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THE OPPORTUNITIES AND CHALLENGES OF ELECTRONIC BUSINESS FOR SME'S IN KOSOVO

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Abstract

Small and medium-sized enterprises (SMEs) are known as accelerators of social and economic development due to the important role they play in increasing GDP, job creation and entrepreneurship, with all the ways of doing business and especially with the electronic way, and which implements information technology and the Internet for the realization of business relationships with customers.

The Internet and information technology are destroying the walls and barriers between countries not only economically but also in every other social aspect, thus influencing the globalization of the international economy and the opening of markets between different countries, facilitating the exchange of goods and services.

Over time, e-business began to be applied, which made sales and purchases, ie exchanges between businesses and consumers, online. This means that various businesses in addition to traditional shops began to open virtual stores (read electronic).

The development of Internet-based technologies has enabled the development of business organizations that use the Internet to realize a successful business story, also through the creation of a market that grows very quickly both by the way business is realized, as well as by the way business communicates with customers and business customers. Today, most small and medium-sized enterprises have access to the Internet and use it to deliver products and services to consumers. The population in Kosovo, even though they are large Internet users, are reluctant to use the Internet to shop or buy products and services, although the number of small and medium enterprises in Kosovo that apply electronic business remains limited.

Since the purpose of this paper is to present the opportunities and challenges of e-business for small and medium-sized enterprises in Kosovo, special attention will be paid to e-entrepreneurship as a concept that adds value not only to the economy but also to Kosovar society.

Keywords: small and medium-sized enterprises, Internet, information technology, electronic business, opportunities, challenges.

1. Introduction

The economy of Kosovo, similar to any other field within our country, is facing various challenges, which have their genesis precisely in the transition phase in which Kosovo is going through in the economic and social aspects. The economic spectrum transition also affected the Kosovar entrepreneurship or the various businesses and enterprises that operate within our geographical borders.

This transition causes Kosovar business to move slowly from the traditional towards a more modern way of doing business, which means electronic business or e-business.

E-business, or as it is otherwise known online business or business that is accomplished through the Internet, includes a wide range of processes that take place both inside and outside the business organization.

According to Cassidy, electronic business is referred to as the integration of people, processes, and technology to do business and it includes all business models (business towards the employees, consumers, and customers, suppliers, partners, and the value chain). [1]

Combe, [2] defines electronic business as the use of the Internet to enhance business processes, electronic commerce, communication, and collaboration within the organization as well as with its customers and consumers, suppliers and other interested parties.

According to Turban, [3] electronic business, as a way of doing business involves many different activities, organizational units, and technologies and for the successful implementation of this form of business, it is necessary to have the right information, infrastructure, and support services.

According to the European Commission, the integration of the digital technology dimension measures the digitalization of electronic business. Through the implementation of digital technology, businesses and enterprises, especially small and medium enterprises can promote efficiency, reduce business costs and establish better relationships with customers and business partners, enables wider market access and implies growth opportunities [4]

Thus, the Internet unlocked the doors for a new manner of economy and business, with operational models, strategies, structures, policies, cultures, regulations, successes, failures, opportunities and various problems that make the difference between the traditional and the contemporary way of doing business.

Electronic business along with electronic commerce has the ability to increase the productivity of enterprises and businesses thus causing economic growth, promoting innovation, international trade, positively affecting monetary policy by increasing competition, reducing transaction costs and prices of products and services. [6]

According to McKeown [7], the dramatic growth of the Internet and www (World Wide Web) is changing the way we live, work and organize within society itself. The biggest change has to do with the transition from an industrial economy toward a network or Internet economy. The network or Internet economy is based on computers, connectivity, and human knowledge, and will involve changes in how products and services are created/produced, sold, and distributed. This form of the economy must also have its supporting infrastructure, which in this case is information technology, and the primary components of this technology are computers and computer networks that enable the creation and operation of connections.

The expansion of the digital economy creates many new economic opportunities. Digital information can be used for development purposes and to solve many social problems. This type of economy affects the improvement of economic and social income and can be a driving force for innovation and productivity growth. [8]

According to Chafey [9], e-business offers opportunities for small and medium-sized enterprises to compete in a global market. One of the biggest changes driven by electronic communication is how approaches to transmit and transform information can be used for competitive advantage purposes.

E-business, including e-commerce, is at the heart of the Organization for Economic Co-operation and Development's analyses and studies. [10]

Enterprises, especially those defined as micro, small, and medium, are of great importance for the well-being of Kosovar society and the economy in general.

This category of enterprises has an undeniable contribution in the economic aspect, a contribution related to employment creation and income generation for many individuals, affecting the growth of purchasing potential within the national economy, thus promoting economic growth.

Business is defined as an organization or enterprise entity engaged in commercial, industrial or professional activities. Businesses can be profit entities or non-profit organizations operating to achieve any social or societal goal.

The notion of business also refers to individual organized efforts and activities to produce and sell products and services with the aim of achieving profit. [11]

Businesses are organized in the form of enterprises ranging from those owned by individuals to multinational corporations. Each of the forms of business is differentiated according to taxes and fees, different fiscal implications on income for the businesses themselves and their owners.

According to the Oxford Dictionary [12], business is defined as the act of producing, buying, selling or supplying a product or service in exchange for money. Thus, a business can be the process of producing, trading and serving different products and services.

Generally, the business starts with a business concept or plan and a label for the same, but there is also no lack of detailed market analysis and research to verify the feasibility and economic rationality of the business and to prove that the business can provide value to the customers and consumers.

Undoubtedly, a business must be registered in the place where it operates, in our case in Kosovo, based on the local legislation.

Businesses differ from each other in size, starting from micro-businesses, small, medium and large businesses.

2. Aims and objectives

Nowadays, there are many economic branches that use the Internet as a communication channel with buyers and suppliers that are presented as success stories in this field.

