

The Impact of E-commerce on Organizational Performance

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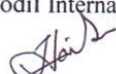
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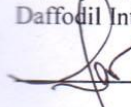
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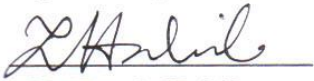
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ABSTRACT

The main purpose of this study was to investigate the impact of e-commerce on organizational performance, at Saami online company in Hargeisa - Somalia. The problem statement of this study was contribute in minimizing the gap in the literature and thereby establish the basis to understanding of some aspects of e-commerce in general and organizational performance in particular in Hargeisa Somalia. In order to do so, organizations have to obtain and utilize her human resources effectively. Study objective were: 1) To determine business to consumer in e-commerce on organizational performance was generally a very good and this is indicated by the average mean of 2.02. Second objective 2) To examine business to business in e-commerce on organizational performance was generally a very good and this indicated by the average mean of 2.22. Third objective, 3) To describe the consumer-to-consumer in e-commerce on organizational performance at Saami online company in Hargeisa, as generally every good and this indicated by the average mean of 2.19. The study was conducted between March 2018 to June 2018. Hargeisa was the study area for the study.

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CHAPTER ONE

1.0 Introduction

This section was considered the foundation, issue of the investigation, motivation behind the examination, explicit goals of the examination, inquire about inquiries, importance of the examination, and extent of the investigation, operational definitions, and applied casing work.

1.1 Background

Over the most recent two decades, because of the expanded improvement of the innovation and the rise of the Internet, and World Wide Web (WWW) the new term– web based business was conceived. From the mid-1990s internet business started to develop quickly and to reshape numerous enterprises. The commercial center and the manner in which the business is directed was never be the equivalent [1].

The significance of the point has been expanding each year since the plain start, and these days web based business is considered as a promising device for achieving organization's objectives – expanded deals and income.

In the course of recent decades, business practically, in each area of the world economy have profited from the innovations of electronic trade. In any case, the enthusiasm for online business is generally later. Henceforth, any meaning of online business is excluded under the rubric of internet business will undoubtedly be questionable, is as yet advancing. Industrially, internet business can be alluded as exercises that try to make a safe distance exchanges among firms and people, likewise it includes in the trading of cash, merchandise or obligations.

In this way, web based business definition avoids between hierarchical frameworks, for example, email, phone, fax or web phone, and in addition interior registering achieved by bookkeeping, deals, stock, fortune, work force or official data frameworks. Business exchanges can happen from business to business, for instance, in electronic information trade, closeout markets and dissemination coordinations frameworks. This can likewise happen from business to buyers, for instance in overall web(WWW) retailing and electronic financiers [2].

The employments of Internet and e-business exercises have created extensive enthusiasm for Australia. Australia is one of the main nations to grasp web based business innovation with the help of Australian government, which has custom-made their financial arrangements to increment monetary advancement by supporting the advancement of e-business. Web based business gave new chances to extend fares and improve financial development [3].

A need of Australian government is to empower the utilization of business-to-business online business, as the legislature trusts that internet business offers extensive upper hand to the business [4]. SMEs comprise 94-96 percent of business associations in Australia [5] and in this way assume a noteworthy job in the Australian economy, by adding to private division work. The usage of e-business exercises in SMEs raises numerous issues. This better approach for working together requires staff with aptitude in new advancements and SMEs won't really have devoted IT staff to empower them to pick up the important upper hand [6] In contrast to huge associations, who may have particular IT staff, SMEs may experience issues first in meeting the underlying expenses and after that the on-going costs of keeping up the task [7].

Little associations, were not take up new advances except if they see leeway to do as such, or a quick disservice in not taking them up [8]. The supposed prevalence of internet business is because of a large number of apparent operational advantages it can convey to acquiring rehearses [9]. Instances of these advantages are cost funds coming about from fast transmission of procurement arrange related data; and improved open doors for the provider purchaser association through foundation of a trap of business-to-business correspondence systems. (Dell,1999). Web based business can build store network proficiency by giving genuine - time data in regards to item accessibility, stock dimension, shipment status, and creation necessities [10].

Moreover, it can viably interface client request data to upstream inventory network capacities and in this way encourage "pull" (request driven) store network activities [11]

In spite of such potential advantages, the vast majority of the organizations are not quick to hold onto web based business as an obtaining apparatus [12]. Some real obstacles to effective

execution of web based business incorporate a large group of security, lawful and money related issues, not the slightest of which are un quantified business cases for its presentation (Taylor, 1999). Current internet business frameworks don't completely address these issues, and most focus on bilateral connection among purchasers and venders

[13]. Australian SMEs are utilizing e-business for different purposes and the utilization of e-business has expanded considerably throughout the most recent couple of years.

In 1994, web based business was not exist or exist in little region, following 20 years of its starting (1995– 2015), internet business turned into a generally known method of working together. In the early long stretches of internet business there were a time of touchy development and exceptional advancements. In the first place internet business is utilized in promoting items through the web. Amid this Invention period, web based business implied moving retail products, normally very straightforward merchandise, on the Internet.

Basically, there was insufficient data transfer capacity for progressively complex items. Advertising was restricted to unsophisticated static showcase promotions and not incredible web indexes.

Electronic trade reshaped numerous parts of the business and the public activity. Organizations need to adjust their methodologies to the new substances on the off chance that they need to be aggressive in the commercial center. Internet business is another method for leading business, and its impact is expanding each year (Chong 2008). The expression "web based business" is portrayed by Chaffey (2009), as all electronically interceded exchanges between the organization and outsider. In the meantime internet business not just gives the organizations a tremendous measure of data, builds the speed of the exchanges and diminishes costs, yet additionally reshapes their showcasing systems and practices (Dou and Chou 2002). The explanations behind actualizing a web based business system can change from organization to organization.

As per Xu and Quaddus (2009), while in the enormous organizations the main thought processes are to enhance productivity in their inner procedures; little organizations are increasingly worried

about the competitiveness. Effectively reception of web based business is a moderate procedure and it can't be finished without a moment's delay, but instead in little arrangement of selection forms in which the organization moves bit by bit from easy to progressively complex phases of internet business (Brand and Huizingh 2008). Clearly, any firm starting the procedure of reception confronted numerous issues and boundaries. Directors in the little organizations need to conquer the obstructions and understand the advantages from internet business so as to keep the danger of aggressive detriment in their organizations (Abid et al. 2011; Stockdale and Standing 2004).

The reasons why the little organizations have begun the procedure of online business selection was depicted, consideration was been put on the advantages and hindrances identified with this procedure. So as to do this, a broad survey of the writing and optional information was performed. The items are circulated inside the nation by very much created system of modern merchants and retailers. High volume of organization's deals is produced in the global market.

Today, we are amidst one more progress: another and energetic social, portable, and nearby model of online business developing close by the more conventional internet business retail deals display exemplified by Amazon. Interpersonal organization destinations, for example, Facebook, Twitter, YouTube, and Pinterest, which empower clients to disperse their very own substance, (for example, recordings, music, photographs, individual data, online journals, and programming applications), have soared to conspicuousness.

Organizations are pondering how best to approach this gathering of people from a publicizing and promoting point of view. Governments, private gatherings, and industry players are attempting to see how to secure protection on this new web based business stage. Informal communities and client produced content destinations are additionally instances of innovation that is very troublesome of conventional media firms.

In 2013, there product more than 363 million cell phones in the United States that can be associated with the Internet (more than 1 gadget for every individual in the United States), and that number is relied upon to develop to right around 400 million by 2017 (eMarketer, Inc.,

2013b). In the late 1970s, a pharmaceutical firm named Baxter Healthcare started a crude type of B2B web based business by utilizing a phone based modem that allowed doctor's facilities to reorder supplies from Baxter (Tsaur and Lin, 2004).

