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# **Introduction**

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Globalization has ushered in a new era of interconnectedness and integration among nations, significantly impacting foreign trade. As countries increasingly engage in cross-border transactions, electronic commerce has emerged as a powerful catalyst in driving the development of foreign trade.

Electronic commerce is commonly known as e-commerce, which empowers customers to transcend geographical limitations and make purchases at their convenience, refers to the buying and selling of goods and services conducted online, leveraging digital technologies and the internet.

The advent of electronic commerce has revolutionized how businesses participate in international trade. In the past, foreign trade involved physical goods and face-to-face negotiations. Nowadays, the advancement of technology has aided international trade. Millions of people worldwide use the internet to do everything from research to purchasing products online<sup>1</sup>.

E-commerce has opened up new opportunities for businesses of all sizes to expand their reach in foreign markets, increase their revenue, and grow their customer base. It has also created new challenges, such as managing cross-border logistics, navigating international regulations, and dealing with cultural differences.

Moreover, e-commerce has brought about significant improvements in the efficiency and cost-effectiveness of cross-border transactions by streamlining the import and export processes. Through e-commerce platforms, businesses now can directly connect with suppliers and customers in various countries, eliminating the need for intermediaries and reducing transaction costs. Furthermore, the availability of secure online payment systems has played a pivotal role in simplifying international transactions, offering businesses and consumers convenient and reliable methods to transfer funds across borders.

Finally, e-commerce has played a crucial role in transforming foreign trade by creating more market access, streamlining import-export processes, and making cross-border transactions more efficient and cost-effective. Additionally, e-commerce has empowered consumers with greater choices and access to products from around the world. As e-commerce continues to evolve, it will shape the future of international trade, driving economic growth and fostering international collaboration. Embracing e-commerce is essential for businesses and nations to thrive in the digital era of foreign trade.

Through the above, we pose the following problematic:

### **1. Problematic:**

The impact of e-commerce on foreign trade presents a range of complex issues that require careful examination. Firstly, the disruptive nature of e-commerce challenges traditional trade practices and raises concerns about the survival of brick-and-mortar retailers in the digital marketplace. Secondly, the rapid growth of e-commerce has outpaced regulatory frameworks, creating a regulatory gap that needs to be addressed to ensure fair competition and consumer protection. Additionally, the digital divide between developed and developing economies poses challenges in terms of access to technology, digital literacy, and market participation. Lastly, the environmental impact of increased international shipments and carbon emissions raises questions about sustainability in the context of e-commerce and foreign trade. By addressing

these problematic issues, it is possible to develop strategies and policies that harness the potential of e-commerce while mitigating its challenges for the benefit of businesses, consumers, and global economic growth. So, **what effect does e-commerce have on global trade?**

## 2. Sub questions:

- What is the concept of e-commerce and what are its advantages?
- What is foreign trade and what highlights its characteristics?
- What role does e-commerce play in the development of foreign trade, and how does it contribute to the growth and expansion of international business?
- What is the role of the Internet and e-commerce in stimulating foreign trade?

## 3. Main hypothesis:

- The Internet as a fundamental pillar and its characteristics contribute to the success and development of e-commerce and thus the promotion of the foreign trade sector.
- E-commerce relies on modern electronic technologies and means of conducting business transactions.
- E-commerce is still almost absent from Algeria's lack of substance and awareness of its importance.

## 4. Methodology and tools:

The research has been written on the basis of secondary data, the secondary data were collected from published books, journals,, research papers, magazines, newspaper, internet and official statistical documents and websites and in order to give this topic a formula in line with current developments, Internet sites have been used to obtain relevant information and digital data.. That was for the first chapter which is qualitative in nature, and for the second chapter it was analytically through the translation of statistics on research, and we also used the historical approach by studying the historical development of e-commerce and its tools.so as for foreign trade.

## 5. Importance of the study

Studying the impact of e-commerce on foreign trade provides insights into the changing dynamics of international commerce, the role of digital technologies, and the implications for businesses, consumers, and policymakers. It helps shape strategies for leveraging e-commerce for economic growth, trade facilitation, and sustainable development.

## 6. Objectives of the study

- Understanding the Relationship: The study aims to explore the relationship between e-commerce and foreign trade, examining how digital platforms, online marketplaces, and technological advancements impact the flow of goods and services across national borders.
- Assessing Economic Impacts: The study seeks to evaluate the economic implications of e-commerce on foreign trade, including its contribution to trade growth, market expansion, job creation, and overall economic development.

- **Identifying Opportunities and Challenges:** By analyzing the impact of e-commerce on foreign trade, the study aims to identify the opportunities and challenges faced by businesses, especially SMEs, in leveraging e-commerce for international trade. This includes exploring factors that enable or hinder market access, logistics, and regulatory environments.
- **Informing Policy Development:** The study aims to provide policymakers with evidence-based insights to develop effective policies and regulations that support and promote e-commerce as a driver of foreign trade. This involves understanding the policy implications, addressing issues related to consumer protection, cybersecurity, intellectual property rights, and trade facilitation.
- **Promoting Sustainable and Inclusive Trade:** The study aims to assess how e-commerce can contribute to sustainable and inclusive trade by examining its impact on various aspects such as reducing trade costs, supporting MSMEs, fostering entrepreneurship, and enhancing access to global markets.
- **Guiding Business Strategies:** By studying the impact of e-commerce on foreign trade, the research aims to provide businesses with insights and guidance on how to leverage digital platforms, optimize supply chains, expand market reach, and adapt business strategies to thrive in the evolving global marketplace.

## **7. Plan of the study**

Our research plan is structured into two chapters, each focusing on distinct aspects of international trade and e-commerce. In the first chapter, the initial section delves into the intricacies of foreign trade, examining its various components, such as import and export regulations, tariffs, and trade agreements. The subsequent section explores the ever-evolving realm of e-commerce, investigating its impact on global trade and discussing emerging trends, challenges, and opportunities. Moving on to the second chapter, the first section delves into the realm of customs, elucidating their role in facilitating smooth cross-border transactions and ensuring compliance with regulations. The second section of this chapter sheds light on the extensive use of statistical information pertaining to e-commerce and the internet, providing insights into market trends, consumer behavior, and the broader digital landscape. Together, these chapters form a comprehensive research plan that analyzes the interplay between foreign trade, e-commerce, customs, and statistical data, contributing to a deeper understanding of the complexities of the global business environment.

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# **Chapter I**

## **Theoretical framework**

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## Introduction

We used to say the world is a small village, and this is because the entire globe is interlinked by a bewildering array of complex economic transactions, social and environmental problems, and conflicts. The news keeps talking about global economics every day, more than just about international trading and worldwide investment and economy, but also about the cultural product of the fashion label. And that encompasses the concept of globalization.

Globalization has transformed how businesses operate. Its concept has various meanings and definitions, here we are talking about economic globalization, which means the integration of the world's economies into international trade and investment.

According to the GATT and WTO agreement concluded economic globalization means the rapid exchange of goods and services (Bhagwati, Jagdish (2003), "Globalisation with a Human Face" (PDF), Archived from the original (pdf), 28 SEPTEMBER 2011). Also, economists define it as the process of increasing international trade and investment flows (Jason Fernando, "Globalization in Business with History and pros and cons", updated MARCH 28th, 2023, Seen on: "investopedia.com/terms/g/globalization.asp").

Hence, foreign trade reflects economic relationships among individual economies.

Foreign trade appeared from early times; this is why it is considered the oldest in the history of economics. At this time, the exchanges were conducted with Greeks and Romans in the form of barter.

Over time, exchanges have taken place with the development of means of transport, the discovery of new regions and new materials, and the creation of money that plays a major role (S. Bouras, S. Arezki, end of cycle memory: "Managing an import operation, case: ENIEN TiziOuzou", Tizi-Ouzou, 2016-2017, p08).

Finally, international trade is the exchange of goods and services between two different countries and more in the international market. This type of trade contributes to the rise of the world economy.

## Section 01 Foreign trade

### 1. Generalities about foreign trade:

#### 1.1. Foreign trade definitions:

Foreign trade, also known as international trade, refers to the exchange of goods and services between countries.

Additionally holds alternative definitions, it has been conceptualized in diverse ways by different authors and scholars:

Historically, it has been defined as: “one of the most important forms of economic relations under which goods and services are exchanged in the form of exports and imports.” (Houssem, Ali Daoud, and others: Economics of foreign trade, Dar El Massire for publishing and distribution, Amman, Jordanie, 2002, P13).

According to international economists: “International trade occurs when countries put goods and services on the international markets and trade with each other...” (Adam Hayes, Trade Definitions in Finance: Benefits and How it Works, September 15, 2022, Seen on: “Investopedia.com/terms/t/trade.asp”)

Some other scholars define foreign trade as economic transactions that are made between countries. Among the items commonly traded are consumer goods, capital goods, raw materials and food, and services...” (Maurice Allais, and others, international trade, November 13, 2022, “Social sciences, Libretexts-International trade”).

Also, the WTO defines it as: “Any trade, economic activity, commerce, contracts, and regulates foreign trade through the Foreign Trade Law.” (RM official Gazette, N 28/04, Foreign Trade Law, Article 02, paragraph 01, p01 Seen on: “Wto.org/english/thewto\_e/occ-e/WTACCCGR5\_LEG\_6.pdf” 02-05-2023 17 :30).

Finally, the most common definition is: “Foreign trade is the exchange of capital, goods, and services across international borders.” (Dictionary.Cambridge.org/us/dictionary/english/foreign trade)

Additionally, the definitions and understandings of foreign trade may vary depending on the context and the purpose of the analysis.