The Internet along with information technology has become an integral part of our daily lives, not to mention the economy and the progress of economic processes within an increasingly globalized market, facilitating communication between businesses and customers, making information more accessible to any corner of the world, offering numerous opportunities especially for small and medium business to be present in front of a wider number of customers. On the other hand, it is a fact that Kosovo is facing many problems, but global economic trends place e-business at the center of our research in order to identify the potential and overall impact of this way of doing business on small and medium businesses and the GDP of Kosovo.

The subject of the study of this paper is e-business in small and medium enterprises in Kosovo, specifically a detailed analysis of the opportunities and challenges that e-business offers to this category of enterprises.

The purpose of this paper is to identify the opportunities and challenges of e-business for small and medium enterprises in Kosovo, especially after given the fact that analyses of this nature are deficient in our country.

3. Electronic business

Business digitalization means the comprehensive use of Information and Communication Technology not only within the business organization but also by creating interaction and cooperation of information and communication systems with all parties, specifically the business partners. [6]

The electronic way of doing business greatly facilitates all processes, namely activities through which this form of business is conducted, especially the process of informing about products and services, initiating a business transaction, agreeing and reaching a contract, realizing the contract that means sending the product or service, sending the invoice, making payments and supporting clients and consumers. [6]

Along with the evolution of information technology came what is today known as the Internet or network economy. Although in this form of economy, the economic roles and functions of supply and demand remain the same, the Internet economy uses the computer, human connectivity and knowledge to create a better way of doing business and becoming more competitive in the market. Electronic business, through e-commerce, by conducting transactions via the Internet, is becoming a stimulating and encouraging factor for the growth of the world economy. This way of doing business is not limited to the use of the Internet, on the contrary, a large part of the transactions take place even within the enterprise itself or between different business partners. This highlights the ideal combination of strategy and technology available to the enterprise, and such a combination will enable business organizations to achieve their goals. [7]

4.1. Electronic enterprise in Kosovo: Kosovo's economy in the past and now is facing obstacles and challenges of various natures, which are reflected in the business environment facing various challenges that affect the creation and development of the private sector, specifically small and medium privately owned enterprises within the national economy. Kosovar businesses, specifically small and medium enterprises in Kosovo operate in an environment of unfair competition, which at the same time faces a high level of corruption, a dysfunctional legal system and obstacles of various natures.

This business environment poses an obstacle not only for existing businesses in Kosovo but at the same time sends negative signals to potential foreign investors affecting the reduction of direct foreign investment.

Electronic business in Kosovo is at its start phase. The service and trade sector are the primary users of e-business, but still, most of the sales are conducted through the traditional way of doing business. Almost all commercial banks offer internet banking services, offering the possibility of making online payments. The Kosovar market does not lack businesses that offer their services and products online. [13]

If we compare these data with the latest data published by Eurostat, where the European Union average for Internet access of population or households is 89%, [14] the results shown by the Kosovo Agency of Statistics are very encouraging, while even within the European Union, about 60% of individuals have purchased or ordered products and services online, or via the Internet [14], and the leaders within the European Union remain Denmark (84%), the United Kingdom (83%) and the Netherlands (80%), whereas Bulgaria with 21% and Romania with 20% of the population that have bought and ordered products and services through the Internet are ranked as the last within the European Union, while according to the Kosovo Agency of Statistics close to 23% of the population in Kosovo has bought or ordered products through the Internet in the last year.

According to the Association for Information and Communication Technology of Kosovo, [15] 96% of Kosovar households have access to the Internet, but still very small is the percentage of the population who use the Internet to buy or order online, a rate that captures the value only 8%.

4.2. Electronic business payment system: When business and commerce are conducted electronically, it also means that payments for certain services and products are conducted electronically. Paper-based payment systems cannot support the speed, security, privacy, and internationalization needed to run a business and e-commerce business. The three most popular ways to pay electronically are credit cards, electronic fund transfers and digital money. [7] Here, the electronic transfer of funds refers to the electronic transfer of funds from one bank account to

another, without having them specifically without touching the money manually. Digital money involves storing the value of money in digital format and is of the following two forms, card-based and computer-based. Card-based digital money is the storage of the value of money on a plastic card, such as a prepaid card for the phone or a smart card that can have a certain cash value in it. Computer-based digital money retains the value on the computer and is usually connected to the Internet to make direct transfer payments between individuals, customers, and businesses.

Doing business via the Internet, respectively doing e-business is not an easy task. Concerns exist for both consumers and consumers, for example, what is the assurance that the business offering a product or service to customers will continue to exist and operate tomorrow? Alternatively, how to ensure a business, whether small or medium-sized, that the consumer or customer is not using a stolen bank card when paying off business obligations. [5]

So how will both parties, businesses and customers, be ensured that transactions between them are conducted privately, without being "observed" by a third party who would probably misuse these data.

From here, we can say that the reliability and security of transactions are the most important part of any transaction that takes place online, even if it is a business transaction. These two elements are the main barriers that discourage consumers and clients from participating in e-business.

Concerns about Internet security, especially driven by society and the media, encourage the concerns of potential consumers about whether or not the Internet is a safe place to do business.

Businesses and customers need to consider and protect the transactions that are conducted via the Internet.

Efforts should also be made to verify the identity of the participants in the transaction to ensure the credibility between the parties involved in this manner of economic operation.

A similar concern shows a study conducted by Eurostat. According to this institution [16], 25% of European citizens do not trust the services of various networks due to concerns related to data and transaction security, thus not providing any information or personal data on the Internet. It is also concluded that due to concerns about data security, 16% of the population has avoided online shopping and 13% of them have avoided online banking, processes that take place within the electronic business.

