

Summary Of The Tithes

**Towards A Proposed Model for the Development of
Electronic Commerce
An Empirical Study on the Egyptian Software Industry**

**Preparation
Bassem Banoub Bakhit**

**Supervising
Professor Dr. Abdullah Amin Gamaa
Professor Dr. Fawzia Eid Mabrook**

This study aims to develop electronic commerce in the software industry in Egypt and through the following points :

- 1 - Describe the current state of electronic commerce in the software industry in Egypt.
- 2 - Identify the obstacles that affect the spread of electronic commerce.
- 3 - A proposed model for the application of electronic commerce on the software industry in Egypt, according to local, Arab and international variables , and in light of the results of that study.

Research community has included 250 companies and the sample size was 160 companies specializing in software industry.

And the study was consists of five chapters: -

- Chapter I** : General framework for the study.
- Chapter II** : E-commerce in Egypt.
- Chapter III** : The Software Electronic marketing .
- Chapter IV** : Field survey and verify the proposed model.
- Chapter V** : Results and recommendations.

The study found the following results: -

- 1 - There are opportunities provided by electronic marketing software.
- 2 - There are many problems and obstacles facing E-commerce in Egypt (technological barriers - social - economic - marketing - legislative).
- 3 – Egyptian Government Administration is making great efforts in promoting the software industry in particular, and E-commerce in general, but there are a lot of weaknesses.
- 4 - There is no sufficient awareness among customers in Egypt to use the Internet to purchase goods and services on-line.

- 5- A few Egyptian companies, which design software and specialized applications for the design of public programs and recreational and educational.
- 6 - Based on the importance of understanding the business risk faced by the E-marketing software and their ability to assess these risks and find solutions, especially the risk of intrusion and hacking.
- 7 - Flight of qualified technical professionals to the outside and thus lower the number of workers who specialize in this industry, especially programmers and systems analysts as a cornerstone in the industry.
- 8 - The model has been tested and the results showed its validity