Therefore, it is important to be aware of the different perspectives to have a comprehensive understanding of this topic.

## 1.2. Foreign trade types:

Foreign trade can be classified into several types based on varied factors. Each type has its distinctive features and advantages, countries may engage in multiple types of trade to optimize their economic benefits.

Here are diverse types of foreign trade:

1. Import trade: "An import is a good or service bought in one country that was produced in another (Troy Segal, and others, Import: Definitions, Examples, and Pros and Cons, January 20, 2021 Seen on: "Investopedia.com/terms/i/import.asp"), which refers to the process of bringing goods and services from a foreign country when the region is incapable of producing products domestically."
2. Export trade: "Exports are one of the oldest forms of economic transfer and occur on a large scale (Troy Segal, Charles Potters, what are Exports? Definition, Benefits, and Examples, December 18, 2022, Seen on: "Investopedia.com/terms/e/export.asp"). And it means selling goods or services produced in one country to another."
3. Entrepot trade: "Entrepreneurial trade, also known as entrepot trade, is a type of export trade where goods are imported and then re-exported without any significant alteration. In another way, it has been defined as a combination of imports and exports." (Article by: Wallstreet mojo team, Dheeraj Vaidya, Countertrade Definition Seen on: "Wallstreetmojo.com/countertrade/#h-countertrade.definition")
4. Bilateral trade: "Is the exchange of goods between two nations promoting trade and investment. Both of these countries will reduce or eliminate all trade barriers such as tariffs and import quotas... to encourage trade and investment." (Julia Kagan, and others, Bilateral trade: Definition, Pros, and cons of Agreements, December 21, 2020, Seen on: "Investopedia.com/terms/b/bilateraltrade.sp")
5. Multilateral trade: "Multilateral trade agreements are commerce treaties among three or more nations." (Kimberly Amadeo, Erika Rasure, Pros and Cons of Multilateral Trade Agreements, April 21, 2022, Seen on: "Thealancemoney.com")
6. Intra-firm trade: "Intra-industry trade is defined as the mutual exchange of similar goods within the same product category". (Marcos Bonturi, Kiichiro Fukasaku, Spring 1993, Globalisation, and Intra-Firm Trade: An Empirical Note, OECD Economic Studies N20, P147).
7. Barter trade: "Barter or bartering is an act of trading goods or services between two or more parties without the use of money or monetary medium (Will Kenton, and others, Barter or Bartering: Definition, Uses, and Examples, February 18, 2022, Seen on: "Investopedia.com/terms/b/barter.asp")."
8. Countertrade: "It is a reciprocal form of international trade in which goods or services are exchanged for other goods or services rather than for hard currency. This type of international trade is more common in developing countries with limited foreign exchange or credit facilities. (Will Kenton, and others, Countertrade: Definition, Types, and Examples, October 03, 2021, seen on: "Investopedia.com/terms/c/countertrade.asp") And it is classified into the barter trade category."
9. Transit trade: "It means buying goods from some countries to sell somewhere without entering our country's customs area. It enables goods to move more freely and makes customs

clearance formalities more accessible... ‘ (Jeronimo Carballo, and others, Transit Trade, June 2016, IDB Working Paper series N IDB-WP-704, p01 (pdf)).

10. Grey trade: ‘‘Also known as grey market or parallel import, is an unofficial market for financial securities.<sup>18</sup> This term refers to the import and sale of goods by unauthorized dealers...’’ (Adam Hayes, what is the Gray Market? Definition and How it Works in Trading, January 07, 2022, Seen on: ‘‘Investopedia.com/terms/g/graymarket.asp’’)

11. E-commerce trade: ‘‘Electronic commerce, shortly known as e-commerce refers to a wide range of online business activities for products, goods, and services (Zorayda Ruth Adam, E-commerce and E-Business, May 2003, e-Asean Task Force, UMDP-ADIP, Philippine, P06 20-‘‘en.unesco.org/silkroad/about-silk-road’’ 02-05-2023 17 :45). which is usually associated with buying and selling over the internet. E-commerce is a broad term that refers to a variety of activities that are conducted through the Internet. This includes the buying and selling of various products and services.’’

### 1.3. History and development:

International exchanges between civilizations are an activity that has been documented for thousands of years.

Pinpointing the first operation of import-export in history is challenging. Nevertheless, the

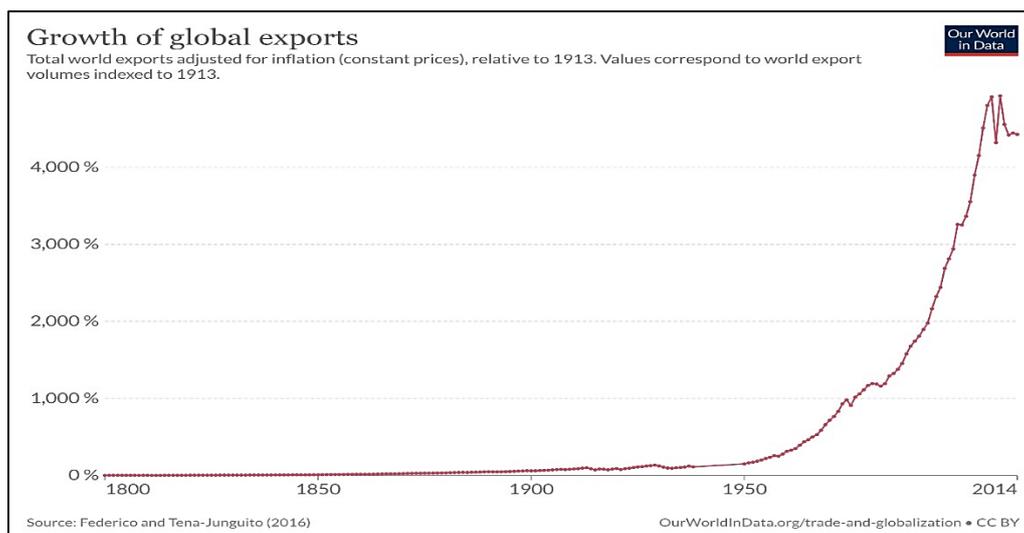
Silk Road that connected China to Europe is a prime example of ancient trade routes<sup>20</sup>. The Phoenicians had also engaged in trade routes across the Mediterranean region and established themselves as one of the greatest trading powers in the ancient world (Cartwright, Mark (2016, April 1st). Trade in the Phoenician world. World History Encyclopedia Retrieved from: ‘‘Worldhistory.org/article/881/trade-in-the-Phoenician-world/.’’ 03-05-2023 22 :20).

International trade has been a longstanding practice throughout human history.

The main question here is: ‘‘How did international trade start?’’

According to available statistics, the import-export procedure began in 1800.

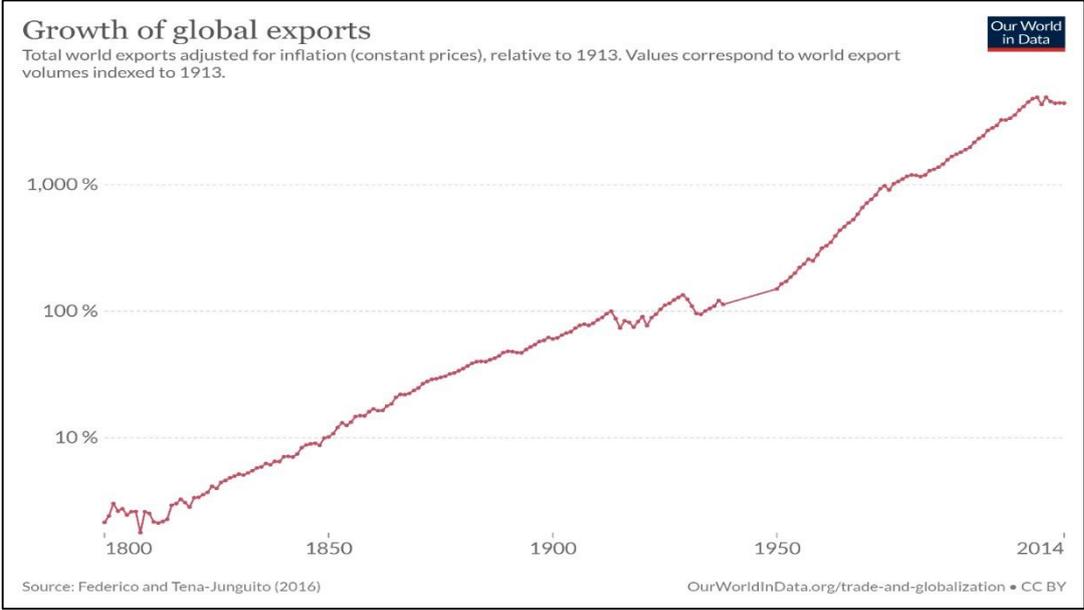
**Figure N°1.1:** Growth of global exports (1913)



Source: <https://ourworldindata.org/>

The integration of national economies into global economic systems, known as Globalization, has led to a significant increase in trade between countries. This growth in international trade is illustrated in the chart above, which displays the value of world imports and exports from 1800 to 2014, adjusted for inflation and indexed at 1913 values. The graphic shows that international trade has grown exponentially over the last couple of centuries, with import-export now more than 40 times larger than in 1913.