4. Discussion of Study results

For the vast majority of enterprises participating in the research (92%), the preferred way to conduct business is the traditional way, as opposed to the electronic-online manner that is preferred by only 8% of enterprises, as shown in the following graph:

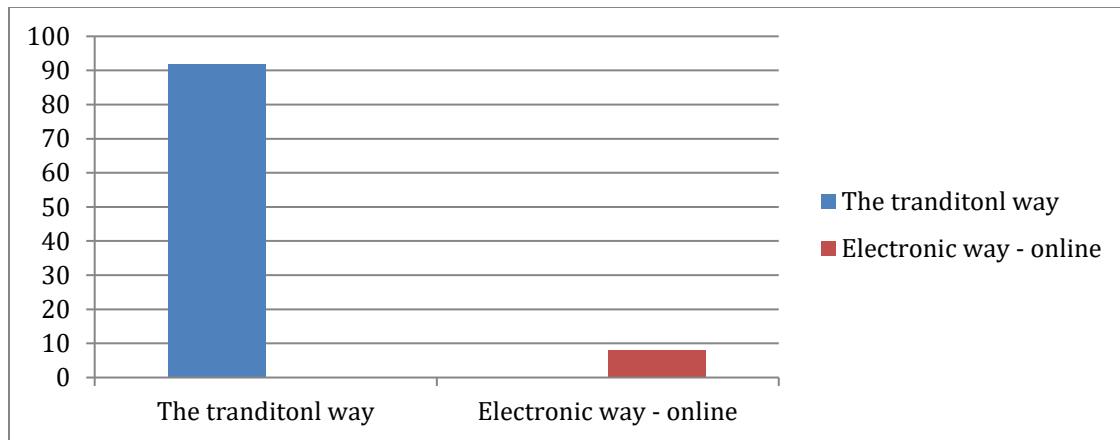


Figure 1. The preferred way of conducting business for enterprises participating in the research

From all the companies participating in the research, 28.6% of them conduct e-business, selling and buying products and services online, specifically via the Internet, and 71.4% of them do not conduct electronic business and commerce:

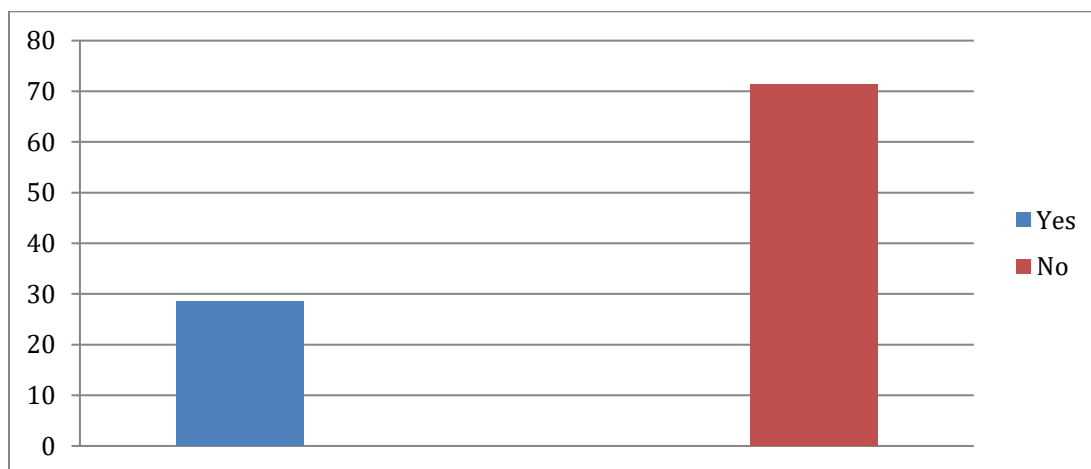


Figure 2. The percentage of enterprises that conduct e-business

Regarding the causes and reasons for making the decision to implement e-business, 42.9% of enterprises have done it voluntarily, 14.3% have done it due to competition and still the number of enterprises that do not implement e-business in their economic activity is high:

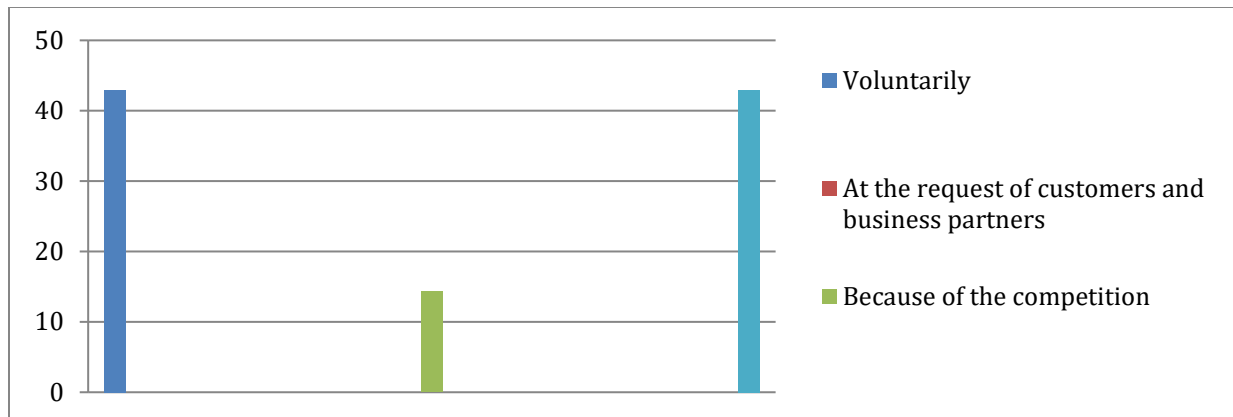


Figure 3. The reason for making the decision to implement e-business

Most of the enterprises that participated in the research, or 42.9% of them, operate in the B2B model, 28.6% of them in the B2B and B2C model, and the same number of enterprises does not implement the electronic way of doing business.