In Singapore albeit still at a beginning time, the experience of Singapore in web based business advancement is of enthusiasm from a global near point of view for various reasons. Right off the bat, as one of the main nations in Asia to target IT as a vital part to advance monetary improvement in the mid 1980s, Singapore had officially built up a generally progressed ICT framework preceding the landing of the Internet and web based business (Wong, 1996, 1998). Also, Singapore's past monetary accomplishment as a territorial business center point in Southeast Asia has been founded on a procedure of drawing in direct outside venture (DFI) by worldwide global enterprises and utilizing their essence to animate innovation exchange and to advance the improvement of focused nearby enterprises providing parts and administrations to these requesting clients (Wong, 1992, 1998, 2000). Web based business on Organizational execution There pursued a time of conservation and reexamination, which prompted the share trading system crash of 2000– 2001, with the estimation of web based business, media communications, and other innovation stocks diving. After the air pocket burst, numerous individuals rushed to discount web based business.

In Africa, (Morocco, Tunisia, Senegal, and South africa, Nigeria), product portrayed as the main nations of web based business in Africa. Morocco is the most nations with increasingly accessible information on web based business because of the productions of the National Federation of E-trade in Morocco (FNEM). South Africa presently faces various difficulties concerning cross-outskirt online business. A portion of the difficulties are specific to government and some to SMEs. Be that as it may, difficulties of government thus turned out to be real obstacles for SME organizations as they back off the pace of government endeavors to make a reasonable domain for SMEs to flourish (Worldwide Worx 2016). At the center of online business lies the likelihood for Moroccan individuals to purchase on-line outside and Moroccan items sold by organizations (B2C). The most visited web based business site in Morocco is Jumia, propelled in 2012. (Le matin ECO, 19 September 2013.).

UAfrica.com is a South Africa based innovation organization that offers a cloud based web based business administrations to little medium undertakings crosswise over Africa. UAfrica gives benefits as a unified stock and request the board framework that give an online store retailer the capacity to connect its items over numerous business channels, customer facing facades, internet based life channels, possible or popup stores web based utilizing Shopify as its purpose of offer (UAfrica, 2017).

To contextualize online business appropriation in Somalia, an examination of web based business improvement in utilizing internet business is required. In the previous quite a long while, with the fast development of the number of inhabitants in Internet clients in Somalia, web based business has extended as needs be in Somalia.

In this way, the scientist chose to think the impact of web based business on hierarchical execution in Hargeisa. Exceptionally, Saamionline organization, utilizing web based business, in Somalia, there is no exploration was made about Somalia identified with the procedure of internet business, usage, and experience. It is difficult to look at the issues and advantages that the web based business connected organizations have officially confronted.

Business-to-Business B2B: E-trade show in which every one of the members are organizations or different Organizations for instance dell pitches its items to different organizations. Business-to-Consumer B2C: E-trade demonstrates in which organizations pitch to singular customers for Example any individual can enter amzon.com and purchase items from that site. Business-to-Consumer B2C: E-trade display in which a business gives some item or administration to a customer business that keeps up its very own clients for instance Intel fabricating PC processors and pitch it to HP which makes PCs that last purchaser can purchase. Business to Consumer-B2C: E-trade show in which people utilize the web to pitch items or administrations to associations or people who look for merchants to offer on items or administrations they require. Customer to-Consumer C2C: E-business display in which buyers offer straightforwardly to other purchaser. Different commercial centers assumes the job ofgo between by empower the client to purchase from different clients like ebay.com.

Authoritative execution: is a result of all collaborations occurring in the association (rajham amit 2001).organizations face numerous difficulties, yet one of the best one is guaranteeing the prosperity of its workers. Comprehension of the relationship among occupation fulfillment, representative hierarchical responsibility, authoritative execution, and web based business is critical in light of the fact that it helps with making a proficient and roused workforce and takes into consideration an association to accomplish better by and large objectives and destinations (amburgey, 2005). Hierarchical execution is the final product of a movement, in this investigation authoritative execution was estimated effective productivity, and time.

1.2 STATEMENT OF PROBLEM

The view of web based business greatly affects the achievement of any association. The degree to which all individuals from an association use online business and impacts in the compelling use of assets relies on how well the internet business of the association comprehends and play out their employments (maddock and fulton 1998). Clarified that internet business and different procedures of the association must be to such an extent that can guarantee most extreme likelihood with in all connections and associations with the associations, every part will be in the light of his experience, qualities and desires, see the costs as steady and one which can assemble and keep up his feeling of individual worth and significance. Web based business is purchasing and moving of items or administrations is directed over electronic frameworks.

It is exceptionally important for the association to execution the preparation cautiously and utilizing online business (Michael Armstrong, 2000). The execution of the preparation ought to accord the necessities of the workers (Ginsberg, 1997). Those associations which build up a decent preparing execution as per the need of the representatives and in addition to the association dependably get great outcomes (Partlow, 1996; Tihanyi et al., 2000; Boudreau et al., 2001). It appears that Training execution assumes an extremely fundamental job in the worker and hierarchical execution.

The key obstructions for Saamionline organization "insufficient talented staff", "lawful issues" and "security reasons" absence of gifted staff is the most hindrance for the organization. In spite

of these potential issues, a few organizations are beginning applying internet business applications.

1.3 Purpose of the investigation

The reason for this investigation is, to survey the effect of web based business on the hierarchical execution, in Saamionline organization.

1.4 Specific Objectives

1. To decide Business-to-Consumer in web based business on authoritative execution at Saamionline, in Hargeisa.
2. To inspect business-to-business in web based business on authoritative execution, at Saamionline, in Hargeisa.
3. To depict the customer-to-buyer in online business on authoritative execution, at Saamionline, in Hargeisa.

1.5 Research questions

1. What is the business-to-Consumer in web based business?, and what is the effect on authoritative execution, in Saamionline, in Hargeisa?
2. How is Business-to-Business in online business? what is the effect on authoritative execution, in Saamionline, in Hargeisa?
3. What is Consumer-to-Consumer in online business on authoritative execution, in Saamionline, in Hargeisa?

1.6 The extent of the investigation

1.6.1 Geographically

The examination was happened in Hargeisa, Somalia.

1.6.2 Content Scope

The examination was centered around, the effect of online business on the hierarchical execution, in Saamionline, in Hargeisa.

1.6.3 Time scope

This examination was directed between (October to November, 2018).

1.7 Significant of the study

The reasons that was directed this investigation is, to investigate progressively about this field, and import of the organizations utilizes web based business and to who concern this examination are given in no time underneath: The discoveries of the examination will give up-to-date data to the future scientists and academicians about the effect of web based business on hierarchical execution.

1. I chose to concentrate on my theory on little organizations, right off the bat since Somalia is a nation among exceedingly creating in ICT (Information and correspondence innovation), and furthermore, the patterns got to here can be looked later on by organizations from less created nations and furthermore its significance to pursue the natural shop organization.

2. Many examinations have inspected the impact of various factors and proposed, and basic components for future investigation. The fast advancement on Internet and new innovations assumes constantly observing the evolving conditions. In this manner the need of concentrates to screen the flow status is fundamental and can be of enthusiasm for organizations or future analysts.

3. I chose to focus on little organizations, right off the bat since they are moderately amidst the procedure of web based business usage and experience now every one of the issues and advantages which biggest organizations have officially confronted and fathomed. Be that as it may, because of the contrasts between the little and the huge organizations, the intentions, hindrances and advantages are required to appear as something else. At long last, the impact of the little organizations in Somalia is expanding particularly natural shop organization it ought to be more and rules that to pursue and they are considered as essential for the economy.