Figure N°1.2: Growth of global exports (1913)



Source: <https://ourworldindata.org/>

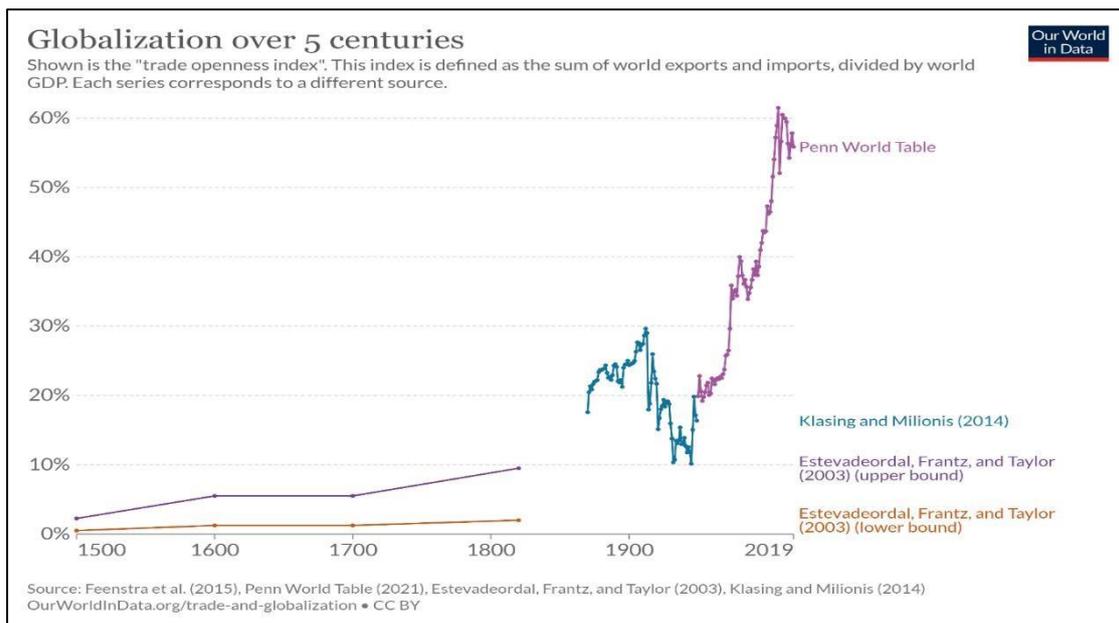
By changing the scale to logarithmic (as shown above), the chart highlights the consistent exponential growth of trade over the long term (Esteben Ortiz-Ospina, Diana Beltekian, and others, (2014), Trade and Globalization, Oct 2018 Seen on: ‘ourworldindata.org/trade-and-globalization’ 03-05-2023 22 :10).

Table N°1.1: ‘World trade (relative to 1913)’

Country	1800	2014	Absolute change	Relative change
World	2.14%	4,427.58%	+4,425.44%	+206.701%

Source: <https://ourworldindata.org/>

Globalization in foreign trade has been a long-term process that has evolved. The growth of international trade has been steady over the past century, with a 3% yearly increase driving globalization. This can be seen in the progression of worldwide imports and exports as a percentage of the global economy.

**Figure N°1.3:** Globalization over 5 centuries

Source: <https://ourworldindata.org/>

It has been defined as a prime catalyst for foreign trade openness (Haddadou. Z, Dehloum. S, "Analyse de l'évolution de la structure du commerce extérieur de l'Algérie 1990-2016", mémoire en master des sciences commerciales, commerce et finance internationale, université de Tizi-Ouzou, 2017-2018, p13) and has significantly impacted it since 1800.

Over the last centuries (from 1500 to 1800) international trade was restricted, and the total value of import-export remained below 10% on a global scale. (Chart above).

Globalization has occurred in multiple waves throughout history (Haddadou Zina, Dehloum Sarah, op-cite, p17).

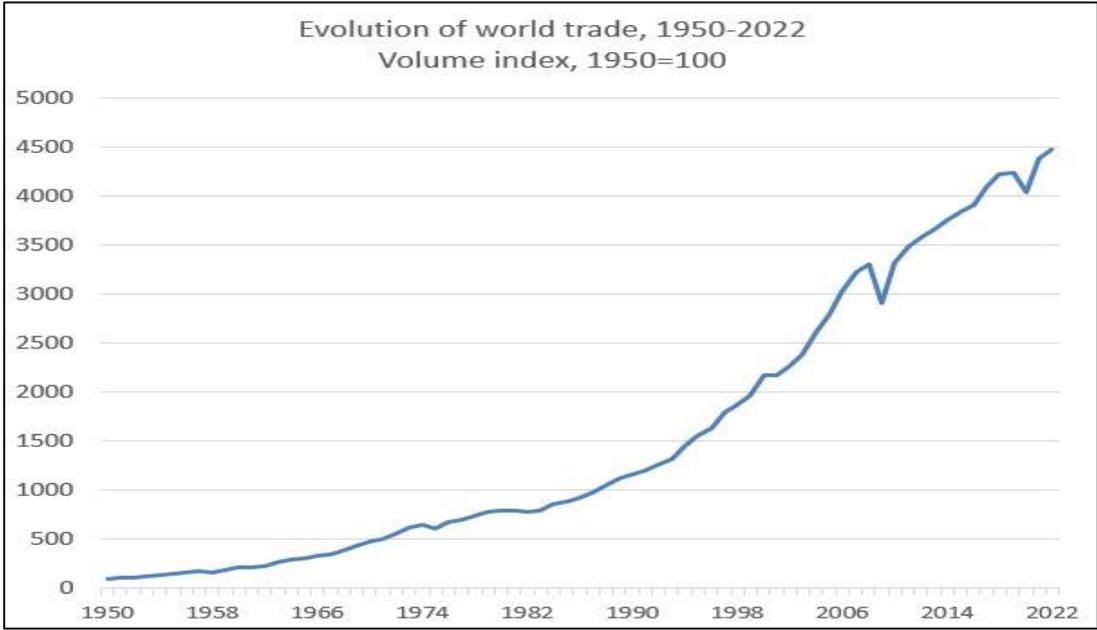
The first wave took place in the late 1800s and early 1900s and was marked by the expansion of trade, investment, and migration, leading to an unprecedented level of spatial economic integration across different regions.

The second wave emerged in the 1980s after WW2, propelled by technological advancements, emerging economies' ascent, and trade and investment policies liberalization.

Finally, the current phase of globalization, known as the third wave, is characterized by the growing importance of digital technologies ("weforum.org" 03-05-2023 23 :33, A brief history of globalization, jan17, 2018).

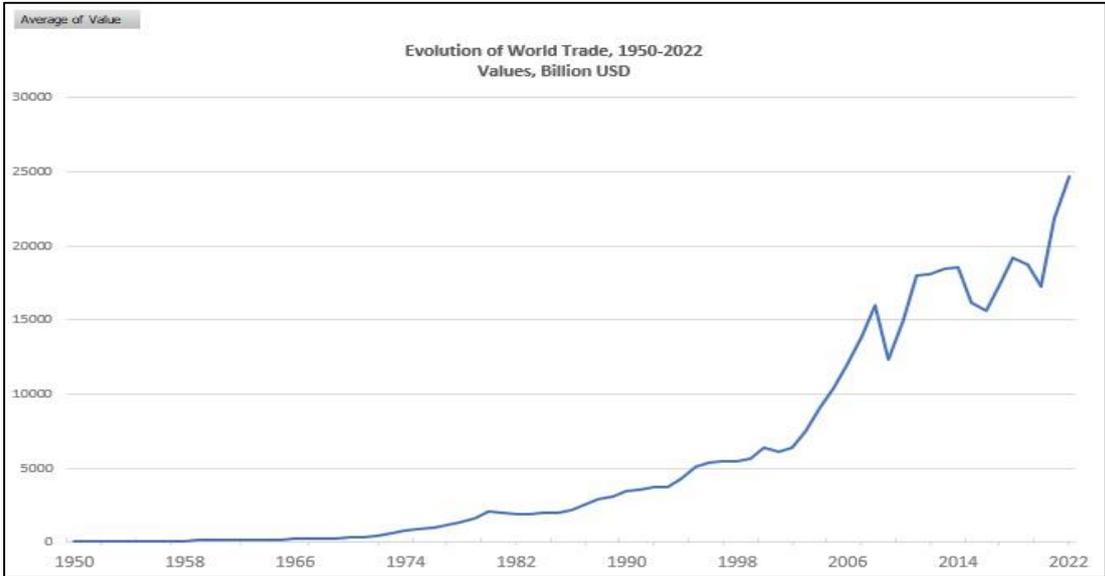
Today's world trade volume is almost 45 times greater than it was, representing a staggering 4500% increase, according to the GATT. Its value also has ballooned, growing 400 times since 1950.

**Figure N°1.4:** Evolution of world trade, 1950-2022 (Volume index, 1950=100)



Source: <https://www.wto.org/>

**Figure N°1.5:** Evolution of world trade, 1950-2022 (values, Billion USD)



Source: <https://www.wto.org/>

## 2. Importance:

Foreign trade agreements, organizations, and theories are all interconnected concepts that play a crucial role in shaping global trade and economic relations.

### 2.1. Foreign trade agreements:

Foreign trade agreements refer to the pacts made between two or more countries to ease restrictions on the flow of imports and exports.

The principal objective of these agreements is to reduce or eliminate trade barriers and foster global business (Adam Barone, "Free Trade Agreement (FTA), Definition: How it Works, with examples", updated June 04, 2022, Seen on: "investopedi.com/terms/f/free-trade.asp").

There are two diverse types of agreements:

1- Bilateral trade agreement: a formal agreement between two countries.

