1 up to 2 Years
- 3 Years and more

### Part 2:- Questions

Please use the scale direction shown here to signify your degree of consent with the following assertions Please use the rating mechanism described below to specify your preferred option: Please mark ( ) the correct answer Strongly disagree, Disagree, Agree and Strongly Agree.

Nu	Question	Strongly Disagree	Disagree	Agree	Strongly Agree
1-	Companies can use E-commerce to increase organizational performance				
2-	Companies control the features of E-commerce easy in order to increase organizational performance				
3-	Mistakes is under control when use E-commerce which can increase organizational performance				
4-	Customers receive their order with expected timeline				
5-	Sales revenue Growth is High in the organizational performance				
6-	Market share gain is high				
7-	High levels of employee satisfaction and profitability				
8-	High Customer Satisfaction and reduce the time using E-Commerce				
9-	The negative side of e-commerce is that the need of internet				
10-	E-commerce is suitable for your company				

Thank You

ORIGINALITY REPORT

19%

12%

2%

11%

SIMILARITY INDEX

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PUBLICATIONS

STUDENT PAPERS

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