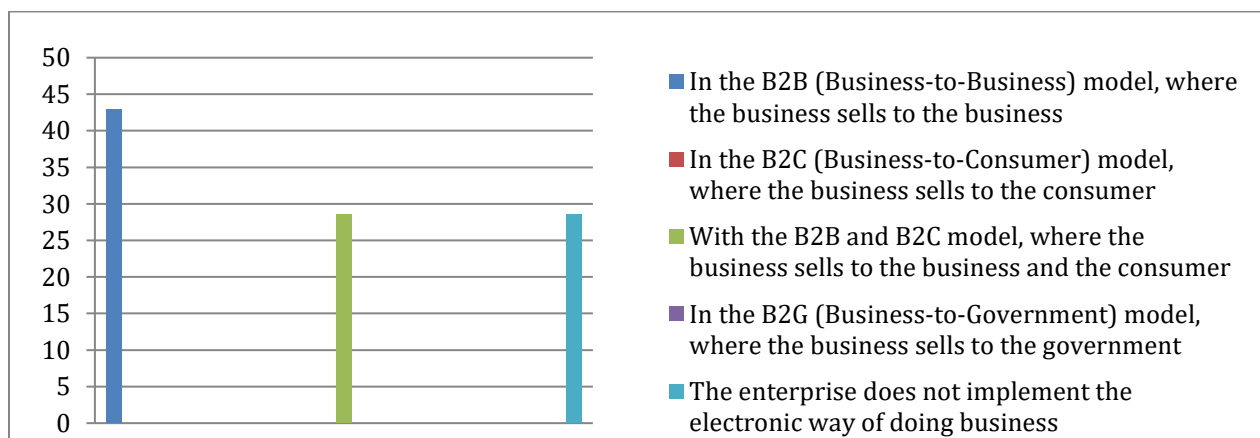


Figure 4. Business models in which enterprises implement e-business

A small part of the surveyed enterprises, or 28.6% of them plan and realize sufficient funds and budgets for the implementation of electronic business and 71.4% of the enterprises do not plan and realize sufficient funds and budgets for the implementation of the electronic way of doing business:

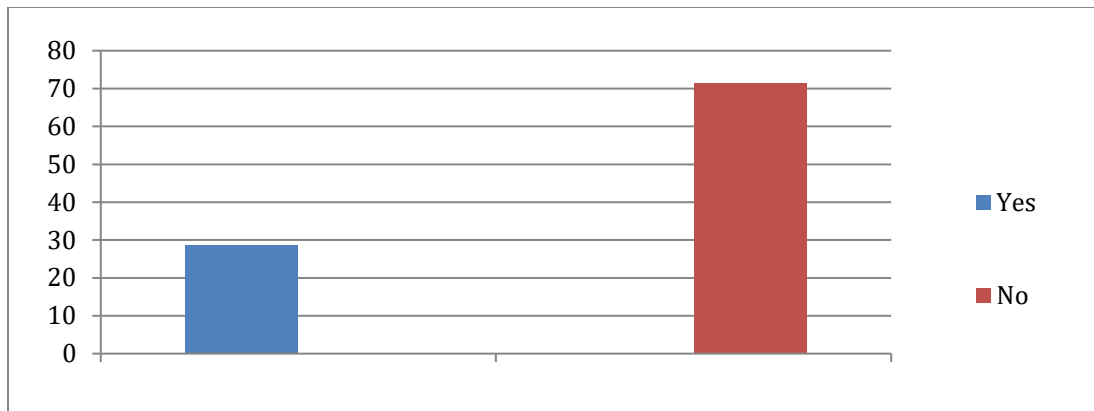


Figure 5. The sufficiency of funds and budgets planned and implemented for the application of e-business

The research shows that a low percentage of enterprises, or 28.6% of them support and finance quality and adequate training for staff responsible for e-business, but still a fairly large percentage of enterprises (71.4% do not support and do not fund training of this nature:

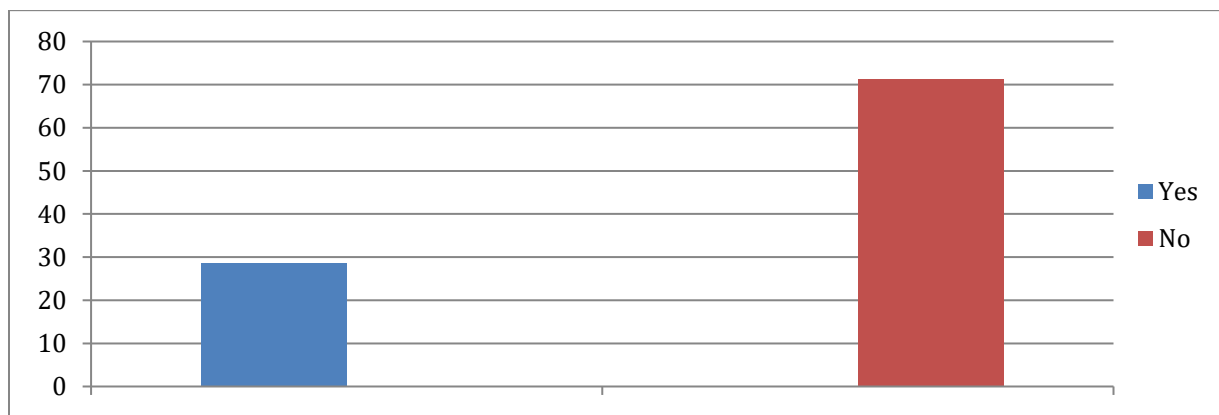


Figure 6. Level of support and financing of quality and adequate training for staff responsible for e-business

The research results show that work changes when it comes to the involvement of e-business in the marketing strategy of enterprises. 71.4% of the surveyed enterprises have electronic business as an integral part of the marketing strategy of the enterprises themselves, as opposed to 28.6% of the enterprises that do not incorporate the electronic way of doing business in the entrepreneurial marketing strategy:

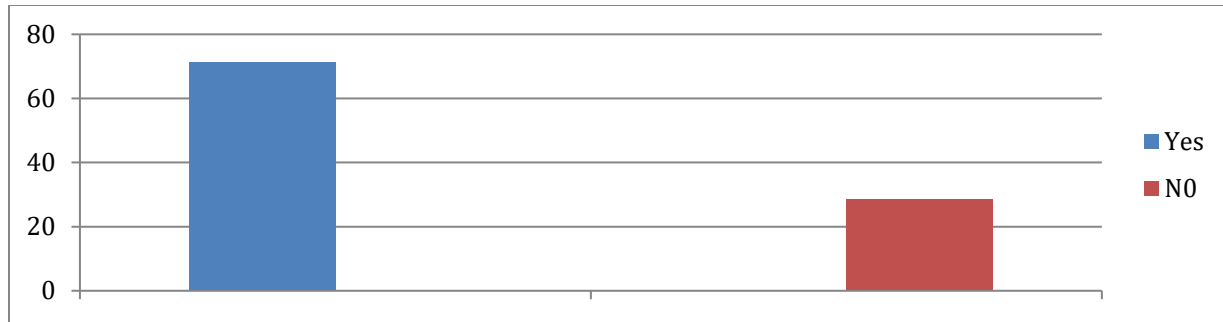


Figure 7. Electronic business as an integral part of enterprise marketing strategy

Regarding the following findings that are related to the impact of e-business on the performance of enterprises:

- 1- "Electronic business increases the sales of your enterprise", 28.6% of entrepreneurs fully agree with this statement, 57% partially agree, but there are also those (14.4%) who partially disagree;
- 2- "Electronic business increases the benefits for your enterprise", 28.6% fully agree and 42.6% partially agree, opposed to 14.4% who partially disagree and 14.4% of entrepreneurs who do not agree at all with the prior statement;
- 3- "Electronic business positively affects the operational effectiveness of your enterprise", 28.6% of the entrepreneurs fully agree, the same number of participants partially agree as opposed to 42.8% who partially disagree with this statement;
- 4- "Electronic business positively affects the operational efficiency of your enterprise", 42.8% of entrepreneurs fully agree with this statement, the same percentage agree in part, as opposed to 14.4% who partially disagree;
- 5- "Electronic business increases the competitive advantage of your enterprise", 28.6% of entrepreneurs fully agree with this statement, 57% partially agree and 14.4% partially disagree with the prior statement, as seen in the following graph:

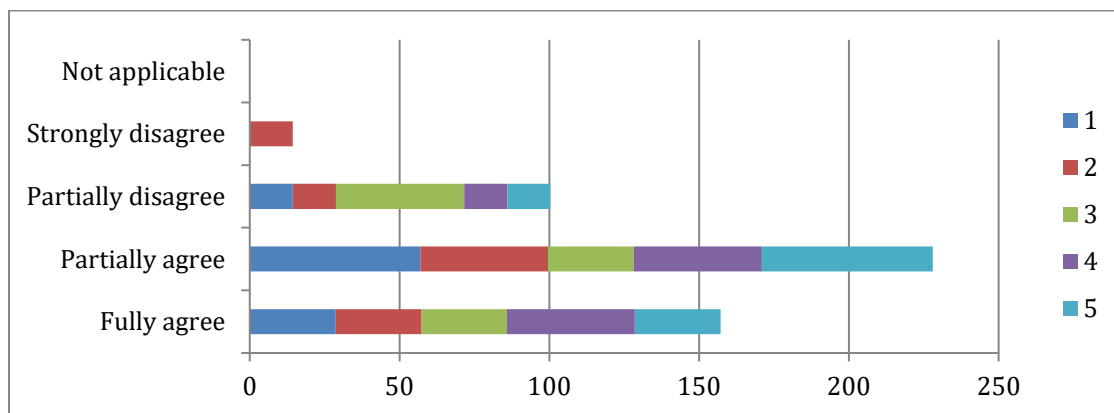


Figure 8. The impact of e-business on the enterprise performance

Here: 1-Electronic business increases the sales of your enterprise; 2-Electronic business increases the benefits for your enterprise; 3-Electronic business positively affects the operational effectiveness of your enterprise; 4-Electronic business positively affects the operational efficiency of your enterprise; 5-Electronic business increases the competitive advantage of your enterprise.

Regarding the following findings that have to do with the impact of e-business on the overall costs of enterprises:

1- "Your enterprise's electronic business reduces the administrative costs of the enterprise and business", 14.4% of entrepreneurs fully agree with this statement, 28.6% partially agree and more than half of entrepreneurs, or 57% of them partially disagree with the statement;

2- "Electronic business reduces the costs of product distribution", 14.4% of entrepreneurs fully agree and 42.3% agree partially as opposed to 42.3% who partially disagree with the prior statement;

3- "Electronic business reduces the marketing costs of products", 71.4% of entrepreneurs partially agree with this statement as opposed to 28.6% who partially disagree with the statement;

4- "Electronic business reduces the total costs of the enterprise for the employees/staff", 14.4% of the surveyed entrepreneurs fully agree with this statement, 57% partially agree, compared to 28.6% of the same entrepreneurs who partially disagree with this assumption. These results are graphically displayed as follows:

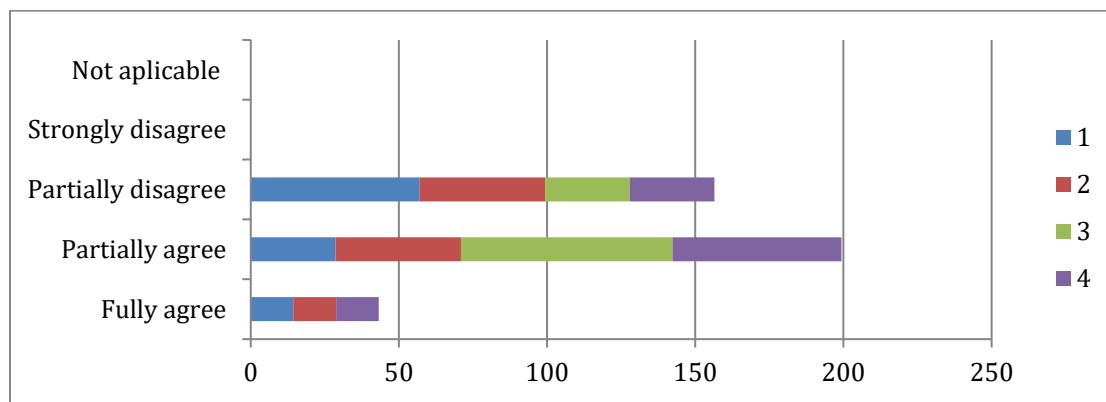


Figure 9. The impact of e-business on the overall costs of enterprises

Here: 1-The electronic business of your enterprise reduces the administrative costs of the enterprise and business; 2-Electronic business reduces product distribution costs; 3-Electronic business reduces product marketing costs; 4-Electronic business reduces the total costs of the enterprise for employees/staff.

Regarding the findings that have to do with the impact of e-business on the operational efficiency of enterprises:

1- "Your enterprise's e-business affects the improvement of coordination and cooperation within the enterprise itself", 42.6% of the surveyed entrepreneurs fully agree with this statement, 28.6% agree partially, as opposed to 14.5% who partially disagree and 14.5% that see this statement as inapplicable to their enterprise;

2- "Your enterprise's e-business affects the expansion and opening of new markets for your business", with this statement fully agree 42.6% of the surveyed entrepreneurs, 28.6% agree in part, as opposed to the same percentage who partially disagree with this statement;

3- "Your enterprise's e-business increases the speed of sending and delivering orders to customers and consumers", 28.6% of entrepreneurs fully agree with this statement, the same percentage of them partially agree, specifically partially disagree with the prior statement, compared to 14.2% who see this assumption as inapplicable;

4- "Your enterprise's e-business has a positive impact on the level of information exchange within the enterprise and with consumers and customers as external factors", this statement is fully

supported by 42.8% of surveyed entrepreneurs, and the same percentage partially agree with it, whereas 14.4 % of entrepreneurs strongly disagree with the prior statement, as can be seen from the following graph:

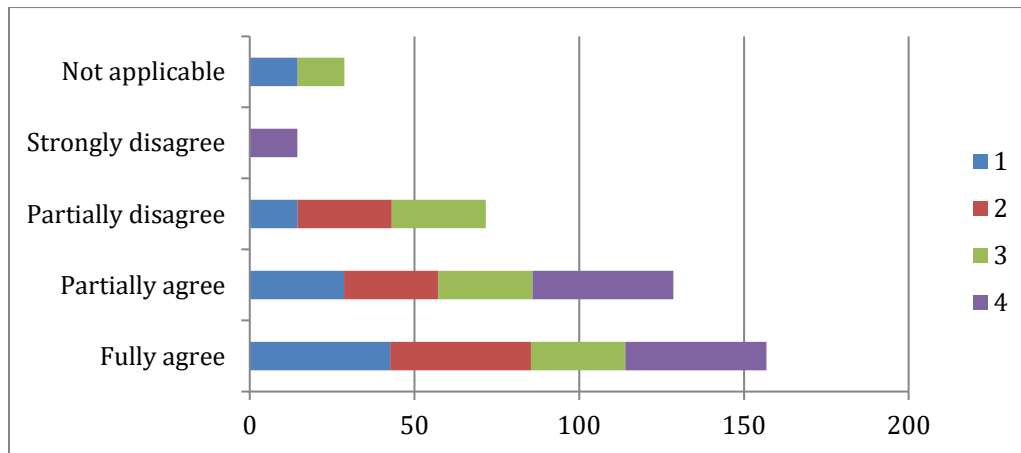


Figure 10. The impact of e-business on the operational efficiency of enterprises

Here: 1-The electronic business of your enterprise affects the improvement of coordination and cooperation within the enterprise itself; 2-The electronic business of your enterprise affects the expansion and opening of new markets for your business; 3-The electronic business of your enterprise increases the speed of sending and delivering orders to customers and consumers; 4-The electronic business of your enterprise has a positive effect on the level of information exchange within the enterprise and with consumers and customers as external factors.

Regarding the following findings that have to do with the impact of e-business on relationships with customers and consumers of enterprises:

- 1- "Your enterprise's e-business affects the improvement of relations with customers and consumers", with this statement 28.6% of the surveyed entrepreneurs fully agree, 28.6% partially agree and 28.6% partially disagree, as opposed to 14.2% of entrepreneurs that see this as inapplicable for their enterprise and business;
- 2- "Your enterprise's e-business positively affects the satisfaction of customers and consumers about the products and services offered by your enterprise", 14.4% of the surveyed entrepreneurs fully agree with this statement, 42.6% partially agree, and 28.6% partially disagree, while 14.4% of entrepreneurs see this as inapplicable to their enterprise and business;
- 3- "Your enterprise's e-business allows customers and consumers to communicate with your enterprise 24 hours a day / 7 days a week", 28.6% of the surveyed entrepreneurs fully agree, 28.6% partially agree with this statement, and 28.6% partially disagree, whereas 14.2% of the entrepreneurs see this as inapplicable to their enterprise and business;
- 4- "Communication with customers and partners via e-mail is carried out regularly and coherently", 28.6% of the respondents surveyed fully agree with this statement, 14.2% partially agree, 28.6% partially disagree, and the same percentage of the surveyed entrepreneurs see this as inapplicable to their enterprise and business;
- 5- "Your enterprise's e-business allows consumers and customers to verify the progress of online ordering/tracking of the purchased product", 14.4% of the surveyed entrepreneurs fully agree with this statement, 14.4% partially agree, 42.6% partially disagree, as opposed to 28.6% of entrepreneurs who see this finding as inapplicable to their enterprise and business;
- 6- "The e-business applied by your company provides security for data protection for consumers and customers", 42.6% of surveyed entrepreneurs fully agree with this statement, 14.4% partially

agree, 28.6% partially disagree, as opposed to 14.4% of the entrepreneurs who see this as inapplicable to their enterprise and business;

