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The Ethics of E-Commerce in Egypt

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Abstract

The age of the Internet has created ethical challenges for the Egyptian economic institutions because of the increase in competition between institutions because of the network.

The international is a port that is not subject to the law and what happens in it from the immoral actions that take place in it. E-commerce has helped with the existence of a vast number.

Of the institutions that own websites and offer their offers through them, which has increased the cases of piracy on the information related to the viability of

The Foundation, as it allowed some to devise new methods of intrusion and spy on customers through the Internet, and other electronic businesses.

Immoral. Egypt's chances of developing in the field of electronic commerce depend on the availability and development of information and communication technology. Global growth

The accelerating e-commerce and the increasing international trend to spread its applications leaves Egypt no room for hesitation in implementing this trade.

Keywords: E-commerce, business ethics, ethics of e-commerce

Introduction

The development in the global environment on all levels was accompanied by many moral violations that resulted from a lack of interest.

Ethical standards in the practices of many economic institutions for their activities, all these transgressions aroused the interest of those interested in the necessity. Thinking of appropriate ways to ensure the supremacy of the dimensions and ethical components to adapt and ensure survival in the business environment with a set of benefits.

Ethically competitive

This does not depart from the framework of e-commerce, in which ethical principles have become more required than traditional commerce, despite the advantages. The positivity it achieved, however, created a set of challenges for some institutions that faced more competitive pressure,

E-commerce has become one of the main means of exchanging information, expertise and products between various sectors and across countries. It also supported the ability of institutions to benefit from the ease, ease, and accuracy they provided in conducting their business, which led to the loss of some.

Institutions have many of their customers because of the fierce competition, which puts them under constant pressure that may lead them to unethical practices. To achieve its goals and support its capabilities in achieving competitive advantages.

What is E-commerce: E-commerce is the use of the Internet to trade in products and services, whether between companies and some B2B or between companies and individuals (B2C).

History of E-commerce: The history of e-commerce goes back to 1979, when English entrepreneur Michael Aldrich introduced the first online shopping system. 1981 was the year of inter-business online shopping when Thomas Holiday launched the first online shopping site in England. In 1984, he established the first online shopping site between companies and individuals, Gateshead CIS / Tesco. The next ten years have been full of breakthroughs in e-commerce. And companies began to use the Internet for financial transactions. In 1985, Amazon and eBay - the most important e-commerce sites - were created.

Today, there are many sites that provide online shopping services to users around the world, such as Alibaba, Tesco, and Shopify, and most brands have created electronic stores in parallel with their regular stores.

There are states say that 40% of the world's internet users have purchased products online, and their number is estimated to exceed one billion buyers (Statista 2016).

E-commerce classifications: There are four classifications in electronic commerce as well as in traditional commerce, namely: B2B, B2C, C2B and C2C (motabein 2018).

B2B trade to commerce - includes companies that do business between themselves, for example, producing companies that sell their products to distributors and wholesalers who sell products to retailers.

B2C business to consumer includes businesses that sell goods to people in general through online stores and without the need for any interaction with people. This is what most people think about "e-commerce". For example, Amazon Online Store.

C2B Consumer to Commerce - In C2B e-commerce, consumers send a budget project online and companies bid to do that project. The consumer then studies the quotations and chooses the right company for them. Elance is an example of this type of e-commerce.

C2C consumer to consumer- This type of trade is implemented in classified online ads, forums, or markets where people can buy and sell goods to each other. Craigslist, eBay, and Etsy are examples of this type of e-commerce.

E-commerce features

<u>1. E-commerce features for customers:</u>

Comfort: Any product you want can be found online. Simply type the name of the product you want into your favorite search engine and all options will appear in an organized and tidy way, in just a few seconds time saving: With e-commerce, you no longer must drive for hours and search for stores hoping to find what you want. Online stores provide you with a full range of products and instead of using the store to display their products they use warehouses. You can find the products easily and they will arrive on your doorstep in a matter of days.

A wide range of different options: In e-commerce, a customer can easily compare products with each other without having to go from one store to another and see who is the seller that offers the best price and has the widest options to choose from. In the real world, every store has a limited space, but the store itself can display the entire warehouse inventory online.

Convenience in comparison: In e-commerce, it is easy to make two-way comparisons. When goods are displayed on the Internet, all their specifications and characteristics are explained, and online stores ask you to compare their products with other products to know that they provide the best options and to return to purchase from this store again.

Ease of finding opinions and polls: Because of the intensity of the competition, companies want you to look at all consumer`s opinions and surveys. There are both positive and negative surveys on every site, and in addition to being able to see positive reviews and opinions for each product, you will also realize the reasons why some people dislike that product.