4. Finally, in this examination Saamionline organization was researched.

1.8 Operational meanings of the investigation key terms

E-commerce is a procedure of joining all the organization's procedures, exercises and administrations toward purchasing and moving of items and trade of data and assets with the organization's accomplices through PC systems and electronic innovations (Adapted from Chong 2008; Chaffey 2007) E-commerce is purchasing or selling items or providing services over electronic frameworks.

Business-to-Customer B2C: E-trade is a model, in which organizations sell their items, services, to people in on the web. Like, Amazon, Alibaba, Saamionline.

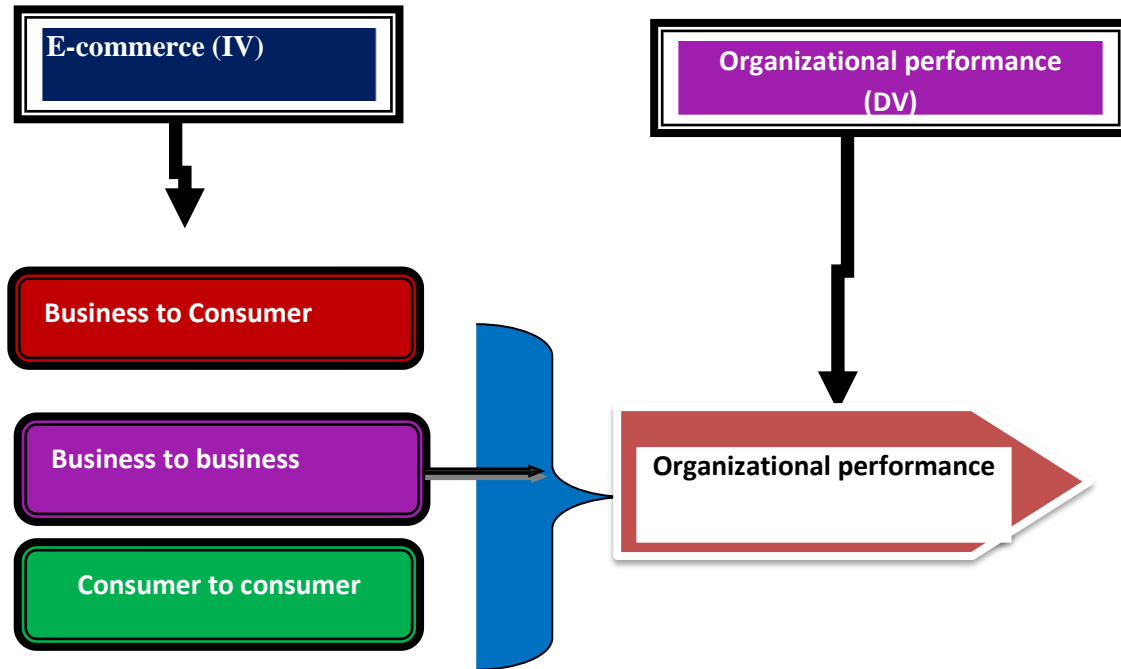
Shopper to Business - B2C: E-trade is a model, in which people utilize the web, to pitch their items or administrations to associations or people.

Business-to-Business B2B: E-trade is a model, in which every one of the members are organizations included.

Shopper to-Consumer C2C: E-trade is a model, in which buyers offer specifically to other purchaser. (Al-bayati, 2011):

Authoritative execution is the capacity of an association to accomplish its set objectives and destinations to satisfy its central goal by utilizing a solid administration, sound administration.

1.9 The conceptual frame work



Source: Schneider (2006)

Figure 1.1 The conceptual frame work

According to figure 1.1 above shows, the conceptual framework that indicates how applying e-commerce effects on organizational performance.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this chapter, the researcher will focus on the reviews of literature related to the Impact of e-commerce on organizational performance. In the literature, will be defined as an important subject in the field of organizational performance. The review was conducted under the objective and purpose of the study and focuses mainly the following section which in E-commerce is usually classified by the types of entities participating in the transactions or business processes and organizational performance. Generally, e-commerce activities can be grouped into three categories: Business-to-Business (B2B), Business-to-Customer (B2C), and Customer-to-Customer (C2C).

2.1 Electronic - Commerce

Today web based business turned into an image of globalization and from numerous points of view its driving element, internet business speaks to the forefront of accomplishment in this advanced age. Online business represents electronic trade. It identifies with exchanging products and ventures through the electronic medium, i.e. the Internet or telephone. On the Internet, it relates to a site, which moves items or administrations straightforwardly from the webpage utilizing a shopping basket or shopping crate framework and permits Visa installments. It includes leading business with the assistance of the electronic media, making utilization of the data innovation, for example, Electronic Data Interchange (EDI). In straightforward words, Electronic trade includes purchasing and moving of products and enterprises over the World Wide Web. Clients can buy anything ideal from a vehicle or a cake sitting easily in his room and blessing it to somebody sitting miles separated just by snap of a mouse. A few analysts have made endeavors to characterize online business

2.1.1 Business to Consumer on Organizational Performance

B2C is a noteworthy part of internet business, it incorporates retail exchanges of items or administrations from organizations to clients, it is likewise called "e-tailing" (Turban et al. 2006, p. 8).

Business-to-Consumer (B2C) web based business is becoming quickly during that time however , it can't overcome B2B web based business, which remains an altogether bigger channel.

This would be driven by shoppers' ability to make online buys, as the Internet turns into an increasingly regarded and confided in medium.

January 2008, B2C E-Commerce is relied upon to ascend at US \$ 5.6 billion in the year 2011,

B2C online business deals worldwide in 2012 and 2013 including an estimate until 2018. In 2016, worldwide B2C web based business deals are required to achieve 1.92 trillion U.S. dollars.(statista.com).

Web perusing capacity gives to people inquiry and interactive media interfaces, likewise makes it less demanding for shoppers to discover and top to bottom comprehension of the required items.

In this manner, Business-to-Consumer web based business has incredible potential with the Internet as a business medium, better approaches for leading business have created in pretty much every part. In the travel industry, new and proficient Internet plans of action, including both B2B and B2C, have picked up a solid toehold and the movement business is positioned as the prime area in web based business 34 (Heung 2003).

-

2.1.2 Business to Business on authoritative execution

Business-to-Business includes online exchanges between organizations (Thanasankit, 2003, p.152), the majority of the members engaged with B2B web based business are either organizations or associations (Turban et al. 2006, p. 8). Schneider (2006) brought up that as far as volume and number of exchanges, B2B is a lot more noteworthy than B2C estimate of the overall sizes of these components regarding the dollar volume and the quantity of exchanges. Clearly, B2B online business assumes a vital job in web based business exercises, and involves an extraordinary rate.

Business-to-Business (B2B) web based business is evaluated to develop quickly at a CAGR of 59.1 percent in India. India's biggest B2B entryway exchange, kept up by Infocom Network Ltd, expressed that online business exchanges in India demonstrate a development rate of 30 percent to 40 percent and will before long come to the \$100 billion check. An organization like Indiamart.com has likewise entered into this section and friends has in excess of 5 million purchasers. The instances of this model are Alibaba.com, B-to-BOnline.com, IndiaMART.com.

In Business-to-business web based business, organizations cooperate with different organizations, looking for provider offers, satisfying requests, accepting solicitations and making installments utilizing web.

2.1.3 Buyer to-purchaser on hierarchical execution

In Consumer-to buyer web based business, business starts from purchaser and extreme goal is additionally a customer. This sort of business is most appropriate for managing in products for which there is no settled market system, for instance moving utilized books or garments either on money or on bargain premise. The tremendous space of web enables individual to comprehensively scan for potential purchaser. This section of web based business is demonstrating development in India as gateways like olx.com,Quicker.com have gone into market.