7- "Your enterprise's way of doing electronic business allows the acceptance of online payments by consumers and customers", 28.6% of the surveyed entrepreneurs fully agree with this statement, 57% partially disagree, as opposed to 14.4% of entrepreneurs who see this as inapplicable to their enterprise and business;

8- "Your enterprise's e-business allows customers and consumers to easily place orders online", 42.6% of the surveyed entrepreneurs fully agree with this statement, 28.6% partially agree, 14.4% partially disagree, as opposed to 14.4% of the entrepreneurs that this statement as inapplicable to their enterprise and business;

9- "Through e-business, your enterprise responds immediately to orders from consumers and customers", with this finding fully agree 28.6% of surveyed entrepreneurs, partially agree 28.6%, partially disagree 28.6%, as opposed to 14.2% of entrepreneurs who see it as inapplicable to their enterprise and business;

10- "Your business website provides appropriate information about your enterprise (history, contact, location)", 42.6% of the surveyed entrepreneurs fully agree with this statement, 14.4% partially agree, 28.6% partially disagree, as opposed to 14.4% of the entrepreneurs who see this as inapplicable to their enterprise and business;

11- "Your company's website is easy to navigate", 42.6% of the surveyed entrepreneurs fully agree with this statement, 42.6% partially disagree, compared to 14.8% of entrepreneurs who see this as inapplicable for their enterprise and business;

12- "Your business website provides customers with complete information about products/services and prices", 28.6% of the surveyed entrepreneurs fully agree with this statement, 14.4% partially agree, 42.6% partially disagree, as opposed to 14.4% of the entrepreneurs who see this as inapplicable to their enterprise and business;

13- "Through the application of e-business your company responds immediately to complaints from dissatisfied customers and consumers", 57% of respondents surveyed fully agree with this statement, 14.3% partially agree, 14.3% partially disagree, as opposed to 14.3% of the entrepreneurs who see it as inapplicable to their enterprise and business. These results are graphically displayed as in the following graph:

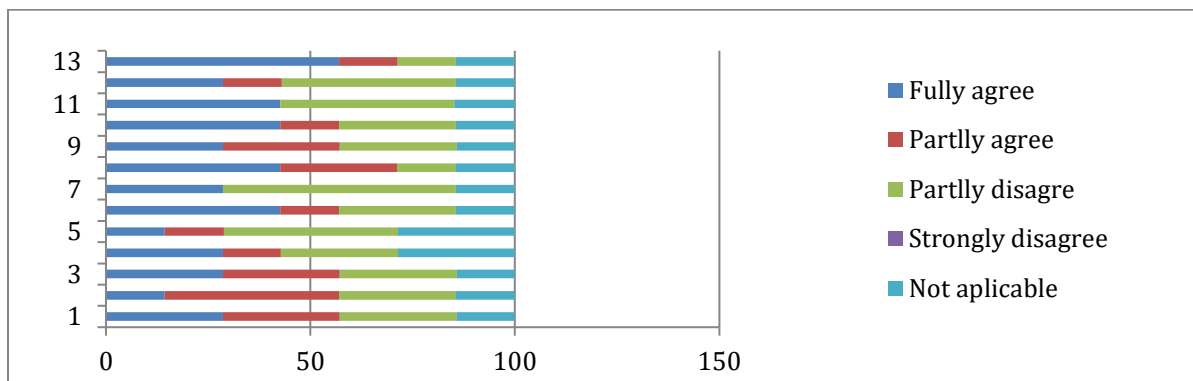


Figure 11. The impact of e-business on relationships of the enterprise customers and consumers.

Here: 1-The e-business of your enterprise affects the improvement of relationships with consumers and customers; 2-The electronic business of the enterprise positively affects the satisfaction of consumers and customers regarding the products and services offered by your enterprise; 3-Your enterprise's e-business allows consumers and consumers to communicate with your enterprise 24 hours a day / 7 days a week; 4-Communication with customers and partners via e-mail is carried out regularly and coherently; 5-The electronic business of your enterprise allows consumers and

customers to verify the progress of the online order / tracking of the purchased product; 6-The electronic business applied by your enterprise provides security for data protection for consumers and customers; 7-Your enterprise's way of doing e-business allows the acceptance of online payments by customers and consumers; 8-The e-business of your enterprise allows customers and consumers to easily place orders online; 9-Your company responds through e-business immediately to orders from consumers and customers; 10-Your business website provides appropriate information about your enterprise (history, contact, location); 11-Your company's website is easy to navigate; 12-Your business website provides customers with complete information about products / services and prices; 13-Through the application of electronic business your enterprise responds immediately to complaints from dissatisfied customers and consumers.