2. Business e-commerce features:

Increase your customer base: The customer base is a primary concern for all online and offline businesses. There is no need for online businesses to worry about getting the best features in their city because people from all over the world can access their products and can refer to it for purchase at any time.

Increase Sales: An online business does not need to run a store and can generate more sales online with a higher profit margin. They can in several ways receive money from the customer to make the customer's buying process faster and easier. By reaching the global level, these businesses can sell more products.

Expanding the field of trade: Translation is one of the great tools available on the Internet! So online businesses do not have to build a site for every language. With the right marketing, customers around the world can find their website, products, and information to do so without having to leave home.

Simplify periodic payments: With a little research, any business can create for itself periodic payments. Find the bidder that best suits your needs so that invoices can be made in a convenient way and payments are received in this way as well and consistently.

Instant transactions: In e-commerce, there is no need to wait for checks to clear or wait 30 days for other types of payments. Transactions are executed instantly or require up to 2 or 3 days to deposit funds into your bank account via the banking system.

The Egyptian market for e-commerce: The Egyptian Ministry of Communications estimates that the number of internet users across Egypt is 46.2 million, which represents more than 54% of the total population. Egypt is ranked 14th in the world (Minister of Communications 2016).

In 2006, Ronaldo Mishwar - a Syrian entrepreneur - launched Souq.com, thus introducing e-commerce for the first time in countries with 110 million internet users, according to PayPal estimates. This site has attracted more than 6.2 million registered users between sellers and buyers in 5 countries, paving the way for the launch of other platforms.

In 2012, Rocket International formed a team of entrepreneurs to launch Jumia, an online shopping site with warehouses in 9 countries including Egypt. Despite the intense competition with Souq.com, Jumia has managed to establish a strong customer base in Egypt. With around 300 employees, the company has attracted more than 100,000 users and provided more than 60,000 products. This year, the company pumped $ 20 million in investment in the Egyptian market.

While Jumia remains the largest e-commerce platform in Egypt, these two competitors do not have a monopoly on the market. Babyboons is an example of an e-commerce platform that joined the market in 2013, targeting the mothers of newborns. Several platforms have managed to find a place for themselves, while others are still on their way.

Challenges facing e-commerce in Egypt: With all the promises and hopes that e-commerce holds, there are still challenges that keep people away from it, threatening its progress. According to a report issued by the Ministry of Communications and Information Technology, more than 56% of all Egyptian families do not have the awareness that they are using e-commerce (Ministry of Communications and Information Technology 2017).

Besides the difficulty of shipping and transportation, the financial and legal aspects present difficulties for e-commerce. The lack of legal recognition of electronic contracts constitutes at least 24% of barriers to home use, and the lack of convenient online payment methods accounts for 16% of the problems, according to the Ministry of Communications. Despite this, companies have devised many solutions to address these challenges, such as cash on delivery as a payment option

and expanding their marketing campaigns to reach more users and raise awareness about e-commerce.

Although statistics indicate that only one dollar is spent on e-commerce compared to 11 dollars in regular commerce, the volume of e-commerce spending has grown from 1.2 trillion dollars in 2013 to 1.7 trillion dollars in 2015. It is expected to reach 2,3 trillion dollars in 2017, This growth rate will provide good opportunities for those who want to try the field or are already ready to take critical decisions and start a new venture in the world of e-commerce (emarketer 2017).

Business ethics

A. What is business ethics: Beginning with the linguistic readings of the term ethics as creation, creation is religion, nature, and attributes, and it expresses the declared image of the human being and the inner image of him (Ibn Manzur, 1968, P 86).

The business ethics is a set of principles and standards that govern the behavior of individuals and groups and It helps them find what is right and what is wrong and then determine how to get the right things done (Robbins & Coulter, 1999, P16).

In what (Hellriegel & Slocum) sees it as a set of moral rules and principled values that govern the behavior of the individual and the group regarding the right and wrong of behavior, as they contribute to defining the necessary standards for what is good and bad from the behavior and actions of individuals (Hellriegel & Slocum, 1996, P 146). And it was defined as: a behavior committed to the ethical and value aspects that express trust, transparency, honesty, and distance from distinction and elusiveness, as it leads to satisfactory results for all parties by adopting legitimate means and tools.

Business ethics indicates that there are specific principles or rules that must be respected, which result in the characteristics of an organization's business, and can defining it as the analysis of means of applying ethical standards to individuals in their concrete decisions taken within the organization (l'impossible éthique des entreprises P 4).

Adherence to principles and ethical behavior is of utmost importance to all segments of society, as the most important benefits that organizations can get Business is due to its commitment to an ethical perspective.

- Within the framework of the modern perspective there is a positive correlation between the ethical commitment and the financial return achieved by the organization, and if not in the short term, it will certainly be evident in the long term.