Customer to-shopper online business, exchange merchandise, benefits and even data between at least two purchasers. Past the offer of merchandise, through closeout destinations like eBay or Yahoo!, this model incorporates such —human intelligencel administrations locales like Keen.com and Guru.com; and Information recovery, from open locales, for example, government organizations, libraries or galleries or exclusive locales, for example, those worked by internet keeping money administrations or businesses.

Data recovery from open locales, for example, government offices, libraries, galleries, restrictive destinations.

Today, many inventory network wasteful aspects start from off base information about the area of items in the store network. RFID guarantees to empower new efficiencies in the supply chains by following merchandise (Ravi Mathur, 2006) from the Point of Manufacture (POM) through the retail Point of Sale (POS). Chandandeep S. Grewal et al., (2010) Compared reorder point and kanban renewal techniques based on vigor in a capacitated inventory network organize. Heartiness was estimated based on zone under execution exchange off bends dependent on aggregate stock and client benefit levels. Arumugam Mahamani and Dr. K. Prahlada Rao (2010) built up a spread sheet show for VMI framework in a solitary echelon store network to gauge add up to stock expense and endeavored to discover its effect on purchaser provider relationship.

Ruth Banomyong (2005) estimated C2C process duration of each production network individual from an International Supply Chain (managing Shrimp sends out from Thailand to United States) to recognize which of the exchanging accomplices is profited in the chain.

They propose that in view of the measure of the organizations utilizing in online business, product increasingly versatile to the changing conditions and can pick up from the expanded speed and adaptability which internet business offers.

The Internet traverses the world, and it is conceivable to work with any business or individual who is associated with the Internet. Basic nearby organizations can market and move their contributions globally utilizing online business. This worldwide open door is helped by the way that, in contrast to customary specialized techniques, clients are not charged by the separation over which they are conveying.

2. 2 Organizational exhibitions.

Operation primarily center around three regions of association's result i.e. business activity, Customer fulfillment and Job execution richard et al. (2009). Association execution can be estimated through proficiency and adequacy (robins et al, 2009).

An association is productive on the off chance that it is cost and time viable (bardhan, 2005).the extent of this examination is to quantify the association execution i.e. Business task, consumer loyalty and occupation execution in the little organizations in Hargeisa. In consumer loyalty: client assess the item or administrations based on desire from that item or administrations which fulfilled or not. Business task includes exercises that are associated with business activities to expand the company's esteem. Occupation execution alludes to the achievement of errands and duties relegated to the individual or worker on employment put.

In this examination association execution is my needy variable and internet business as Independent variable. Subordinate variable (association execution) is separated into business Operation, consumer loyalty and employment execution. Web based business is ordered into three: B2C B2B, and C2C. There is critical connection between electronic business and association Performance. By receiving the web based business rehearses the hierarchical Performance increments. The associations that execute online business have huge Advantage in quality, cost, benefit, and worker inspiration (singh, 2002). In the ongoing years, online Companies watched an enormous increment in a few regions, for example, execution, piece of the pie, and client benefit enhancement. Likewise these organizations demonstrate a critical changes in association's works on with respect to Marketing, financing, purchasing, moving, and organization.

Electronic trade has significantly influenced the activities of the business. What's more, putting resources into the web based business applications are in day by day increment in number and measure of contributing. which drove towards a huge selection of web, electronic mail, video conferencing and fax in the business.

A considerable changes was made in customary organizations and Companies. Numerous organizations are attempting to comprehend and quantify the electronic business with the goal

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that they can do astute choices in regards to the tasks of the firm (singh, 2002). Development of electronic business has drastically influence the by and large authoritative Effectiveness and organizations get upper hand through embracing the electronic Commerce applications.

In numerous organizations, there is a solid need to impart organization's data to the partners, for example, administrators, investors, clients, and duty administrative dependent on the idea of business. Along these lines, organizations who developed innovation in their activities particularly web based business applications can give their organization's data on time.

Web based business has reinforced the connection between the business and clients also. It likewise made simple, the exchanges between the Business and clients through giving the online administrations i.e. Reserve exchange, charging, money Withdrawal, and numerous other and so on.

Previously, the activities of the little organizations product manual premise. Hence, numerous individuals required to complete one assignment and expend excessively time. Staying with the records was a major issue. In this way, the time effectiveness turned out to be low and influenced the compnay as moderate Productivity or business forms. There is solid need emerges for the most productive and powerful framework that can make these errands all the more simple and exact, so internet (www), make a blast in the managing an account division and absolutely change the idea of doing keeping money, numerous Manual assignments are supplanted by PC innovation and make undertakings simple, precise and with little utilizes or specialists. The unwavering quality of the work is likewise expanded in light of the fact that in a manual work there are greatest blunder risks however one can do that errand with the assistance of PC programming at that point can get progressively Accurate and solid outcomes. Little organizations are utilizing electronic trade to make their business solid and Strong however they need to initially put a sound sum in the execution of receiving Electronic business. Lately individuals are changing from customary methods for business to the advanced one through electronic trade.

Today associations are confronting difficulties toward how they achievement web based business , associations achievement relies upon what associations as of now giving as well as depends

how the associations can make change to enhance whatever they are giving. Great compensation has been observed throughout the years to be one of the policies the association can embrace to expand their specialists execution and in this way increment the association profitability. likewise with present worldwide monetary patterns most managers of work have understood the way that for their associations to contend positively, the execution of their representatives goes far in deciding the accomplishment of the association. Execution of workers in any association is vital, not just for the development of the association yet additionally for the development of individual employees (Meyer and Peng, 2010).

Execution estimation assumes a key job in creating, actualizing and observing a vital arrangement, it empowers directors to assess whether authoritative goals have been accomplished and remunerate supervisors it helps screen whether the organization is moving toward the path they need it to go. (Teeratansirikoo, L., Siengthai, S., Badir, Y., 2013). Such huge numbers of individuals have completed looks into around there, some of which are Oloko (2006), Organizational Performance is to the aggregated final products of all the association's work procedure and exercises, Egwurudi (2010).

As indicated by Armstrong (2006) characterizes execution in yield terms as the accomplishment of targets and how these goals are accomplished. Superior outcomes from proper conduct, particularly optional, and the successful utilization of the required learning, abilities and capabilities. Execution might be seen diversely relying upon the individual engaged with the evaluation of the hierarchical execution for example execution can be seen uniquely in contrast to an individual inside the association contrasted with one from outside (Lebans and Euske 2006). To characterize the idea of execution is important to know components and qualities to every region of duty. To report an association's execution level, it is important to have the capacity to evaluate the outcomes (Petkovic, 2008)

As per Gilbert and Ivancevich (2000), execution alludes to the demonstration of performing or conveying into execution or unmistakable activity, accomplishment or achievement in the endeavor of an obligation. Cascio (2006) characterizes execution as working of people in an association to be progressively successful. Zaman et al (2011) showed that there is a huge and positive connection among execution and reward. The other methodology in characterizing

authoritative execution that has in the ongoing past picked up notoriety in various associations is the Balanced Scorecard (BSC) strategy by Kaplan and Norton (1992). In this strategy, execution of an association is estimated utilizing four key viewpoints budgetary, client, inward procedures, and Learning and Growth/advancement. In the Kenyan situation it has been commonly received by sixty nine percent of the organizations in a review by Kiragu (2005).

