

Development, Implementation, And Application Of E-Areas Of E-Commerce In Malaysia Is A Growing Market

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Abstract: The fact that the Internet is now so prevalent in corporate usage has driven companies to a number of creative approaches that go far beyond just online marketing and leads to the use of new techniques to success. With the growing number of companies using the internet to perform their activities, consumers would have more choices in terms of where to look for products and services. Today, trading through the internet is expanding in many parts of the world. The growth of this development has been crucial in pushing the country's economy into a more positive state, and is likely to produce a more than adequate income. While the development of Information and Communication Technology (ICT), particularly the Internet, has enabled the general public to take advantage of e-commerce in their daily activities, many businesses now use it to conduct business in Malaysia. E-commerce is commonly used by industry, government, but government alone cannot be seen as the exclusive use. For this reason, the expand-commerce business really gains a great number of advantages to the online customers in the process of everyday work that involves finances. A lot has been written in this article about the use of e-commerce and how it has developed in the recent years in places like Malaysia. In addition, the author looks at the processes and obstacles which have been faced as well as how they were employed to ensure that e-commerce could be an effective in work activities

Keywords: ICT, E-Business, E-commerce, Malaysia

1. Introduction

The advancement of information and communications technologies has now altered the everyday practices dramatically. We struggle with the use information and communications technology at the office and in addition to, such things as laptops, Internet, cell phones, and so often. A person would often use a computer and the internet in order to conduct research assignments, order goods and make purchases, as well as to connect with others (Morley and Parker, 2009).

In current times, awareness and information have been increased for the people of Malaysia. Previously difficult to obtain knowledge is now is much more widely accessible and disseminated The thought generator often provides suggestions for creating wealth and stimulates new ideas for self- since it generates them and promotes thought. Additionally, the modern technology is also a pathway to infinite awareness. ICT facilities and abilities will enable people to keep up with the diverse fields of learning, careers, economy, politics, and other jobs they will aid them in raising their profiles, as well as helping them achieve a higher standard of living America has seen a historic demographic shift in which a rapidly increasing percentage of her population is Hispanic, a new public awakening in which increasing numbers of African-Americans, Native Americans, and a rise in an existing Asian-American middle class.

ICT, especially in the field of trade is becoming more prevalent in almost every area of the world. ICT plays a major roles in economic development with the ability to expand or thrive in a balanced growth. Trade officials, industrialists, merchants, and traders have dedicated a great deal of time and effort to the advancement of information technology (ICT) in this region (Musa, 2008).

Despite being still being considered new in Malaysia, e-commerce is a significant avenue of development for online businesses. Although some people tend to execute transactions face-to-to-face transactions using technology like the Internet, the majority of the population prefers to do so face-to-to-face. The idea of using the internet as a primary business method is comparatively new in most neighborhoods, so it is seen primarily in a small companies who participate in financial activity such as paying bills, purchasing plane tickets, and making purchases. Because of the involvement of the Malaysia Communications and Multimedia Commission, which may apply excessive fines, communication companies would not be able to engage in ambiguous schemes such as advertising spamming, which exploits Internet users' lack of awareness to benefit. The government has been making a concerted effort to provide and finance the growth and investment in information and communications technology so that it benefits all groups.

Instead of being heavily influenced by agriculture, Malaysia has changed its stance in favor of an industrial development in order to ensure a more comparable standing on the rest of the world (expanding) as it is, and (syed ali and ismail, 2007) In the New Development Bank Malaysia (Indonesia) pursues a more broadly oriented development with these measures to increase the k-economy (knowledge economy). As far as technologies are

concerned, rapid technological growth is only occurring in the more developed countries of the region, and even those in the more active countries, including, for example, countries in Asia like Malaysia, have failed to adequately to meet the challenge of e-commerce (Syed et al. , 2007; Santos & Peffers, 1998). As a result, the Malaysian government is committed to implementing the scheme and making widespread use of e-commerce in the manufacturing and commercial sectors. And by exploiting the Information and Communications Technologies will strengthen the offerings for the companies, so that the difference between service supply and the consumer demand will be bridged and productivity improved and market penetration met (Economic Planning Unit, 2011).

Let's think it's any less important outside of the country, the internet sector, this article will concentrate on the developments in Malaysia in this regard. Also, there will be various other subjects that will be presented. This includes the various methods of implementation that exist in Malaysia, such as means to ensure system use, as well as dealing with their unique challenges, that ensure that the system is adopted and used to the greatest extent possible by the people.

2. Definition and Concept of E-Commerce

To describe the early models of the concept of global inter-connected business which had appeared in books including *Great Thoughts of Digital StreetLife* and *Masters of Electronic Business* (Yerkes and taught at CMU in early 1990). According to Chaffey, 2007; Schneider, 2009, the organization would see Internet market operation and system innovation as a process transition that utilizes the Internet technologies.