Examples:

- ASEAN-China Free Trade Area (ACFTA)
- The EU-Japan Economic Partnership Agreement

2- Multilateral trade agreement: commerce treaties among three or more nations (Kimberly Amadeo, "Pros and Cons of Multilateral Trade Agreement", updated April 21, 2022, Article no 3305949 Seen on: "thebalancemoney.com" 03-05-2023 23 :51).

Examples:

- North American Free Trade Agreement (NAFTA)
- The United States-Mexico-Canada Agreement (USMCA)
- Greater Arab Free Trade Agreement (GAFTA)

#### ❖ ACFTA:

The ASEAN-PRC Free Trade Agreement, also known as China-ASEAN Free Trade Agreement, is a free trade area among the ten member states of the Association of Southeast Asia Nations (ASEAN) and the People's Republic of China (PRC).

In November 2002, ASEAN and China signed the Framework Agreement on comprehensive Economic Co-operation. Subsequently, they signed Agreement on Trade in Goods and the Agreement on Trade in Services in July 2005, followed by the Agreement on Investment in February 2010.

In November 2015, they signed the Protocol to Amend the ACFTA, which included new goods, services, and investment commitments. This protocol became effective in May 2016 ([www.http://wtocenter.vn/fta/194-asean-china-acfta/1](http://wtocenter.vn/fta/194-asean-china-acfta/1)”).

#### ❖ USMCA:

The United States-Mexico-Canada Agreement, known as USMCA, replaces the current NAFTA agreement that governs trade in North America (“usmca.com” 03-05-2023 22:56), is a trade between the three nations that was signed on November 30, 2018 (Congressional Research Service: “US-Mexico-Canada (USMCA) Trade Agreement”, Pdf, p01-02, January 11, 2023 Seen on: “sgp.fas.org/crs/row/if10997.pdf” 03-05-2023 22 :56), and entered into force on July 1st,2020 (“trade.gov/https://www.trade.gov/usmca”03-05-2023 22 :30).

#### ❖ NAFTA:

In 1994, the implementation of the North American Free Trade Agreement (NAFTA) aimed to promote trade among the US, Mexico, and Canada. The goal of NAFTA was to eliminate all tariff and non-tariff barriers to trade and investment between the three countries.

It is renowned as the foremost and the most extensive free trade agreement on a global scale

NAFTA was replaced by USMCA on July 1st, 2020.

#### ❖ GAFTA:

Greater Arab Free Trade Agreement, known as GAFTA, is a trade agreement signed by 18 member states of the League of Arab States to promote the free trade of goods among Arab countries and eliminate customs duties (“trade.gov/north American-free-trade-agreement-nafta” 03-05-2023 22 :30).

This agreement was signed in 1997 and became effective in 1998, with the ultimate goal of achieving a “zero customs duties” status by 2007 (Dr. Beladjin Khaldia, “Export-import Procedures”, University of Ibn Khaldoun, Algeria-Tiaret, 2021-2022, p69-70).

## 2.2.Foreign trade organizations:

Foreign trade organizations are entities that regulate and promote international trade and investment.

Here are a few examples of these organizations:

- World Trade Organization (WTO)
- International Chamber of Commerce (ICC)
- United Nations Conference on Trade and Development (UNCTAD) Additionally, there

are regional foreign trade organizations such as:

- Association of Southeast Asian Nations (ASEAN)
- European Union (EU)

These organizations aim to increase trade by reducing trade barriers, promoting economic growth, and ensuring fair trade practices among countries.

#### ❖ WTO:

The World Trade Organization is an international organization dealing with the rules of trade between nations. Its core comprises the WTO agreements that are negotiated and approved by most of the world's trading nations.

The main purpose of WTO is to support producers of goods and services, exporters, and importers conducting their business (["wto.org/english/thewto\\_e/whatis\\_e.htm"](https://wto.org/english/thewto_e/whatis_e.htm) 03-05-2023 00:20).

The WTO was created in 1995 as a successor of the General Agreement on Tariffs and Trade (GATT) (Evan Tarver, and others, "World Trade Organization (WTO); what it is and what it does", updated June 05, 2022, Seen on: ["investopedia.com/terms/w/wto.asp"](https://investopedia.com/terms/w/wto.asp)).

It has 164 member countries, representing 98% of global trade and global GDP, and 21 observer countries, including Algeria (Eloudjedi Talet Farah, "Le processus d'importation au niveau d'une entreprise industrielle, le cas: Importation des tubes", 2017-2020, p10).

#### ❖ ICC:

The International Chamber of Commerce is a global business organization that represents companies from all sectors in over 130 countries (ICC, Who We Are, ["iccwbo.org/about-icc-2/"](https://iccwbo.org/about-icc-2/) 02-05-2023 23:23).

The ICC has been founded in 1919, in Paris<sup>38</sup>. Its goal is to promote and facilitate international trade and investment, it has three main activities: rule setting, arbitration, and policy (["unscib.org/international-chamber-of-commerce-icc-ud-754/"](https://unscib.org/international-chamber-of-commerce-icc-ud-754/) 03-05-2023 22:12).

#### ❖ UNCTAD:

The United Nations Conference on Trade and Development is the UN's institution dealing with trade and development (["ungeneva.org/en/organization/unctad](https://ungeneva.org/en/organization/unctad), [Un.org/en](https://un.org/en)" 03-05-2023 22:00).

The UNCTAD was created in 1964 as a permanent intergovernmental mechanism and has 191 member countries (Eloudjedi Talet Farah, Op. cite, p10-11).

It aims to provide aid to developing nations, particularly the least developed, to integrate beneficially into the global economy. It also aims to encourage a global partnership for development ([enterprise-development.org/agency-strategies-and-coordination/united-nations-conference-on-trade-anddevelopment-unctad/](https://enterprise-development.org/agency-strategies-and-coordination/united-nations-conference-on-trade-anddevelopment-unctad/)).

### 2.3. Foreign trade theories:

Theories of foreign trade are divided into two categories, Classical theories, also known as Country-based theories and Modern or Firm-based theories. **Table 02:** Types of foreign trade theories

**Table N°1.2:** Classical theories and Country-based theories

Classical country-based theories	Modern firm-based theories
<ul style="list-style-type: none"> <li>• Mercantilism</li> <li>• Absolute advantage</li> <li>• Comparative advantage</li> <li>• Hecksher-Ohlin</li> </ul>	<ul style="list-style-type: none"> <li>• Country similarity</li> <li>• Product life cycle</li> <li>• Global strategic rivalry</li> <li>• Porter's national competitive advantage</li> </ul>

*source: wallstreetmojo.*

#### ❖ **Mercantilism:**

Mercantilism is an economic theory that suggests the government should intervene in international trade to boost wealth and reinforce the country's power.

Merchants collaborate with the government to reduce trade imbalances and generate a trade surplus (Kimberly Amadeo, and others, "What is Mercantilism?", September 09, 2022, Seen on: "thebalancemoney.com/mercantilism-definition-examples-significant-today-4163347").

**Table N°1.3:** Mercantilism vs Capitalism

Mercantilism	Capitalism
<ul style="list-style-type: none"> <li>• Focused on building the nation's strength.</li> <li>• Government-controlled trade</li> <li>• Aims to increase net exports to create wealth, often through colonization</li> </ul>	<ul style="list-style-type: none"> <li>• Focused on earning profits.</li> <li>• Free trade</li> <li>• Aims to increase productivity to create wealth</li> </ul>

*Source: wallstreetmojo.com*

#### ❖ **Absolute advantage:**

The concept "absolute advantage" was first introduced by Adam Smith in his 1776 publication. It refers to the ability of an individual, company, region, or country to produce a greater quantity of a good or service with the same quantity of inputs per unit of time or to produce the same quantity of a good or service per unit of time using a lesser quantity of inputs, than its competitors (The Investopedia Team, and others, "Absolute Advantage: Definition,

Benefits, and Example”, January 11, 2023. Seen on: “investopedia.com/terms/a/absoluteadvantage.asp”).

#### ❖ **Comparative advantage:**

Comparative advantage is the ability of a country to produce a good or service for a lower opportunity cost than other countries (Kimberly Amadeo, and others, “What is Comparative Advantage?”, March 30, 2022, Seen on: “thebalancemoney.com/comparative-advantage-3305915”).

David Ricardo discovered the “comparative advantage” concept in 1816 and was first published in 1817 in the book “On the Principles of Political Economy and Taxation” (WallStreetMojo Team, Dheeraj Vaidya, “What is Comparative Advantage” Seen on: “wallstreetmojo.com/comparative-advantage/”).

#### ❖ **Product life cycle:**

The International Product Life Cycle (IPLC) Theory, developed by Raymond Vernon in 1966, is an economic concept that is used as a marketing tool to comprehend the patterns of a product's life cycle ([https://tyonote.com/iplc\\_theory/](https://tyonote.com/iplc_theory/)).

The term product life cycle refers to the duration between a product's introduction into the market and its eventual removal from the shelves. The cycle consists of four stages: introduction, growth, maturity, and decline (Carol M. Kopp, and others, “Product Life Cycle Explained: Stage and Examples”, March 16, 2023, Seen on: “investopedia.com/terms/p/product-life-cycle.asp”).

## **Section 02: E-commerce**

Electronic commerce, commonly known as e-commerce, is the buying and selling of goods and services over the internet. The concept of e-commerce has been around for decades, and it has come a long way since its inception. E-commerce has revolutionized the way we shop and do business. In this paper, we will discuss the history of e-commerce, its evolution over the years, and its impact on modern-day business.