As indicated by Richard et al. (2009) authoritative execution envelops three explicit zones of firm results: money related execution, item showcase execution and investor return. For example is relied upon to build its money related execution. As per Armstrong, (2000) execution is a methods for improving outcomes from the entire association or groups or people inside it by comprehension and overseeing execution inside a concurred casing work of arranged objectives, guidelines and capability prerequisites. Execution is the collected final products of all the association's work procedures and exercises (Santos and Brito 2012). It is about how viably an association changes contributions to yields (Robbins, 2009) and includes the genuine yield or results as estimated against its expected yields. Liptons (2003) recommends that execution is the capacity of the firm to win. There is not really an accord about its definition, and this breaking points progresses in research and comprehension of the idea of execution (Santos and Brito, 2012). As the discussion on what association execution seethes on, the methodology on the most proficient method to gauge it has pulled in significantly progressively insightful consideration (Liptons, 2003).

Authoritative execution is a standout amongst the most imperative develops in the board inquire about Trade (2000). Ceaseless execution is the target of any association in light of the fact that just through this, would organizations be able to develop and advance. In addition knowing the determinants of authoritative execution is vital particularly with regards to the current monetary emergencies since it empowers the ID of those variables that ought to be treated with an expanded enthusiasm for request to enhance the execution. Execution estimation gauges the parameters under which projects, speculations, and acquisitions are achieving the focused on results (Perez et al., 2007). This investigation embraced the definition as indicated by Trade

(2000), that most execution measures could be assembled into six general classifications adequacy, effectiveness, cost, quality, auspiciousness, development and profitability.

Subsequently Organizational execution is estimated utilizing the three parameters. Business task: is a procedure trademark showing how much the procedure yield (work item) complies with the prerequisites. (Robbins, 2009) Business activity groups can be frustrated by gatherings emerging from uncertain issues inside the gathering. A person in the gathering may experience some dissatisfaction when a specific impediment is obstructing him/her accomplishing his/her objective, in this way making what is called disappointment (Luthans, 2008). This, thus, may make a sort of protection, for example, legitimization, withdrawal, forceful conduct, inactivity or the acknowledgment of a trade off or an option (Elmagri, 2002).

Consumer loyalty is a procedure trademark demonstrating how much the procedure creates the required yield at least asset cost (Robbins, 2009) in the hierarchical setting, quality may emerge in divisions because of the practical idea of their assignments on the off chance that they are related on one another for administration conveyance. Consumer loyalty might be hampered in the event that one division delays in meeting due dates which thus influences every one of the offices that depend on it (Ibid 2013)

- **Cost:** This includes estimating the costs of firms tasks in financial terms considering the arrival on venture to the business (Hitt et al 2006).
- **Quality** is how much an item or administration meets client necessities and desires (Robbins, 2009). Uncertain clash may keep an association from accomplishing its objectives, and trade off on the nature of administration given (Hitt et al 2006) for example a review of worldwide businesses Dison, (2005) uncovered that the nature of client benefit was enhanced when the relational and intrapersonal clashes of the client benefit officers was overseen. This thusly had a progressively outstretching influence on their assurance and execution. This examination tries to build up the impact of the board techniques on association execution. Opportuneness estimates regardless of whether a unit of work is done effectively and on time. Criteria must be set up to characterize what establishes auspiciousness for a given unit of work. (Norreklit, 2003).

Employment execution is to oversee may avoid sat around idly and enable an association to accomplish its objectives (Hitt et al 2006).

- job performance is to manage may prevent wasted time and help an organization achieve its goals [59].

Hierarchical execution, can't be accomplished just by actualizing the correct procedures and with the correct innovations yet in addition by enhancing authoritative atmosphere. Helpful authoritative condition is one factor that can support hierarchical execution. Keeping up helpful authoritative atmosphere is one of the fundamental employment of the best administration.

2.3 Benefits of the web based business on Organizations

2.3.1 Benefits to the Organization

Electronic Commerce grows the commercial center to the national and International dimension where it can execute with clients all inclusive. It likewise diminishes the expense of making, preparing, disseminating, putting away and recovering paper based data. Client gets "Oneself Service", controls the pursuit procedure, the time spent on different locales, level of value, item correlation, the general population with whom he needs to cooperate and the choice to purchase the item that is the reason client controls the associations. It is an innovation based client based interface. Cost of procuring, adjusting and holding clients is generally less expensive to obtain the new clients over the net .Ecommerce diminishes the time between the cost of capital and receipts of items and administrations and permits decreased inventories and overheads by encouraging "pull" type inventory network the board David E. Colby, in 2004(E-Business Technologies) and Turban et al. (2004).

2.3.2 Benefits to the Consumers

Web based business causes the clients to do the exchanges 24*7 hours daily. It furnishes the clients with more decisions and causes the clients to collaborate with alternate clients in gadgets networks. While utilizing the Ecommerce clients can take part in virtual sell-offs. Web based business encourages rivalry which results in significant limits. It likewise permits the fast conveyance of merchandise and administrations

2.3.3 Benefits to the Society

Internet business permits to take every necessary step at home and to do the less going for shopping coming about less in rush hour gridlock and lower air contamination. It enables some stock to be sold at lower cost and empowers individuals in rustic zones to appreciate to deal with their record. Clients can manage the bank from anyplace in internet saving money. Internet business likewise deals with the inventory network; Supply Chain Management is a term that envelops the coordination of different bureau of an organization. It incorporates arrange age, arrange taking, arrange satisfaction and appropriation of items or administrations or data. (David E. Colby, Wang, Head and Archer 2002).

The advantages of online business have been examined by various analysts. David E. Colby, in 2004(E-Business Technologies) and Categorized the advantages of online business dependent on the gathering which gets the ,, for example, the association, the client, or society, the advantages of web based business dependent on David E. Colby (2004) and Turban et al.(2006).E-trade additionally enables associations to achieve both national and universal markets; there is no geographic limit for web based business (David E. Colby, Wang, Head and Archer 2002).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter was focused on the methodology of this study and underline deeply the following section includes a description of research design, research population, and research sample size, Sampling Procedure, research instrument, Research Quality, data gathering method, data analysis, limitation of the study and ethical consideration.

3.1 Research Design

Research configuration is characterized as: "The course of action of conditions for gathering and examination of information in a way that expects to join pertinence to the exploration reason with economy in methodology (Selltiz, 1962).

This examination was embraced an elucidating plan and cross sectional structure, Descriptive investigation identifies with attributes related with the subject populace. Saunders et al (2003) states that a graphic research depicts an exact profile of people, occasions or circumstances. The graphic structure strategy is fitting for this sort of concentrate the impact of online business on authoritative execution in Saamionline Company in Hargeisa, as it gives a quantitative depiction of demeanors, experience and assessments of the example populace. It was likewise has been cross sectional in structure, which includes taking a gander at individuals who contrast on one key trademark at one explicit point in time. Anyway this examination was utilized quantitative methodology. Which is any information accumulation method, (for example, survey), or information investigation strategy, (for example, charts or insights), that creates or utilizes numerical information (Saunders et al, 2009).

3.2 Target Population

The objective Population of this examination, are the staff of Saamionline Company in Hargeisa. the populace is 60 respondents, from Saamionline Company in Hargeisa. The objective Population got from Ali, H. (2018). HR Director (Jama, Interviewer). .

The specialist chose this organization, since it is driving organization in the internet business field in Hargeisa and its zone, as far as market sharing, data accessibility, execution, and consumer loyalty.

3.3 Sample Size

A sample is part of the target (accessible) population that has been procedurally selected to present it. The sample size of this study was 52. So, Sloven's formula was used to calculate this sample. Which is,

$$n = N / (1 + (N \cdot e^2)) = 60 / (1 + 60 \cdot (0.05)^2) = 52$$

Along these lines, the certainty dimension of this exploration is, 95%.

N = Number of populace

n = Sample measure e= Margin of mistake

Table 3.1 Population and test Size dissemination table

Table 3.1 Population and sample Size distribution table

No	Category	Population size	Sample size
1.	Online department	10	9
2.	Sales department	22	19
3.	Customer service department	12	10
4.	Marketing department	16	14
Total		60	52

3.4 Sampling Procedure

Likelihood testing is utilized in this investigation, Especially Sample irregular method on the grounds that each respondent of this investigation has break even with chance of being chosen. In this way, the likelihood testing guarantees the determination of an agent test.