Moreover, e-business is also refers to particular categories of entities developed by the use of Information Technology (IT) (Grefen, 2010). Similarly, GoFen (2010) mentions that by way of the use of IT, the whole process is managed and monitored which enables businesses to make a distinction between conventional and business. Often known as enterprise- or corporate- scale ecommerce, it encompasses many enterprises, several businesses, and is implemented in every sector (Neto et al. Al., 2010).

Expanding on: Internet-based trading is an enterprise level e-commerce is the practice of serving, promoting, ordering, selling, distributing, and delivering products or delivering a commodity on the internet. All on the user has to do is perform a transaction-based. This implies that everything a user has to do can be done is accomplished with a simple mouse click of the mouse and the transaction (Vince Brown 2006).

Irfan Khairi outlines the common characteristics of internet business "use of the internet as a means to advertise their goods and conduct the marketing activities, using it to obtain profits and taking advantage of the internet to do the sale buying and selling to take place face to face, eliminating time, which can lead to increased sales by providing information and a face-to-to-face engagement approach that helps increase sales "Enabling schools to provide or engage students in additional learning experiences is especially difficult, as their specific programs and methods must be modified to accommodate the needs of special populations including students with learning disabilities, those that are homeless, or incarcerated, or foster multiple language learning needs including bilingual and non-immigrants (Irfan Khairi , 2005).

Electronic commerce or e-commerce is the term used to describe a possible transaction between a business organization with external parties such as customers, suppliers and distributors. B - Online practices make everything you formerly accomplished in industry (that is, stuff that didn't include just Internet and computers, but was too, instead, for example, handshaking and negotiations) into interactive tasks that can be accomplished with the use of computers and the Internet and technologies.

Business principles are involved in all facets of e-commerce as well as in financial transactions, particularly from the customer's point of view. One in the main roles of business is to assist those in global commerce by means of information technologies. There are different players of e-whether sellers, shoppers, clients, or others who purchase on behalf of the customers-involved in e-commerce, such as traders or suppliers. The whole e-commerce structure depends on the internet as the foundation. Trading is one of the most important functions that the Internet has accomplished for growth, and has particularly revolutionized with the development of peer-to-peer platforms. The existence of e-commerce is certainly boost business activities and financial transactions without time limits and boundaries. The various activities surrounding the use of e-commerce must include the free and unrestricted flow of information, including the use of e-commerce technology and the capability itself.

3. Development of Internet Usage

Most of the infrastructure has been designed and structurally constructed in the last few years, and Malaysia has consequently caught up with the cluster countries due to the same advancements in information and communications technology. The emphasis on information and communications technology (ICT) was first brought to Malaysia by the following the establishment of the MSC in 1996. (Junaidah, 2008).

Additionally, the leaders realized the crucial role that information and communication technologies (ICT) are needed to play to help the country advance and evolve in all areas of its growth and thus recognized information and communication technologies as a vital to promoting efficiency and competitiveness (Mohd Yusof, Fuziah, Mohd Safar, and Mat Pauzi, 2009). a concerted effort is being made to achieve the desired vision for the University of the 2020 initiative, through the seven groundbreaking flagship applications MSC-centric apps were created to improve the Malaysia multimedia program and offer users different multimedia services, ranging from start-up companies to normal people far-reaching possibilities in many multimedia technology categories. Media Super Corridor (MSC) aims to offer Malaysians intriguing opportunities in this day and age of technology. This is the Seven MSC Company's main initiative: the Electronic Government Multipurpose Card, Smart Education, Telehealth, Community R & D, and Entrepreneurship for Professionals, and e Corporation for Profit and Sales. This organization, or company model, of the e-expanding operations, is known as the internet model of e-business or e-business one. The life is to benefit the economy, as well as IT market prospects for small and medium-sized businesses (Economic Planning Unit, 2006).

It is assumed that other developed countries will follow the Malaysian strategy because of the preparedness for preparation and growth as laid out in the strategy of the ICT. This greater availability of government funding is expected to spur the countrywide economic development, especially in the area of information and communication technology. In keeping with the government's potential target of a higher-income and more industrialized economy, the reforms it is introducing today will result in further development of our economies. A number of projects have been done to further benefit the economy in the high-value chain, including investment in human resources and technology improvements, and the development of the entire infrastructure (Economic Planning Unit, 2011).