When it comes to the interconnectedness of e-business with findings related to external factors, the results are as follows:

1- "Providers, specifically Internet service providers are ready to provide quality services that will support the electronic way of doing business", this statement is fully supported by 28.6%, partially supported by 57%, and with this statement 14.4% of the surveyed entrepreneurs partially disagree;

2- "Internet connection provided by different providers is reliable and does not pose a risk to e-business, consumers and customers", with this statement 42.8% of entrepreneurs fully agree, the same percentage partially agrees whereas 14.4% partially disagree with the prior statement;

3- "Internet speed is adequate for successful application of electronic business", 42.8% of entrepreneurs fully agree with this statement, the same percentage partially agree as opposed to 14.4% who partially disagree with the prior statement;

4- "Support from the government and the responsible Kosovar authorities for the electronic way of doing business for small and medium enterprises in Kosovo is sufficient and at the right level", with this statement 14.3% of the surveyed entrepreneurs fully agree, the same percentage of participants partially agree respectively partially disagree, while more than half of the surveyed entrepreneurs, or 57% of them, do not agree at all with the preliminary statement;. These results are graphically displayed as follows:

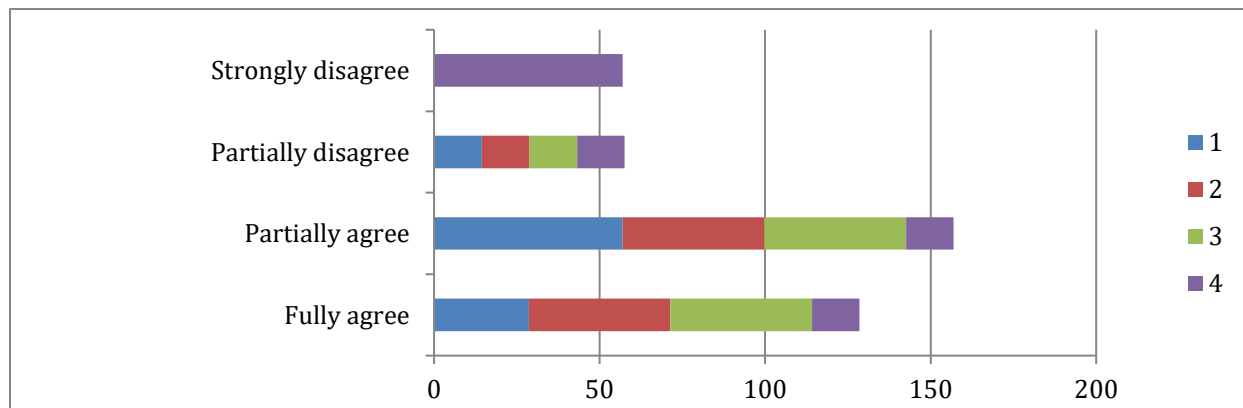


Figure 12. The interconnection of e-business with external factors

Here: 1-Providers or Internet service providers are ready to provide quality services that will support the electronic way of doing business; 2-The internet connection provided by various providers is reliable and does not pose a risk to e-business, consumers and customers; 3- The internet speed is adequate for successful e-business application; 4-The support from the government and the responsible Kosovo authorities for the electronic way of doing business for small and medium enterprises in Kosovo is sufficient and at the appropriate level.

5. Conclusions and recommendations

Based on numerous analyses on professional literature about entrepreneurship and e-business, the regulatory and strategic framework of Kosovar entrepreneurship and based on the results obtained from the research conducted regarding the identification and evaluation of the opportunities and challenges of e-business for small and medium enterprises in Kosovo, we conclude and recommend the following:

From the research conducted, it is noticed that the preferred model for doing business for Kosovar enterprises is the traditional form. Worrying is also the relatively small number of Kosovar businesses that actually implement this form of doing business.

It is up to the responsible authorities that regulate economic policies and strategies to engage themselves in explaining to the Kosovar entrepreneur's on the benefits and opportunities offered by electronic ways of doing business. Although Kosovar society, according to previously reviewed data, has great access to the Internet, Kosovo citizens according to the same data are not prone to online or e-commerce.

The responsible authorities, both at the central and local levels, must take the necessary measures to raise public awareness of the benefits of e-business.

Kosovar businesses, especially small and medium-sized enterprises, have limited access to financial resources. This poses an additional obstacle for these businesses to implement the electronic way of doing business in their daily economic activity.

Competent authorities, in cooperation with the banking sector, when drafting macroeconomic and monetary policies, and fiscal policies, should take into account the urgent needs for financial support for entrepreneurship, especially for small and medium enterprises.

The research highlights the dissatisfaction of Kosovar entrepreneurs with the support and government support for the implementation of e-business for small and medium enterprises since they consider this support as insufficient.

The Government of the Republic of Kosovo, through its authorities and competent bodies, should initiate greater support for Kosovar business, both in terms of finances and in terms of policies and strategies of the domain, to stimulate e-entrepreneurship in Kosovo businesses, so they can be more competitive in a wider market, an initiative that will bring benefits to both the economy and Kosovo society itself.

Small and medium enterprises in Kosovo face many problems of various natures. The vast majority of them:

- Do not plan and do not realize sufficient financial resources to support e-business,
- Do not have enough technological infrastructures to implement e-business,
- Do not organize training for the staff that is, or would be responsible for the implementation and management of e-business.

It is up to the business owners and managers to take the necessary steps to familiarize themselves with the concept of e-business, the benefits and opportunities that this form of business offers, and by recognizing these to allocate sufficient financial resources to implement e-business, to create the necessary infrastructure for this purpose, as well as to organize and finance training for employees who would be responsible for the implementation and progress of e-business.

High levels of percentages of business representatives participating in the research that partially agree, that partially or strongly disagree with the statements mentioned in advance regarding:

- the impact of e-business on enterprise performance,
- the impact of e-business on the overall costs of enterprises,
- the impact of e-business on the operational efficiency of enterprises

- The impact of e-business on relationships with consumers and customers of enterprises proves the low level of implementation of e-business in Kosovo entrepreneurship and the low rate of recognition of benefits and opportunities that e-business offers for enterprises, especially for small and medium enterprises.

It is more than necessary for the competent authorities to inform the entrepreneurs of all the possibilities of e-business so that in the near future they will implement this way of doing business in order to bring entrepreneurship closer to the customers by generating benefits also for the business and entrepreneurship sector itself.

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