### **1.1. History of E-commerce**

The history of e-commerce dates to the 1960s when electronic data interchange (EDI) was introduced. EDI allowed businesses to exchange documents electronically, such as purchase orders and invoices, without the need for paper-based systems. However, EDI was limited to large corporations that had the resources to implement the technology (Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide*. Pearson Education).

The advent of the internet in the 1990s brought a new era of e-commerce. The first online transaction took place in 1994, when a man named Dan Kohn sold a CD to a friend over the internet. This paved the way for the development of e-commerce websites, such as Amazon and eBay. Amazon, which started as an online bookstore, quickly expanded into other product categories, and became one of the most successful e-commerce companies in the world (Ozment, J. (2016). *A History of E-commerce*).

The early days of e-commerce were characterized by slow internet speeds, limited website functionality, and a lack of trust among consumers. However, these issues were gradually addressed, and e-commerce started to gain traction in the late 1990s and early 2000s. The introduction of secure payment gateways, such as PayPal, and the implementation of SSL encryption helped to address security concerns and increase consumer confidence in online transactions (Ozment, J. (2016). A History of E-commerce).

## **1.2. Evolution of E-commerce:**

The evolution of e-commerce has been driven by advancements in technology and changes in consumer behaviour. One of the most significant developments in e-commerce was the introduction of mobile devices, such as smartphones and tablets. Mobile devices have made it easier for consumers to shop online, anytime, and anywhere (Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide*. Pearson Education.).

Another major trend in e-commerce is the rise of social media platforms. Social media platforms, such as Facebook and Instagram, have become popular channels for businesses to reach consumers and promote their products. Social media platforms have also introduced new features, such as shoppable posts, which allow consumers to purchase products directly from social media platforms (Ozment, J. (2016). A History of E-commerce).

The growth of e-commerce has led to the emergence of new business models, such as dropshipping and subscription-based services. Dropshipping allows businesses to sell products without holding inventory, while subscription-based services provide consumers with a regular supply of products or services (Ozment, J. (2016). A History of E-commerce).

## **1.3. Impact of E-commerce**

E-commerce has had a significant impact on modern-day business. It has enabled businesses to reach a global audience and reduce the costs associated with traditional brick-and-mortar retail. E-commerce has also created new business opportunities, such as affiliate marketing and online marketplaces (Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide*. Pearson Education.).

However, e-commerce has also posed challenges for traditional retailers. The rise of e-commerce has led to the closure of many brick-and-mortar stores, as consumers increasingly shift their purchasing habits online. This has led to concerns about job losses and the impact on local communities (Ozment, J. (2016). A History of E-commerce).

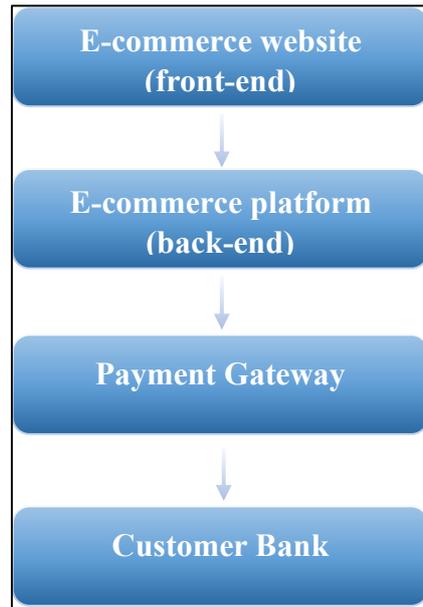
E-commerce has come a long way since its inception in the 1960s. It has revolutionized the way we shop and do business, and it has created new opportunities for entrepreneurs and businesses. However, e-commerce has also posed challenges for traditional retailers, and it has led to concerns about job losses and the impact on local communities. As technology continues to advance, e-commerce will continue to evolve, and it will be interesting to see how it shapes the future of business (Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide*. Pearson Education.).

In today's world, e-commerce has become an integral part of the business world, and its significance cannot be denied. With the rise of technology, people have started to depend on online platforms to buy and sell goods and services. E-commerce has changed the way we shop, and it has made shopping more convenient, efficient, and affordable. This paper will provide an in-depth analysis of the different definitions of e-commerce and how it has impacted the business world (Ozment, J. (2016). A History of E-commerce).

## 2.1. Definition of E-commerce

E-commerce is a term used to describe any commercial transaction conducted electronically over the internet. According to Laudon and Traver (2017), e-commerce is the buying and selling of goods and services over the internet. It involves the use of online platforms to conduct business transactions. E-commerce has transformed the way people shop and conduct business. It has made shopping more convenient and accessible to people all over the world. The growth of e-commerce has been exponential in recent years, and it is expected to continue to grow in the future.

**Figure N°1.6:** schematic explaining the basic components of an e-commerce system.



*Source: students*

The schematic shows the four main components of an e-commerce system: the e-commerce website (front-end), the e-commerce platform (back-end), the payment gateway, and the customer bank. The e-commerce website is the part of the system that the customer interacts with, where they can browse products or services and place an order. The e-commerce platform is the back-end system that manages the inventory, order processing, and other business operations. The payment gateway is the intermediary that manages the financial transaction between the customer and the merchant. Finally, the customer's bank is the institution that processes the payment and transfers the funds to the merchant's account.

here are some detailed definitions of e-commerce:

1. Electronic commerce, commonly known as e-commerce, is the buying and selling of goods and services over the internet. This can include online retail transactions, online auctions, online ticketing, and online banking. (Turban et al., 2018)
2. E-commerce refers to the use of electronic technology to conduct commercial transactions. This can include everything from online shopping to electronic invoicing to mobile payments. (Chaffey, 2019)

3. E-commerce encompasses all forms of business transactions conducted over the internet, including B2B (business-to-business) and B2C (business-to-consumer) transactions, as well as mobile commerce and social commerce. (Laudon & Traver, 2021)

4. E-commerce refers to the use of digital technologies to conduct commercial transactions, including buying and selling products and services, online banking and financial transactions, and online auctions. It can involve various business models, such as online marketplaces, online retailers, and online classifieds. (Kotler & Keller, 2016)

5. E-commerce is a broad term that encompasses the use of electronic communication technologies to facilitate commercial transactions between buyers and sellers. This includes online shopping, online auctions, online banking, and mobile commerce. (Turban, et al., 2019)

Overall, these definitions provide a comprehensive understanding of e-commerce and its various forms and applications.

here are some e-commerce definitions from different organizations:

1. According to the World Trade Organization (WTO), e-commerce refers to "the production, advertising, sale and distribution of products via electronic means, including the internet, telecommunications networks and other digital technologies." (World Trade Organization, 2021)

2. The European Union (EU) defines e-commerce as "the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders." (European Commission, 2021)

3. The United Nations Conference on Trade and Development (UNCTAD) defines e-commerce as "the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders." (UNCTAD, 2021)

4. The International Chamber of Commerce (ICC) defines e-commerce as "commercial transactions conducted electronically using the internet, extranets, email, or other electronic media." (International Chamber of Commerce, 2021)

5. The United States Department of Commerce defines e-commerce as "the buying and selling of goods and services over the internet, encompassing a range of commercial activities

including online banking, payment processing, and online marketplaces." (United States Department of Commerce, 2021)

Overall, these definitions from various organizations provide a broad understanding of e-commerce and its different forms and applications.

## **2.2. Types of E-commerce:**

E-commerce, or electronic commerce, is the process of buying and selling products or services online. Over the years, e-commerce has evolved into several types to cater to distinct types of businesses and customers. In this paper, we will discuss the several types of e-commerce and how they differ from each other.

**1. Business-to-Consumer (B2C) E-commerce:** Business-to-Consumer (B2C) e-commerce is the most common type of e-commerce. It involves businesses selling their products or services directly to consumers through their websites. B2C e-commerce is the type of e-commerce that most people are familiar with, as it includes popular online retailers such as Amazon and Walmart. In B2C e-commerce, the transaction takes place between the business and the individual consumer (Laudon, K. C., & Traver, C. G. (2018). *E-commerce 2017: Business, technology, society*. Pearson.).

**2. Business-to-Business (B2B) E-commerce:** Business-to-Business (B2B) e-commerce involves businesses selling products or services to other businesses. B2B e-commerce is different from B2C e-commerce because the transaction takes place between two businesses rather than between a business and an individual consumer. Examples of B2B e-commerce include Alibaba, a platform for businesses to buy and sell goods and services, and SAP, a software company that offers enterprise resource planning solutions to businesses (Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide*. Pearson Education.).

**3. Consumer-to-Consumer (C2C) E-commerce:** Consumer-to-Consumer (C2C) e-commerce involves individuals selling products or services to other individuals through online platforms. One of the most popular examples of C2C e-commerce is eBay, which allows individuals to buy and sell goods to other individuals. Other examples of C2C e-commerce include Craigslist and Etsy (Molla, A. (2021). *Consumer-to-consumer (C2C) e-commerce*. Investopedia. Retrieved from <https://www.investopedia.com/terms/c/consumer-to-consumer-c2c-e-commerce.asp>).

**4. Consumer-to-Business (C2B) E-commerce:** Consumer-to-Business (C2B) e-commerce is the opposite of B2C e-commerce, where consumers sell products or services to businesses. One example of C2B e-commerce is the website Fiverr, where individuals can offer their skills and services to businesses looking for freelance work. Another example of C2B e-commerce is Priceline, a website that allows consumers to name their own price for travel accommodations, which businesses can then accept or decline (Laudon, K. C., & Traver, C. G. (2018). *E-commerce 2017: Business, technology, society*. Pearson).

