

USE OF ICT AND E-COMMERCE TOWARDS ACHIEVING COMPETITIVE ADVANTAGES

Dr Fareeha Zafar

University of Derby (UK) & Government College University, Lahore
PAKISTAN

E-mail: Dr.F.Zafar@gcu.edu.pk

Rabeea Ishaque

MS Management University of Engineering and Technology, Lahore
PAKISTAN

E-mail: rabeeaishaq57@hotmail.com

Mashhad Javaid

MS Management University of Engineering and Technology, Lahore
PAKISTAN

E-mail: mashadjavaid@hotmail.com

ABSTRACT

The purpose of this article is to describe the use of ICT and E commerce in competitive advantage. E commerce is fundamentally changing the way in which business is conducting. E commerce and ICT both forces companies to find out new ways to expand their business market to attract and retain their customers. It discusses the role of technology innovation in competitive advantage, barriers for businesses(in developing countries) due to which they are unable to reach the level of achieving competitive advantage and their inability to add value in their businesses. It further explains the E commerce resources, technology leadership (cost and differentiation advantage) and competitive advantage and impact of internet on competitive forces in small medium enterprises. With the help of case studies and literature review the article finally depicts that both ICT and E commerce are used for achieving competitive advantage.

Keywords: Information and communication technology (ICT), E-commerce, competitive advantage (CA), small medium enterprises (SMEs).