3.5 Data Collection Instruments

This study was directed through survey as the primary apparatus for gathering information. Survey is a gathering of things to which a respondent is required to respond in composing. (Oso, Onen, 2009) the poll is generally utilized in a quantitative research strategy, survey might be characterized a procedure of information gathering in which every individual is requested to react to a similar arrangement of inquiries in foreordained request (Soundrs et al, 2010).

The determinations of these apparatuses have been guided by the idea of information to be gathered, The time accessible and additionally the destinations of the examination Since the investigation concerns the effect of web based business on hierarchical execution in Saamionline Company, the analyst chose that, the most ideal approach to see if bulletin promoting is utilized or not and is to ask them that is for what reason I use survey, in addition, I motivate the capacity to produce quick information that is solid data and legitimate information to the examination.

3.6 Research Quality

3.6.1 Reliability

Polit and Hungler (1993) allude to unwavering quality as the level of consistency with which an instrument estimates the credit it is intended to gauge. The unwavering quality of the examination instruments set up utilizing the SPSS Cranach's Alpha Coefficient test. In particular, this test was secured the exploration things efficiently organize in the poll All the factors reflected in these gathered research things of the survey guided product especially tried utilizing the Cranach's Alpha Coefficient (CAC). Accordingly, the SPSS unwavering quality test would yield a CAC yield that uncovers the instruments' dependability. As per Reynaldo (1999), an examination instrument is solid inside the scope of 0.7-1.0.

Table 3.6.2 Reliability Analysis

NO	Scale name	Reliability analysis	
1.	B2C	0.727	Accept
2.	B2B	0.726	Accept
3.	C2C	0.758	Accept

Source primary data, 2018

Source essential information, 2018

3.6.2 Validity

As indicated by Mugenda (2003), legitimacy is the exactness and significance of information gathering devices. One of the fundamental explanations behind leading the point examine was to find out the legitimacy of the poll. The investigation utilized both face and substance legitimacy to determine the legitimacy of the polls. Gillham, (2008) expressed that the information and abilities secured by the test things ought to be delegate to the bigger space of learning and aptitudes. Legitimacy is worried about example populace representativeness.

As recommended (Amin, 2005) the instrument thing with legitimacy coefficient of in any event 0.70 or 70% are acknowledged as substantial in research. The Content Validity Index (CVI) was utilized to figure the legitimacy of the poll. (52) Out (60) will been made a decision by the two judges to be significant. Consequently $52/60 = 0.87$ so rendering legitimacy is high. The instrument was viewed as substantial on the grounds that the registered CVI of 0.87 product more than 0.7, the slightest suggested CVI on review thinks about (Amin, 2004; Gay, 1996).

3.7 Information Gathering Procedure

Amid the appropriating of the polls the analyst, asked for the respondents three issues: to answer all inquiries, not leave unanswered inquiry and to maintain a strategic distance from inclinations by being objective in noting the inquiries. At that point the specialist circulated the surveys to the

respondents lastly, gathered the polls again by checking on the off chance that they are totally rounded out.

In the wake of gathering the information, it was encoded, and inputed into a PC and measurably broke down, utilizing the Statistical Package for Social Scientists (SPSS).

3. 8 Data Analysis

The information breaking down process includes in a few phases information tidy up and clarification. (1) Data section (2) Preparing the information for examination, (3) breaking down the information, and (4) translating the information. Information tidy up includes altering, coding, and classification so as to distinguish any inconsistencies in the reactions and appoint explicit numerical qualities to the reactions for further examination. Finished surveys are altered for fulfillment and consistency. The information was at that point coded and checked for any mistakes and oversights (Cooper and Schindler, 2003).

Recurrence tables, rates and mean were utilized to exhibit the discoveries. Reactions in the polls are classified, coded and processed by utilization of a PC Statistical Package for Social Science (SPSS) adaptation 20.0 program to break down the information utilizing clear measurements.

This creates quantitative reports through organizations, rates, and proportion of focal inclination. This was given the speculation of the discoveries on the assessment of online business on hierarchical execution, in Saamionline Company.

The scientist utilized expressive procedure as information examination and cross sectional. In the poll each chosen one to four scales for where, 1=strongly deviate, 2=disagree; 3= Agree 4= firmly concur.

Table 3.8.1 mean range and their elucidation

Mean Range	Respondents Mode	Interpretation
1.00 up to 1.75	Strongly disagree	Very poor
1.76 up to 2.50	Disagree	Poor
2.51 up to 3.25	Agree	Very good
3.26 up to 4.00	Strongly Agree	Excellence

3.9 Limitations

1 Financial limitations in issuing the surveys and making development, this is because of mind-boggling expense of composing and printing of the investigated information.. 2. Sometimes there, might be street issues or cuts with the extraordinary issues. 3. There is dialect hindrance that the respondents will comprehend the examiners. 4. Some of the respondents would not answer the poll appropriately effectively and tight timetable of the respondents

5. Getting, optional information in Somalia is exceptionally troublesome. as a result of no open or private organizations that gather information.

6. Choice of test populace additionally caused a constraint, yet the scientist attempted to pick an example populace that is really agent as far as insights and sufficiently huge to give a genuine image of the entire populace.

3.10 Ethical Consideration

To ensure, the confidentiality of the information provided by the respondents, the study will be used only for academic purpose, the report of the respondents and the company will be coded instead of naming, and during the data collection. the researcher asked, a permission through a written request to the concerned officials whom included in the study. Acknowledge will be made to everyone participate in this study and the authors quoted through their citations and referencing.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter discusses the findings based on the case study and academic arguments to support the claims. Reference to the theories discussed in chapter 2 will be made in line with the systematic combining method of data analysis. The originally sourced case study are attached to the appendix section of this study.

This study investigated “The impact e-commerce on organizational performance”. The data has been analyzed by using statistical package for social science (SPSS version 20.0) as data analyzing tool. This chapter presents the results of the analysis in tables that contain the type of responses, its frequencies, percentages and demonstrated reactions of respondents in the study to the statements given in the questionnaire. This chapter highlights on data analysis, presentation and interpretation. The data analysis and interpretation based on research questions as well as research objective. Then data representation and analysis under this heading of tables was presented using the complete research data found from the target population.

4.1 Demographic Characteristics Of the Respondents

This part presents the background information of the respondents who participated in this Study; the purpose of this background information is to find out the characteristics of the respondents. Furthermore, the respondents have also given the promise that all the data they provided is used only for academic purpose research and the identities of the respondents was confidential. In total, 52 respondents filled in the questionnaire that case study was selected from Saamionline Company in Hargeisa. The shape of the questionnaire in the demographic section below.

4.1.1 Gender of the respondents

Table 4.1.1 Gender of the respondents

Description	Frequency	Percent
Male	36	69.2
Female	16	30.8
Total	52	100.0

Source: Primary Data, 2018

According to the Table above 4.1 the majority of the respondents of 36 (69.2%) were Male, while 16 (30.8%) of the respondent were Female; however that reveals that the employee of these company dominated by male, as the number indicates.

4.1.2 Age of the respondents

Table 4.1.2 Age of the respondents

Description	Frequency	Percent
18-27 year	8	15.4
28-37 Years	17	32.7
38-47 Years	18	34.6
48- and Above	9	17.3
Total	52	100.0

Source: Primary Data, 2018

According to the table 4.2 above the respondents were asked questions to indicate their Ages in the questionnaire and the offered choices classified the age into four parts. Part one was intended for those whose age is between 18-27 years they were they were 8(15.4%), part two was intended for those who are in between 28-37 Years, and they were 17 (32.7%), part three were between 38-47 Years old were 18(34.6%), and the final part was intended for those who are 48 Years and above, they were 9 (17.3%). So in this part the majority of ages were between 38-47 Years.