**5. Business-to-Government (B2G) E-commerce:** Business-to-Government (B2G) e-commerce involves businesses selling products or services to government agencies. Examples of B2G e-commerce include companies that provide software solutions to government agencies, such as Oracle and Microsoft (Ozment, J. (2016). *A History of E-commerce*. Association for Computing Machinery).

**Table N°1.4:** comparison of the several types of e-commerce based on the participants involved in the transaction.

Type of E-commerce	Transaction Participants	Examples
Business-to-Consumer (B2C)	Business to individual consumer	Amazon, Walmart
Business-to-Business (B2B)	Business to business	Alibaba, SAP
Consumer-to-Consumer (C2C)	Individual to individual	eBay, Craigslist, Etsy
Consumer-to-Business (C2B)	Individual to business	Fiverr, Priceline
Business-to-Government (B2G)	Business to government agency	Oracle, Microsoft

*Source: students*

E-commerce has revolutionized the way we buy and sell products and services, and the distinct types of e-commerce have allowed businesses to cater to distinct types of customers. From B2C e-commerce to B2B e-commerce, the distinct types of e-commerce have allowed businesses to reach a wider audience and expand their reach. As technology continues to advance, we can expect to see more types of e-commerce emerge in the future.

### 2.3. Benefits and Challenges of E-commerce:

#### 2.3.1. Benefits of E-commerce:

1. **Increased Reach:** E-commerce allows businesses to reach a global audience, breaking down geographical barriers that may have previously limited their customer base. This can lead to increased sales and revenue (Oberlo. (2021). Ecommerce Growth Statistics for 2021. Retrieved from <https://www.oberlo.com/statistics/ecommerce-growth>).
2. **Reduced Costs:** E-commerce can significantly reduce the costs associated with running a traditional brick-and-mortar business. E-commerce businesses can operate without a physical storefront, reducing costs such as rent, utilities, and maintenance (Small Business Trends. (2021). Cost to Start a Retail Store: How Much You Need to Plan For. Retrieved from <https://smallbiztrends.com/2021/02/cost-to-start-a-retail-store.html>).
3. **Convenience:** E-commerce provides consumers with the convenience of shopping from anywhere and at any time, without the need to visit a physical store. Consumers can shop from the comfort of their own home, and have products delivered directly to their doorstep (Statista. (2021). E-commerce worldwide - statistics & facts. Retrieved from <https://www.statista.com/topics/871/online-shopping/>).
4. **Personalization:** E-commerce businesses can personalize the shopping experience for each customer by using data analytics to suggest products based on their browsing and purchase history (Forbes. (2021). How Personalization Will Shape the Future of E-Commerce. Retrieved from <https://www.forbes.com/sites/forbestechcouncil/2021/02/25/how-personalization-will-shape-the-future-of-e-commerce/?sh=395813d03460>).

However, e-commerce also presents some challenges that must be considered. In this analysis, we will examine the benefits and challenges of e-commerce.

### 2.3.2. Challenges of E-commerce:

1. **Security:** E-commerce businesses must ensure that customer data is secure, as online transactions can be vulnerable to cyber-attacks and data breaches. This can damage customer trust and negatively impact the reputation of the business (Harvard Business Review. (2020). How E-Commerce Companies Can Boost Security and User Experience. Retrieved from <https://hbr.org/2020/05/how-e-commerce-companies-can-boost-security-and-user-experience>).
2. **Shipping and Logistics:** E-commerce businesses must have an efficient and reliable shipping and logistics system in place to ensure that products are delivered to customers in a timely and satisfactory manner. This can be a challenge, particularly for businesses that sell perishable or fragile goods (Entrepreneur. (2021). 5 Key Shipping and Logistics Challenges Facing Ecommerce Companies. Retrieved from <https://www.entrepreneur.com/article/349566>).
3. **Competition:** The ease of entry into the e-commerce market has led to increased competition, which can make it difficult for businesses to differentiate themselves and attract customers (Digital Commerce 360. (2021). Competition in Ecommerce: How to Stand Out in a Crowded Market. Retrieved from <https://www.digitalcommerce360.com/article/competition-in-ecommerce-how-to-stand-out-in-a-crowded-market/>).
4. **Technical Issues:** E-commerce businesses rely heavily on technology, which can be vulnerable to technical issues and outages. This can result in lost sales and a negative impact on customer experience (TechCrunch. (2021). Outage at Amazon Web Services hits thousands of online sites and services. Retrieved from <https://techcrunch.com/2021/11/02/outage-at-amazon-web-services-hits-thousands-of-online-sites-and-services/>).

E-commerce offers many benefits to businesses and consumers, including increased reach, reduced costs, convenience, and personalization. However, e-commerce also presents challenges such as security, shipping and logistics, competition, and technical issues. E-commerce businesses must be aware of these challenges and take steps to address them in order to remain competitive and provide a positive customer experience.

### 3.1. E-commerce vs traditional retail business:

In recent years, the emergence of e-commerce has transformed the way people buy and sell products and services. E-commerce has revolutionized the traditional retail business model, creating a new way of conducting business that relies heavily on technology and the internet. In this comparison, we will explore the differences between e-commerce and traditional retail business, their advantages and disadvantages, and their impact on the market.

Comparison of E-commerce and Traditional Retail Business:

1. **Cost:** One of the main differences between e-commerce and traditional retail business is the cost. E-commerce businesses require less investment to start and operate, as they do not require a physical storefront or inventory storage. On the other hand, traditional retail businesses require a significant amount of investment to cover the costs of rent, inventory, staffing, and other expenses. According to a report by Retail Dive, the average cost of opening

a traditional retail store in the United States is around \$250,000, whereas an e-commerce store can be set up for as little as \$2,000 (Retail Dive, 2020).

2. **Convenience:** E-commerce has significantly impacted the retail industry by providing consumers with the convenience of shopping from anywhere and at any time. Online stores are accessible 24/7, and customers can browse and purchase products from the comfort of their own homes. Traditional retail businesses, on the other hand, require customers to visit a physical location during specific hours of operation. According to a survey conducted by BigCommerce, 96% of Americans have made an online purchase, while only 64% have made an in-store purchase in the past three months (BigCommerce, 2021).

3. **Customer Experience:** Traditional retail businesses have the advantage of providing a physical space for customers to touch and feel products before purchasing. They can also provide personalized customer service and assistance, which can improve the overall customer experience. In contrast, e-commerce businesses rely on product descriptions, images, and reviews to provide customers with information about their products. However, advances in technology have enabled e-commerce businesses to provide virtual try-ons and personalized recommendations, which can improve the customer experience. According to a report by McKinsey, 75% of online shoppers expect personalized product recommendations (McKinsey, 2021).

4. **Market Reach:** E-commerce has transformed the retail industry by enabling businesses to reach a global market without the need for physical storefronts in multiple locations. This has allowed businesses to expand their customer base and increase sales. Traditional retail businesses, on the other hand, are limited by their physical location and can only attract customers within their local area. According to a report by Statista, global e-commerce sales are projected to reach \$4.8 trillion by 2024, while traditional retail sales are projected to decline (Statista, 2021).

In conclusion, e-commerce and traditional retail business models have significant differences in terms of cost, convenience, customer experience, and market reach. While traditional retail businesses have the advantage of providing a physical shopping experience and personalized customer service, e-commerce businesses offer the convenience of online shopping and a global market reach. The retail industry is constantly evolving, and businesses must adapt to the changing market trends to stay competitive and meet the needs of their customers.

E-commerce, or electronic commerce, is the buying and selling of goods or services over the internet. E-commerce has grown exponentially over the last few decades, offering many benefits to businesses and consumers alike, some of them are:

### **3.2. importance of e-commerce**

E-commerce, or the buying and selling of goods and services online, has become increasingly important in recent years. With the growth of the internet and mobile technology, consumers are turning to e-commerce platforms to shop for everything from groceries to clothing to electronics. This paper will discuss the importance of e-commerce from both a business and consumer perspective, drawing on academic references and other sources.

From a business perspective, e-commerce has many advantages. For small and medium-sized enterprises (SMEs), e-commerce provides a cost-effective way to reach a wider audience. According to Choudhury and Hossain, "SMEs in Bangladesh are increasingly using e-commerce as a means to expand their customer base and to reduce marketing costs" (144). E-commerce platforms such as Amazon, eBay, and Alibaba also provide opportunities for businesses to sell their products internationally, opening new markets and increasing revenue. Gao and Bai found that "the adoption of e-commerce is positively associated with the firm's performance" in China, particularly in terms of sales revenue and market share (Choudhury, M. S. I., & Hossain, M. S. (2019). Exploring factors influencing e-commerce adoption by SMEs in Bangladesh. *Journal of Global Information Technology Management*, 22(3), 143-161).

E-commerce also offers advantages in terms of logistics and supply chain management. Frensch notes that during times of crisis, such as the COVID-19 pandemic, e-commerce logistics have been able to adapt quickly to changing consumer demands (Gao, Y., & Bai, J. (2017). The impact of e-commerce adoption on firm performance: Evidence from China. *Information Technology for Development*, 23(2), 254-271.). This is due in part to the use of automation and artificial intelligence in e-commerce logistics, which allows for faster and more efficient delivery of goods. E-commerce logistics can also help to reduce waste and improve sustainability, by optimizing delivery routes and reducing unnecessary transportation.