- Enhancing the reputation of the organization at the local and international level, which has a positive impact on the return of its friendliness.

- Adherence to the ethical dimensions of the workplace it within the framework of enlightened self-interest.

- Obtaining special international certificates such as "ISO 9000, ISO 14000" is coupled with the organization's commitment to many ethical standards, and thus carries with it recognition of ethical content.

The current business environment has imposed many challenges that have prompted organizations to invest in activities that are consistent and based on the principles set by the law and ethical values, and many organizations seek to avoid being boycotted by customers, so they are very keen to spare themselves from such situations, which drives them. To do more in the area of ethical engagement (Mohr et al. 2001, p: 45).

Business ethics is the comprehensive framework that governs actions and actions towards something, and it clarifies what is acceptable or right and what is rejected or relatively wrong in light of the norms prevailing in society by virtue of custom and law, in which the organizational culture, values, organization systems and stakeholders play a fundamental role in determining it And the same thing implies the concept of ethical and distinct responsibilities, as ethical responsibilities include expected behavior that goes beyond legal obligations and responsibilities. Distinctive includes specific pre-action behaviors to protect the well-being of the main components. Realizing the ethical and distinct responsibilities of a business does not have environmental and legal obligations. Business is not only responsible for its owners but for its employees, customers and society in general, in addition to other groups and as a result, increasing profits should be the only goal. For business, the conviction must prevail that the funds transferred

to social actions in the short term will result in improvements in society that make it easy to maintain business and enjoy long-term profits (Al-Maadi, 2005, p. 6).

E-commerce ethics: Although what distinguishes the e-commerce method is the presence of a high degree of interaction between the two parties to the transaction, the options available for documenting transactions may be limited due to the presence of a great ability to change or imitate them due to the absence of any reciprocal documents in the implementation of transactions, and thus the electronic message becomes the only legal basis available to both The two parties in the event of any dispute arising between them, which opens the door to a legal issue As great as legal proof, which made it an obstacle to confidence in electronic commerce, and electronic commerce gives the ability and ability to implement all components of the commercial process, including the delivery of non-material goods on the network, which requires a greater moral commitment and for each stage of the implementation of the transaction, as for the material goods, the commitment to the terms of the contract represents the dimension The ethical includes the quality, delivery time, warranty period, etc. Issues accompanying the implementation of the contract.

Most of the electronic crimes dealt with by the security services in this field are limited to the piracy of some Egyptian hackers of bank accounts, current account card numbers, sexual harassment, extortion, and the threat of defamation, and Egyptian online shoppers face fears of fraud and fraud in light of the increasing number of fake companies for online shopping The high rates of electronic crime and the exacerbation of sabotage attacks, in the absence of effective government laws that would control commercial transactions and secure electronic buying and selling, especially since most Egyptians are ignorant of how to complete transactions. This is reflected negatively on electronic commerce in the Egyptians, where. The phenomenon of fraud and fraud on the Internet is woven through more than one means and passes through e-mail or phone calls, targeting a wide range of people.

Ethical commitment when concluding deals

Disclosure of information and products: The results showed that most Egyptian economic institutions disclose information about the products and services they provide through their websites.

Safety of products and services: The results showed that most of the Egyptian economic institutions provide sound and high-quality products and services.

Credibility in advertising: The results showed that the advertisements of most Egyptian economic institutions enjoy high credibility, as they do not deceive, mislead, and seek profit without paying attention to ethical considerations.

Fair pricing: The results showed that the Egyptian economic institutions are fair in pricing their products and offer low and high quality offers with competitive production costs.

Commitment to delivery dates: The results showed that the Egyptian economic institutions deliver on time and with the required specifications and respond promptly to customers' requests.

Gaining a competitive advantage: The results showed that the Egyptian economic institutions have close relationships with customers and are eager to win their satisfaction and loyalty, which results in an increase in profits, an increase in the market share, and consequently an enhancement of their competitiveness.

Conclusions

There is no doubt that the development of the use of electronic commerce has created several problems, which necessitates the provision of security and confidence in e-commerce transactions by finding entities that work to ensure the correctness of the data contained in e-commerce contracts and to provide the confidence and security necessary for its development, and that the privileges offered by e-commerce And the technologies that are based on it make us think about what you can add The Egyptian economy has a future, and that is because of shortening a long time, which leads to the widening gap between it and the economies of developed countries and Arab countries that are in the process of development.

Despite Egypt's delay in the field of information technology penetration and the adoption of electronic commerce, there are indications that the sector could improve, and there is great hope for the launch of e-commerce if the appropriate technical, educational, legislative, and commercial environment is provided for the development of this trade, especially since there are many institutions that She has already started doing some of her business online.

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