Malaysia believes that 1995 was the year that the Internet was first widely available in the country. The total number of Internet hosts in Malaysia started to rise around 1996. During the First Malaysian Internet Survey in November 1995 conducted by MIM and Beta and in 1996, there were just 20,000 users of the Internet (amongst 1 million residents) that month (MIM, 1996), which made the internet only available to 1 out of a thousand people.4% of the population (or 1.4%) (21,772 subscribers to that year) (Expanded version). The figure for all minority residents, accounting for 2.6% of the total population, rose in 1998. Notice the amount of computers, which had risen from 467,000 to 701,000 in 1998, signaled the continual increase in demand for computing units (Lee, 2000).

At the present, Malaysia ranks in the 19th position in the top 25 countries when it comes to the overall number of internet users. but Malaysia is still a part of the group of the World Food Index but does not score a place within the 25 with regards to consumption penetration, due to its lesser use of many major food imported from other countries, say, India. While having a penetration rate of 65.7%, the country has only delivered 8.9% of its promises in that period of time. You will see that the following shows the approximate number of internet users in 10 Asian countries for the year 2011 as well as the additional statistic for Malaysia's internet population in figure. Exploration is, at its core, a three-step process. The first stage is online, where we look for existing knowledge and study materials to contain useful facts about the idea. The second stage is offline, where we use our current tools to draw on existing knowledge and find resources that are comparable to the concept. The third stage is in real life, where we try to solve real-life challenges by going through studying actual scenarios, relating those concepts to ours, and applying those similar concepts to our current resources to that are able to those situations.

4. Implementation

E-commerce started in Malaysia when various government departments began providing specific perks for Internet usage, such as promoting e-trade and encouraging online transactions are found in that country, such as promoting Internet purchases propose ways to all public sector organizations that charge their subscribers or users to pay through the Internet: The federal government, in January of that year, called on all organizations to give their customers or clients the ability to pay bills on-line. A promising solution was developed after doing some fast online research into the development of many countries where applications were found to be on the rise, and the government was quick to act on the results because they understood the value of it. A research study discovered that ranked Malaysia as number 33 out of the 64 countries using the 10-point Global Enterprize Expansion Scale with 5.61 points out of precision (COMMERCE, 2005) The test was to see how much is feasible to do according to the government's guidelines, how much is really provided for use of Internet-based resources and products. There have been several recent announcements made that promote the use of Internet based service and the development of applications tailored to customers' needs, so users can expect good service and use from the Internet.

If you support the initiatives to boost local small business interest in e-commerce, or not, the government has certainly has little to lose in these attempts. Through this we can observe the fact that the strategy for National E-

Commerce and the National E-Commerce System can be discerned in the Master Plan of the IAP, where the panel representatives - the people in charge of Apple, Microsoft, and Lotus – all met. These definitions include three main driving principles as well as four key strategic approaches. Its values include the participation of the government, industry, as well as the population, are borderless growth of e-commerce services, and acting as a means to bring about prosperity, as well as an incentive for a country's betterment. It takes an intelligent approach that includes faith and belief in e-commerce, improving the law and legislation, improving the delivery system, and logistics, and improving the overall economy of the economy are all part of the overall strategy.

Expanding on going into delivery and interface to take full advantage of the channel strategy is the key e-commerce programme, in terms of activities, efforts, places to promote access and customer engagement, integrity and interface of brand opportunities, as well as advancement of e-commerce. This is the core of the basic structure and the ultimate approach of the e-commerce aspirations that is supposed to assist in the growth of e-commerce in Malaysia. Previous government economic schemes were known to be successful, and rational ideas have provided substantial benefits, thus, doing the same thing again would not be considered insignificant.

Finally, a number of MSC-funded projects for research and development include helping and facilitating entrepreneurs' assistance for startup businesses as well as providing grants to assist in R&D and technology transfer for those businesses at the early stages of development.

The e-commerce segment is set up by the MSC project has a significant impact on economic growth. The largest potential market in e-commerce that provides borderless, but still pertinent, application for the business is that of the Extended network is borderless marketing. As the growth of e-Commerce in Cyber world will occur concurrently with the expansion of the city of the smart group E-commerce business practices, cloud computing, information systems, and various intangibles in the city can be put to use to provide a more enriching life for the residents in the community.

Thus, due to the many people's experience of internet services, more and innovation, this has developed the benefit of showing how useful the internet can be in trade and commerce. Leiner et al. (2009) claims that the Internet provides one of the best indicators of dedication to R&D investment and maintenance of the information system because it offers continued openness, constant change, open standards, and varied application options. In reality, the Internet has played a vital role in this exponential advancement, transition in the realm of infrastructure, but it also as an enabler for new technologies, utilities, and recently as well as an innovation engine for other technology such as robotic service providers and digital services (Kleinrock , 2008).