From a consumer perspective, e-commerce offers many benefits as well. Online shopping is convenient and accessible, allowing consumers to shop from the comfort of their own homes and at any time of day or night. E-commerce platforms also offer a wide range of products, often at lower prices than traditional brick-and-mortar stores. In addition, e-commerce provides opportunities for consumers to compare products and prices, read reviews, and make informed purchasing decisions (Frensch, F. (2020). *Crisis-Proof Supply Chains: The Advantages of E-Commerce Logistics*. Hamburg International Conference of Logistics (HICL), 29, 13-28.).

Social media also plays a role in the importance of e-commerce from a consumer perspective. Kim and Park found that "social media marketing has a significant impact on brand trust, which in turn has a significant impact on purchase intention and loyalty" (Kim, H. S., & Park, J. K. (2019). Investigating the impact of social media marketing on brand trust and purchase intention. *International Journal of Advertising*, 38(2), 256-276). Social media platforms such as Instagram and Facebook also provide opportunities for businesses to reach new customers and engage with their audience in a more personal way.

In addition to these academic references, several books also highlight the importance of e-commerce. In *The New Rules of Retail*, Lewis and Dart argue that e-commerce has disrupted

traditional retail models and has forced businesses to adapt to changing consumer behaviours (Lewis, R. & Dart, M. (2014). *The new rules of retail: Competing in the world's toughest marketplace*. St. Martin's Press.). They note that e-commerce has created a new era of retail, where consumers have more power and businesses must be agile and innovative in order to stay competitive.

**Conclusion**

In conclusion, globalization has fostered an interconnected global economy, where foreign trade serves as a vital channel for the exchange of goods and services among nations. Within this dynamic landscape, e-commerce has emerged as a momentous change, enabling businesses to transcend geographical boundaries and connect with customers worldwide. The integration of e-commerce has streamlined cross-border transactions, expanded market access, and empowered businesses of all sizes to participate actively in foreign trade. As globalization continues to evolve, e-commerce is poised to play an increasingly crucial role in driving the development of foreign trade, fostering economic growth, and fostering global economic integration.

e-commerce has become increasingly important from both a business and consumer perspective. For businesses, e-commerce provides opportunities to expand their reach and increase revenue, while also offering advantages in terms of logistics and supply chain management. For consumers, e-commerce offers convenience, accessibility, and a wide range of products at competitive prices. As technology continues to advance, it is likely that e-commerce will only become more important in the years to come.

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**Chapter II**

**Insights into E-commerce's  
Impact on Foreign Trade**

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**Introduction:**

Foreign trade, e-commerce, and customs are interrelated components of international commerce that collectively shape the global business landscape. Foreign trade refers to the exchange of goods and services between countries, fostering economic growth, and creating opportunities for businesses and consumers worldwide. E-commerce, which encompasses online buying and selling, has revolutionized the way trade is conducted, enabling seamless transactions across borders through digital platforms. Customs, on the other hand, represents the governmental authorities and regulations governing the movement of goods across international boundaries.

## **Section 01: An overview on customs**

### **1.1. Definition of customs:**

The term ‘‘Customs’’ refers to a governmental agency responsible for regulating the movement of goods to/from a country and collecting taxes on imported and exported items, as well as the procedures and processes involved in this activities(Globalnegociator: Customs Seen on: <https://www.globalnegociator.com/international-trade/dictionary/customs/15/05/2023> at 22:36).

The customs department is responsible for inspecting passengers, their luggage, and goods. Also, the department collects customs duties, taxes on all goods, and gathers data on imports and exports. Finally, it enforces restrictions on contraband items and works to protect domestic businesses from illegal trade activities (Dr. Beladjine Khaldia, ‘‘Import-Export Procedures’’, University of Ibn Khaldoun- Tiaret, Algeria, 2021-2022, P09).

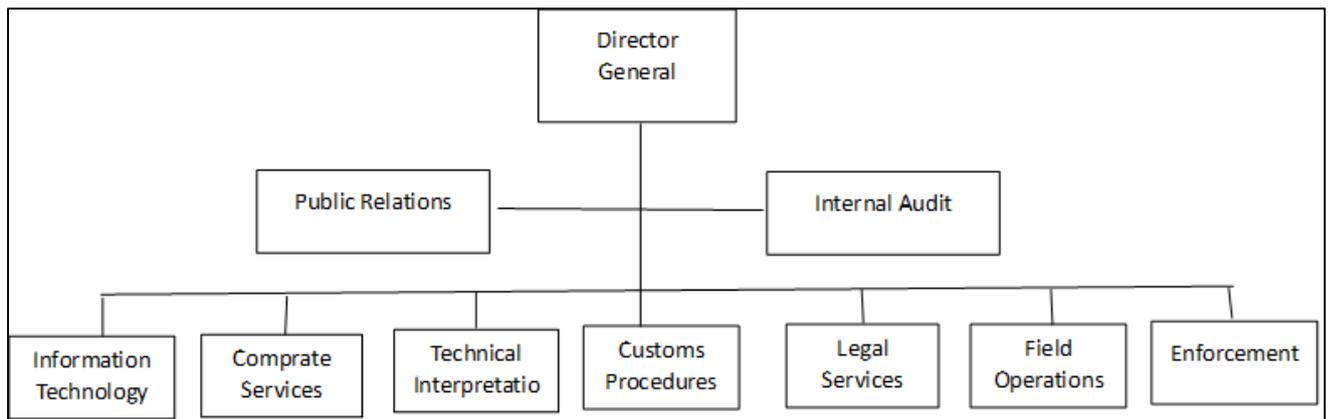
### **1.2. The new strategy of customs:**

Customs organizations constantly evolve and adapt to new challenges and opportunities in international trade.

- 1- The new strategy of customs is about (Dr. Beladjine Khaldia, OP. Cite, P13):
- 2- Automation: The strategy involves introducing and utilizing automated systems in the conduct of customs activity to improve efficiency and accuracy.
- 3- Organizational restructuring: Customs plans to rearrange its central and regional structures to enhance its ability to perform its duties effectively.
- 4- Economic regulation: Customs intends to play a more active role in economic regulation in foreign trade, which may involve collaborating with other government agencies and stakeholders.
- 5- Combating fraud and smuggling: Customs plans to reaffirm the effectiveness of the tax agent in combating fraud and smuggling and to strengthen its efforts in this area.

### **1.3. The organizational structure of GDC:**

The General Directorate of Custom’s organizational structure differs from country to country. Most customs administrations are decentralized, having headquarters, regional and local offices.

**Figure N°2.1:** Organizational structure of the Customs Administration Headquarters

Source: <https://www.elibrary.imf.org/>

#### 1.4. The role of customs in foreign trade:

Customs has played a key role in international trade for centuries (Albert W. Veenstro, and others, "The future role of Customs", 12-14 July 2022, P01 PDF Seen on: "www.unctad.org" 10-05-2023 at 21 :15.):

- 1- Levying taxes on trade
- 2- Enabling trade and international business through standardized procedures and simplifications
- 3- Protecting society against illegal trade, irresponsible business, and dangerous products

#### 1.5. The role of customs in e-commerce:

With the rise of online shopping, electronic commerce has significantly impacted customs.

The goal of customs in e-commerce is to provide authorities and other stakeholders in the process with data advance, also allowing authorities to determine the extent of controls and avoid burdensome customs processes for importing individual consignments (Walter Trezek, Customs, and Duties, August 2018 Seen on: Commerce-logistics.com/).

#### 1.6. The importance of customs:

The customs authority's presence in various countries is crucial for accomplishing the following objectives (Dr. Beladjin Khaldia, Import-Export Procedures, University of Ibn Khaldoun, Tiaret, 2021-2022, P24):