4.1.3 Marital of the respondents

Table 4.1.2 Marital Status of the respondents

Description	Frequency	Percent
Single	21	40.4
Married	32	59.6
Total	52	100.0

Source: Primary Data 2018

According to the table 4.3 Shows the most of the respondents of 21 (40.4%) were single, while the 32 (59.6%) of the respondent were married; however most of the respondents in these company dominated by married, as the number of the researcher indicates.

4.1.4 Experience of the respondents

Table 4.1.4 Experience of the respondents

Description	Frequency	Percent
Less than 1 year	6	11.5
1-2 years	29	55.8
3 years Above	17	32.7
Total	52	100.0

Source: Primary Data 2018

According to the table 4.4 above Survey respondents were classified according to the job experience, the survey revealed that 11.5 (13.6%) of the respondents were less than one year, and 55 (55.8%) were 1-2 years, and the final part 17 (32.7%) was intended for those who were experienced Above 3 years. So in this part the majority was those experienced 1-2 years

4.1.5 Educational Level of the respondents

Table 4.1.5 Educational level of the respondents

Description	Frequency	Percent %
Secondary	13	25.0
Diploma	13	25.0
Bachelor	16	30.8
Master	7	13.5
Other	3	5.8
Total	52	100.0

Source: Primary Data, 2018

According to the table 4.5 above Survey respondents were classified according to the educational level or qualifications and which can be grouped into the five groups, the survey revealed that 13 (25.0%) of the respondents were Secondary level, 13(25.0%) were diploma holders, 16(30. 8%) were bachelor degree holders, 7(13.5%) were master degree holders, and the remained group 3 (5.8%)was Other, which includes the above five part, So in this part the majority of the respondent bachelor degree holders.

4.2 Data Analysis and Presentation

4.1 The business to consumer.

Table 4.6 the business to consumer

Statement	Mean	Std. Deviation	Interpretation
Business-to-Consumer provides goods, services, or information to individual consumer	2.31	1.164	Very Good
Business to Customers can deal with the bank from anywhere in online transaction.	2.12	1.060	Very Good
Business-to-Consumer in E-commerce model facilitates businesses to sell individual shoppers for buy products from the web site.	2.92	.652	Very Good
Business-to-Consumer allows consumer to buy at home and to do the less traveling cost for shopping	2.69	.981	Very Good
Total mean average	2.96	1.016	Very Good

Source: Primary Data, 2018

According to the table 4.2.1 shows most of the respondents agreed that business to business influences organizational performance which indicated by mean value (M=2.96) and standard deviation (SD=1.06).so that the researcher indicated that the overall the business to consumer on organizational performance in Saamionline company was very good.

First question of objective one: that was “Business-to-Consumer provides goods, services, or information to individual consumer”, this question has scored mean of 2.31 which indicated very good. Second question of objective one: that was “Business-to-Consumer in E-commerce model facilitates businesses to sell individual shoppers for buy products from the web site”, this question has scored mean of 2.12. Which indicated very good.Third question of objective one: that was “Business-to-Consumer in E-commerce model facilitates businesses to sell individual
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shoppers for buy products from the web site”, this question has scored mean of 2.89. which indicated very good. Final question of objective one: that was “Business-to-Consumer allows consumer to buy at home and to do the less traveling cost for shopping”, this question has scored mean of 2.69 which indicated very well.

4.2.2 The business to business

Table 4.7 the business to business

Statement	Mean	Std. Deviation	Interpretation
our firms use Business-To-Business that enable economies of scale and offer lower prices over online	2.98	1.000	Very Good
Business to business facilitate business transaction between two companies	2.89	1.104	Very Good
The negative side of e-commerce is that of need of internet	3.00	.863	Very Good
Business to business helps organizations reach both national and international markets; there is no geographic boundary for e-commerce	3.43	.789	T Excellent
Total Average Mean	3.08	0.94	Very Good

Source: Primary Data 2018

The table 4.2.2 shows most of the respondents agreed that business to business influences organizational performance which indicates by mean value (M=3.08) and standard deviation (SD=0.94).

First question of objective two: that was “our firm use Business-To-Business that enable economies of scale and offer lower prices over online”, this question has scored mean of 2.98.which indicated Very good

Second question of objective two: that was “Business to business facilitate business transaction between two company”,. This question has scored mean of 2.89.which indicated Very good.

Third question of objective two: that was “The negative side of e-commerce is that of need of internet”,. This question has scored mean of 3.00.which indicated very good

Final question of objective two: that was “Business to business helps organizations reach both national and international markets; there is no geographic boundary for e-commerce”, this question has scored mean of 3.43.which indicated excellent.

4.2.3 The consumer to consumer

Table 4.8 the consumer to consumer on organizational.

Statement	Mean	Std. Deviation	Interpretation
consumer to consumer Increase to business transactions that use e-commerce	3.11	.868	Very Good
E-commerce increase customer satisfaction and decrease the time of the C2C	3.32	.857	Excellent
Consumer To Consumer, trade in goods, services and even information between two or more consumers.	3.20	.930	Very Good
Consumer To Consumer e-commerce business individuals and businesses are able to post their Items and sell them around the Globe	3.25	.651	Very Good
Total Average Mean	3.22	0.83	Very Good

Source: *primary data, 2018*

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According to table 4.2 The table 4.2.2 shows most of the respondents agreed that consumer to consumer influences organizational performance which indicates by mean value (M=3.22) and standard deviation (SD=0.83).

First question of objective three: that was “consumer to consumer Increase to business transactions that use e-commerce”, this question has scored mean of 3.11. which indicated Very good

Second question of objective three: that was “E-commerce increase customer satisfaction and decrease the time of the C2C”, this question has scored mean of 3.32. which indicated Very excellent.

Third question of objective three: that was “Consumer To Consumer, trade in goods, services and even information between two or more consumers”, this question has scored mean of 3.20. which the researcher indicated very good

Final question of objective three: that was “Consumer To Consumer e-commerce business individuals and businesses are able to post their Items and sell them around the Globe”, this question has scored mean of 3.25. which indicated very good.

4. 3 Organizational performance

Table 4.9 Organizational performance

Statement	Mean	Std. Deviation	Interpretation
Sales growth is High in the organizational performance.	3.34	.745	Excellent
Market share gain is high	3.27	.817	Excellent
High Profitability and High Employee Satisfaction	3.09	.884	Very Good
High Customer Satisfaction and reduce the	3.07	.728	Very Good

time

Total Average Mean	3.19	0.79	Very Good
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Source: Primary Data 2018

According to the above table 4.9 shows most of the respondents agreed that business to business influences organizational performance which indicates by mean value (M=3.19) and standard deviation (SD=0.79).

The researcher indicated relationship between all the objectives that shows the most respondents agreed that dimension has greater influences in the organizational performance that can be seen above.

4.4 Relationship Between e-commerce and organizational performance

Table 4.10 Relationship Between e-commerce and organizational performance

Correlations		electronic commerce	organizational performance
electronic commerce	Pearson Correlation	1	.891**
	Sig. (2-tailed)		.000
	N	52	52
organizational performance	Pearson Correlation	.891**	1
	Sig. (2-tailed)	.000	
	N	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data 2018

According to the table, shows the relationship between electronic commerce and organizational performance using Pearson correlation. The result indicated that there is strong positive correlation as indicated *r. value .891* this result means if the electronic commerce increases the organizational performance also shows that there is significant strong relationship between electronic commerce and organizational performance which was indicated by r-value (r-0.891), pvalue (p=0.000) and (p<=0.05).

