Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics and Management

Bachelor Thesis

The State and Development of E-Commerce in the Arab Countries

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Summery

The evolution of the internet and the widespread of the network, many technologies started developing, e-commerce one of those technologies, which made it easy for individuals and corporations to do businesses, and made huge changes in world economy, with that change many countries started developing this technology, but how about the Arab countries? What is the current state and are they also developing in this field? This thesis will attempt to explore and provide an overview of current state and development process of E-commerce in the Arabic countries, the requirements of adopting e-commerce and the problems facing them in achieving full adoption of this technology mainly focused on the online shopping, process, differences between two similar E-commerce business and increasing traffic rate into the E-commerce based on internet source, article published, books and data collection from own kowledge.

Furthermore, the concept of e-commerce, definition, types of e-commerce, the system of payment, and the world status of using internet and e-commerce compared to the Arab world will be provided through theoretical part of the thesis as well as the requirements of adoption of e-commerce in that region. In this modern age, E-commerce is very likely to increase with the rise and easy access of the internet, because the goal of the E-commerce and other technologies such as e-government is to have better environment and relationship between General public and business or even government.

In the practical part, thesis begins with a comparison between two major platforms of e-commerce which are Amazon.com and Souq.com, both are major in their region. The thesis continues with an overview of two platforms and provide some statistical and graphical analysis such as visits of the website, total sales, revenues and countries that use these two platforms, to have a better understanding of how Arabs are using e-commerce differently from the rest of the world.

In the end, conclusion, that describes what's the overall thoughts of the study, and recommendation with suggested resolutions to issues discussed.

Keywords:
E-commerce, E-shop, Internet, Arab countries, Arab world, technology, Online shopping, Amazon, Souq

Extended Abstract:

The thesis is focused on E-commerce around the world mainly focusing on Arabic countries. The field that studies are E-commerce problems, methods to solve the issues, and development of e commerce in Arabic country.

Difficulties and barriers are also explained that were found while doing the research of this thesis such as: Government laws, finical state, adoption of efficient human skills and lack of knowledge about E-commerce etc.

This thesis might be helpful for Arab Government, companies, corporates and people who live there or those who can find it useful.

In the practical part of the thesis provide a comparison between two major platform Amazon and Souq and are visualized its traffic flow, statistical analysis of increasing sales around the world, positive impact of E commerce to the General public using Microsoft Excel.

Objectives

The aim objective of this thesis study is to highlight the internet use and analyze the E-commerce use in the Arab countries, how is it different from the rest of the world, understand how the Arab countries are adopting E-commerce and the way it's developing, also finding where does the Arab world stand from E-commerce.

Methodology

In this thesis the main methods that are used are descriptive and comparative, the theoretical part will be explaining the definition and clarifying the concept of E-commerce, the descriptive approach will be presenting of details about the most important aspects of this study, using the library tools from academic publications, books, websites and online economic articles, Taking some information from the Internet.

The practical part will be finding the difference between two major E-shops, one is in the Arab world 'Souq.com', the other one is used by most of the world especially in the United States and Europe 'Amazon.com' by analyzing annual reports and other aspects.

Conclusion

E-commerce became a must-have technology for every country in the world, it is playing a huge role in worlds economy and in people's daily life's, and the e-commerce is in a rapid growth. Overall there is development in most of the Arab countries except for few that either have political issue or internal instability, the country that will take initiative in participating and developing this field will drag the rest of the countries and will force them to use this technology just like the United Arab did which made more gulf countries involve. it's not enough for countries to depend on one recourse as national income and the opportunity and potential in e-commerce is great to relay on. There so many missing aspects from the Arab world that will prevent them from achieving full adoption of the e-commerce, with this slow development and not taking the initiative to make some changes it might take 10 or even 20 years to get to that state. Thesis study focused on e-commerce in the Arab world using the online source of data sets. This thesis might be helpful for the people who use e-business or e-commerce and those who wants to involve to the e-commerce. Users can get good amount of information form this thesis and it might give good understanding to them on how to interact with the E-commerce business around the Arabic countries. User can take a benefit form thesis easily which means they do not need advance knowledge of e-commerce or statistic. Everything is provided in this thesis through graphical view and statistical analysis. Furthermore, concept about E-commerce, how they can be useful in different point of views was explained through theory and practical.

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