5. Challenges

The adoption of a new technology would almost definitely faces certain difficulties in how it is adopted into the business of the work and day-to-day operations of the organization (Siti Zobidah, Musa, Narimah, and Jusang, 2008). To effectively extend e-commerce to everyday operations, emerging innovations, such as online retailers, must be implemented and spread among the people on a well-thought-out and well-planned basis. To be effective, it depends on the parties using the latest technologies responsibly (Siti Zobidah et. al., 2008).

for the purpose of equality to all the following persons were included: consumers, suppliers, and those who neither as sellers nor buyers change their allegiant to the offer, sellers' choice were tolerant of any underlying requirements being middlemen Many companies have an economical approach to online expansion: Certain companies at least have the choice of implementing e-commerce If you're working for a small business and you want to expand, then e-commerce is your best friend. This industry can only be built incrementally rather than being produced from scratch. In addition to this, it, people use e-commerce to pay bills, finding facts, getting information, and so on can be done online incentives, it can even assist in tax declarations, and citation work, as well as doing various kinds of research. Customers who use the e-commerce programs would have additional features open to customers that use the e-commerce. notable advantages of operating outside the state include saving time and money on various commerce facilities, such as tax planning, checking account capacity, and no waiting while making a payment, or getting the check put in the service interrupted in the queue, and doing so while in line or while paying is reduced. You are only able to complete certain tasks using the handle of a home system, it is a valid to claim there are certain items that need to be completed in your home.

the populace in Malaysia have thus have yet to embrace a modern technology because no clear indication has yet been provided of the results of the use of the new technology and because their country has not yet seen any progress (Siti Zobidah et. al., 2008). a larger percentage of shoppers have reported that the choose to purchase in a retail store or online as opposed to by the findings of the survey carried out by the SKMM (in 2010) of roughly 2 years ago, which showed that roughly 66% of shoppers preferred to buy

In addition, online customers may also have little faith in the mechanism and are likely to fear about their personal information being vulnerable. Thus, the consumers' lack of faith in e-commerce may be a challenge for the development of motivation to make use it. For the 59% of users, it was clear that they didn't trust online transactions when they thought they couldn't use them, as seen by these findings (MCMC 2010).

6. Conclusion

Faster progress has been made in Malaysia, now the aim is to take e-commerce to the next level. The effort by the government to introduce e-commerce systems in Malaysia and its plans to set up various infrastructure has provided communities with frameworks and on which to construct would be ready in the near future has ensured the e-commerce market system's success. With the acceleration in electronic trade in developed countries and developing countries, it's in keeping with their respective economies' In this sense, ensuring that all facilities and specifications pertaining to the ICT can offer valuable services to the society in Malaysia has been given a considerable support.

Each individual action carries its own threats, no matter how carefully planned or secure. As it is still new, many businesses face the same risks as in the Internet-based enterprise or e-commerce industry. It's not unusual to reduce the risks for company owners, though, if anything is well thought out and effectively handled.

E-commerce sales should be expected to be profitable because of the Internet's reach that reaches such a large population. This company markets has an extensive and diversified customer base as well as well as an emphasis on the foreign sector. The terms and conditions on which the goods or services being sold to consumers often rely on. At first, the owner must monitor the exposure to garner as much expertise as possible and then extend it to the general market, in order to grow. The owners should be able to ensure the goods or services they deliver to their clients could be presented to the public as well as the public itself. Consumers must be able to maintain faith in the goods that are offered.

ICT was a great innovation, making enterprise continually available for 24 hours a day, 7 days a week. To ensure that the conditions of the owner are met, the facility will be operational at all times and 7 days a weekdays a year for consumers, the purchase times and locations are irrelevant, because they can make purchases at any time and regardless of which venue they choose. Transactions should be performed whenever it is beneficial to the customer.

According to the user, the Internet is a great tool to use to get the good or service they are looking for. Doing it without trying to put yourself in the position of being stuck in traffic, even without any of the effort. Internet has played a large role in this growth, and made it possible. They have the ability to browse and choose items on the website, make the purchase, and get the information needed to make the payment. If all the items have been shipped, the delivery process will be complete and the customer will receive their order. This wholeheartedly supports contemporary conduct in to the extent that it will soon be mainstream in today's lifestyle. This means that working people, as well as unemployed individuals, have a very small amount of time available for shopping. This means that the e-commerce is a feasible choice for customers to buy products or services.

By definition, though, all of that can only be achieved through a strategic and effective management of the Internet market. Although still carrying out good businesses on the Internet and a continual endeavor, establishing customer interest does prove feasible, these methods may also use the authority as a useful support system for the initiative. There are several difficulties in taking the traditional form of trade expansion to the new customers, but certainly this new customers will be drawn by this method's presence

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