CHAPTER FIVE

MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This part contains three Sections: First area is the fundamental outcomes and the second segment is end, and the suggestions segment for future specialists.

5.1 The Major Findings of the investigation

There are a few discoveries that have been set up in this examination about web based business on authoritative performance.as referenced underneath synopsis.

5.1.1 Business-to-shopper on hierarchical execution

This target of the examination centers around the impact of business to purchaser on hierarchical execution.

In light of the real discoveries to the table 4.2.6 shows the vast majority of the respondents concurred that business to business impacts authoritative execution which demonstrated by mean esteem ($M=2.96$) and standard deviation ($SD=1.06$).so that the analyst showed that the in general the business to shopper on hierarchical execution in natural shop online organization was great. This target of this examination was to determine the impact of business to purchaser on authoritative execution. Information investigation and results uncovered the accompanying discoveries under these destinations

The investigation demonstrated the impact of business to buyer on authoritative execution in Mogadishu and a large portion of respondents concurred that the effect was each great.

5.1.2 Business to business on authoritative execution

This goal of the examination centers around the impact of business to business on authoritative execution.

In light of the significant discoveries to The table 4.2.7 shows the greater part of the respondents concurred that business to business impacts authoritative execution which demonstrates by mean esteem ($M=3.08$) and standard deviation ($SD=0.94$).so that the specialist showed that the generally speaking the business to customer on hierarchical execution in natural shop online organization was great.

Information investigation and results uncovered the accompanying discoveries under these targets

5.1.2 Consumer to shopper on authoritative execution

This target of the investigation centers around the impact of purchaser to customer on hierarchical execution

In light of the real discoveries to the table 4.2.8 shows the vast majority of the respondents concurred that buyer to customer impacts authoritative execution which demonstrates by mean esteem ($M=3.22$) and standard deviation ($SD=0.83$).so that the analyst showed that the generally the business to purchaser on hierarchical execution in natural shop online organization was great.

5.2 Recommendations

The investigation prescribes, that web based business is a decent technique to do, and it expands the hierarchical execution, in Somalia working together by utilizing the innovation, isn't simple, in light of low-speed-web, and high-value, absence of cybercrime rule. Consequently, the scientist suggests applying this innovation with conservativeness.

- 1.Companies ought to give sufficient internet business to increment authoritative execution.

2.Managers ought to comprehend that 'Workers require investigations to be improved the situation better to make hierarchical execution in clients fulfillment .

3.Companies ought to assess their defence programs, online business applications also, to guarantee security and frameworks effectiveness.

5.3 Conclusion

This investigation was inspecting the effect of web based business on authoritative execution in an organization, in Hargeisa. The objective populace of this examination was 60 and test estimate was 52 incorporate online division, deals office and client benefit office, in Saamionline organization; the instrument utilized in this investigation was poll.

The examination was directed through an expressive plan and cross sectional ; the target of the investigation to learn the impact of the business to customer on authoritative execution , to investigation of the effect business to business on hierarchical execution , to discover the impact of the purchaser to buyer on hierarchical execution . What's more the study has been utilized and gathering essential information procedure of this examination. The investigation found that the online business on authoritative execution have generally mean of (M=2.96) in target one, (M= 3.08) in target two which mean (m=3.22) in target three. So that furthermore, the investigation clarified that the cooperation of the organization in Hargeisa, association have in general mean (M=3.09) Thus, this likewise the scientist demonstrated a decent.

As per table demonstrates the connection between electronic business and hierarchical execution utilizing Pearson relationship. The outcome demonstrated that there is solid positive connection as shown r. esteem .891 this outcome implies if the electronic trade expands the hierarchical execution likewise demonstrates that there is critical solid connection between electronic business and authoritative execution which was shown by r-esteem (r=0.891), pvalue (p=0.000) and (p<=0.05).

The analyst demonstrated that there is solid positive connection as shown r. esteem .891 this outcome implies if the internet business builds the authoritative execution increment, with the

goal that the specialist advisor you to enhance utilizing web based business to build up your association's and increment their exhibitions of the organization to get high benefit.

5.4 Further Recommendation

The analyst recommended for further scientist in the accompanying regions which require exceptional accentuation:

The job of internet business on authoritative execution

The job of internet business on competitiveness

The Impact of work on business-to-shopper online business

The effect of internet business on little size organizations

The effect of web based business on little and medium measured ventures (SME)

The effect internet business on monetary exchange

Effect of internet business on business execution

Effect of internet business on authoritative structure

Effect of internet business on worker execution

Consumer loyalty in online business.

APPENDIX (A)

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Appendix (B)

Questionnaires

AS a student, currently preparing a Master degree in Management Information Systems, at Daffodil International University, conducting a research paper about **The effect of e-commerce on organizational performance**.

Dear Sir/Madam, kindly help to fill this questionnaire guide. I am pleased to inform that you have been selected to participate in my study. The questionnaire is purely for academic purpose and your participation is voluntary.

Please tick or fill in the blank spaces in the table or brackets against any of the alternative response items provided for each of the questions. Where possible you can also write in the blank spaces provided for some of the open questions.

SECTION 1: Background Information

Please provide your personal information in the questionnaire and Tick (✓) where appropriate:

1. Gender

Male	<input type="text"/>	Female	<input type="text"/>
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2. Age

28-37	<input type="text"/>	38-47 years	<input type="text"/>
48 and above	<input type="text"/>		

3. Marital issues

Single	<input type="text"/>	Married	<input type="text"/>
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4. Your level of education

Secondary	<input type="text"/>	Diploma	<input type="text"/>	Others	<input type="text"/>
Bachelor	<input type="text"/>	Master Degree	<input type="text"/>		

5. Experience

Less than 1 year	<input type="text"/>	1 -2 years	<input type="text"/>	3 years and above	<input type="text"/>
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Section B: Questionnaires

Please indicate your level agreement of the following statements by using this scale direction:
indicate your best choice by using the rate system below: **Please Tick (✓) the Appropriate**

Answer: 1=strongly disagree 2=disagree 3=agree 4=strongly agree

Objective one: Business-to-consumer (B2C)

Please tick the appropriate option from each of the following statements. Where

No	Statements	S.D	D	A	SA
1	Business-to-Consumer provides goods, services, or information to individual consumer				
2	Business-to-Consumer in E-commerce model facilitates businesses to sell individual shoppers for buy products from the web site.				
3	Business to Customers can deal with the bank from anywhere in online transaction.				
4	Business-to-Consumer allows consumer to buy at home and to do the less traveling cost for shopping				

Objective Two: Business-To-Business (B2B)

N	Statements	SD	DA	A	SA
1	our firms use Business-To-Business that enable economies of scale and offer lower prices over online				
2	Business to business facilitate business transaction between two companies				
3	The negative side of e-commerce is that of need of internet				
4	Business to business helps organizations reach both national and				

	international markets; there is no geographic boundary for e-commerce				
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Objective three: Consumer To Consumer (C2C)

No	Statements	SD	DA	A	SA
1	consumer to consumer Increase to business transactions that use e-commerce				
2	E-commerce increase customer satisfaction and decrease the time of the C2C				
3	Consumer To Consumer, trade in goods, services and even information between two or more consumers.				
4	Consumer To Consumer increase individuals and consumer are able to post their Items and sell them around the Globe.				

Section C: Organizational performance (DV) Please Tick (√) the Appropriate Answer

No	Statements	SD	DA	A	SA
1	Sales revenue Growth is High in the organizational performance				
2	Market share gain is high				
3	High Profitability and High Employee Satisfaction				
4	High Customer Satisfaction and reduce the time				

Thanks you for you are Participation