

# **E-BUSINESS AND E-COMMERCE: THE LATEST DEVELOPMENTS IN ALBANIA**

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## **Abstract**

We all are witness of the dramatic changes in Communication Technology in the last decade. These developments have affected many areas of our daily life, especially the way companies do business in today's environment. E-business (electronic business), derived from such terms as "e-mail" and "e-commerce," is the conduct of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners. Today, major corporations are rethinking their businesses in terms of the Internet and its new culture and capabilities. Development and presence of e-Business is an important factor of national economy. Electronic business, or e-business, is a wide ranging collection of functions and activities that are facilitated by digital and electronic means. In the past few years, virtually all businesses have become, to some degree or another, an e-business. The pervasiveness of Internet technology, readily available solutions, and the repeatedly demonstrated benefits of electronic technology have made e-business the obvious path. This trend continues with new technologies, such as Internet-enabled cell phones and PDAs, and the trend of e-business saturation will most likely continue for some time. This article frames and discusses the concepts of e-business and e-commerce and aims to analyze closer the latest developments in E-Business in Albania. Apart from the theoretical point of view this paper shows some data on the various initiatives and the main activities of E-Business in the Albanian companies.

**Keywords:** e-business, e-commerce, internet technology, communication technology

