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- **Supervisors :Prof. Dr. Mahmoud Yousef , Associate Prof. Dr. Safwat El-Alem.**
The research team: Associate Prof. Dr. Mona Umran, Dr. Tareq Sultan, Dr. Lamia Shehata, Dr. Bahaa Hamed, Dr. Samar Abdul Halim, Dr. Muhannad Al-Amin, Dr. Asmaa Hijazi, Dr. Walla Abdul Rahman
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English Reviewer

Ahmed Badr

Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jprr@epra.org.eg

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 And also to the Association email: jpr@epra.org.eg, or info@epra.org.eg, chairman@epra.org.eg,
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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Employing modern information technology and communication In E-marketing (Theoretical study)

Hearth Yas Khudhair AL- Beyaty
harith.albayati@yahoo.com
University-Technology-Malaysia (UTM)

Abstract

The This study has demonstrated that the Arab region has come to depend increasingly on communication through digital social networks in contrast to more direct personal communication, e.g. face-to-face contact, e-mail, and telephone. Clearly, these networks assume great importance in the daily lives of their users and have become indispensable.

Modern communication and information technology have contributed to the emergence of Electronic Marketing as an interactive and communication phenomenon. This has become a developed model in the economic and communication environment, with a tangible presence in the daily life. Thus, it established its position as a quick or instantaneous E-marketing tool and transformed itself into a sales guide for consumers.

The study has proved that Online Marketing has led to a reduction in costs. As a result, online companies have resorted to a policy of low-pricing in comparison with traditional companies. Consumers have also benefited from the multiplicity of options related to the availability of huge amounts of online information, especially since much of the available information is beyond the control of the seller. To maintain its competitive position, a company has no choice except to reduce prices. As for digital products such as books, software, music CD's and videos, the lower packaging, mail, and storage costs the lower is the prices so it can be delivered directly via the Network.

The study has also revealed that, for various reasons, there are challenges facing the spread of Electronic Marketing in the Arab world.

The reasons include the inadequacy of communication infrastructure in some Arab countries, the high percentage of the Technology illiteracy, the lack of self-confidence when dealing with modern Technology, the weakness of technological culture, the absence of media and technological awareness in relation to Electronic Marketing, and the suspicious backgrounds on Online commercial transactions. In addition, the question of the reliability of the information posted online, and the possibility that such information might be

inaccurate or untrustworthy, which could lead to spreading around a misleadingly information and negative opinions.

Nevertheless, this study has shown that Online Marketing by means of social communication has started to shape a nlew model in the world of shopping, and this is apparent in the Arab world today; which in the researcher's view, refers to the fact that, this Model shall constitute a future phenomenon during the upcoming years.