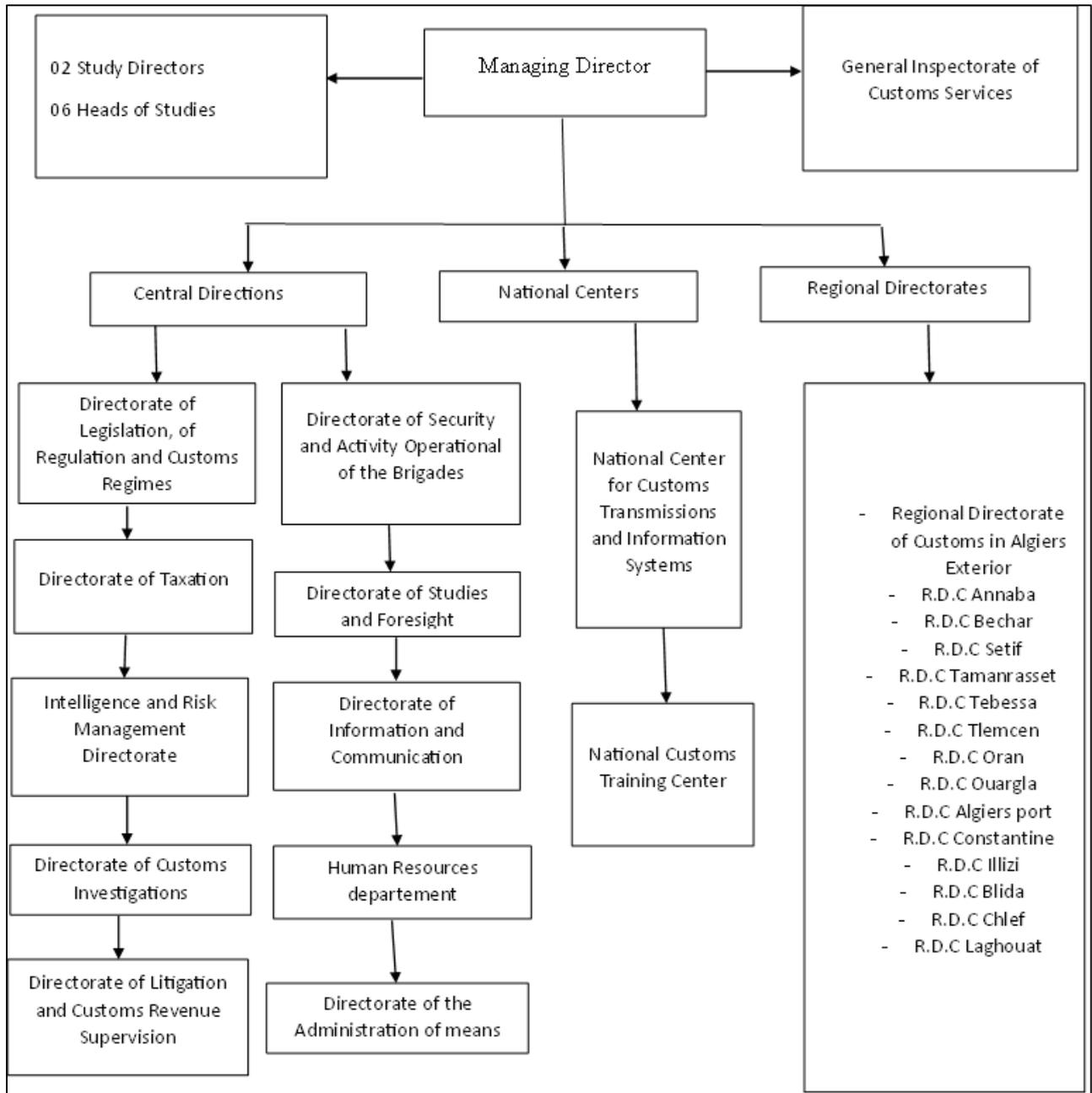
- Facilitating the seamless transportation of goods across borders and within the country to maintain an uninterrupted flow.
- Restricting the importation of forbidden goods.
- Sustaining the stability of the domestic economy and various sectors by promoting their proper functioning.

### 2.1. Algerian Customs:

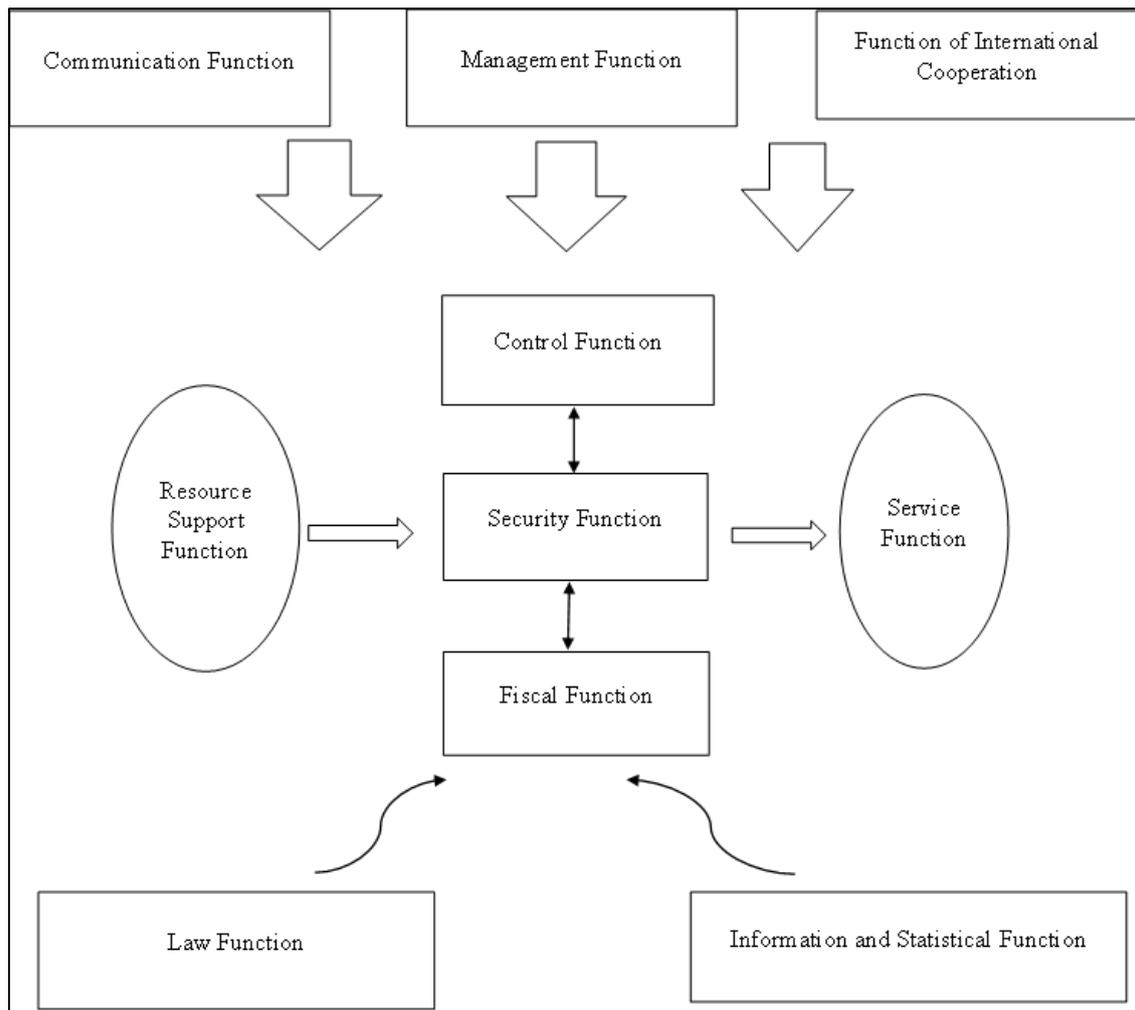
Since its independence in 1962, the Algerian government made efforts to establish and manage its foreign relations.

The customs administration was established in 1964 and eventually developed into an official department (www.ons.dz 11/05/2023 at 17:05).

**Figure N°2.2:** The organizational chart of the General Directorate of Customs in Algeria



Source: www.douane.gov.dz

**Figure N°2.3:** Proposed unified functional structure of the customs administration.

Source: [www.researchgate.net/publication/341910590](http://www.researchgate.net/publication/341910590)

## 2.2. The role of customs in Algeria:

The role of customs in Algeria is to control the movement of goods and services across borders. Their responsibilities include regulating the import and export activities, imposing specific customs tariffs on various product categories ranging from 0 to 60 percent (Douane algérienne -2020-, Dispositions préliminaires, P01 Seen on: [https://www.douane.gov.dz/IMG/pdf/mise\\_a\\_jour\\_du\\_tarif\\_2020.pdf](https://www.douane.gov.dz/IMG/pdf/mise_a_jour_du_tarif_2020.pdf)), and finally collecting customs duties on imported goods.

### 2.2.1. Customs procedures:

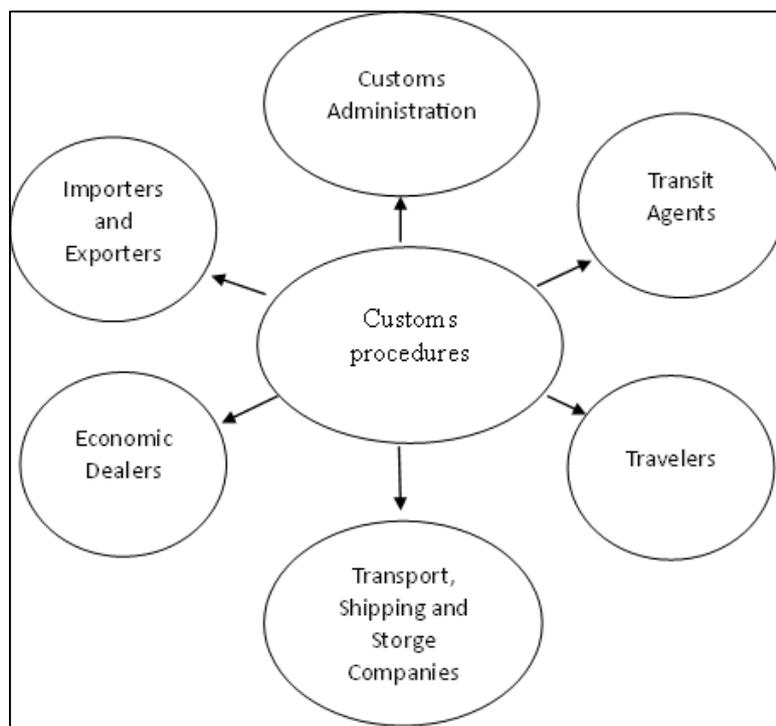
#### 2.2.1.1. Definition of customs procedures:

Customs procedures encompass the entirety of operations that need to be undertaken by customs administration stakeholders to meet the obligations set forth by customs laws and regulations (Dr. Djehha Nabil, Customs Law, Lecture 5<sup>th</sup>, University of Ibn Khaldoun, Tiaret, 2020-2021).

Customs procedures mean the treatment applied by the customs administration of a Party to goods, which are subject to that Party's customs law (AANZFTA: Customs procedures Seen on: <https://aanzfta.asean.org/chapter-4-customs-procedures/> 17-05-2023 at 12:30).

#### 2.2.1.2. Target categories of customs procedures:

**Figure N°2.4:** Chart representing distinct categories of customs procedures.

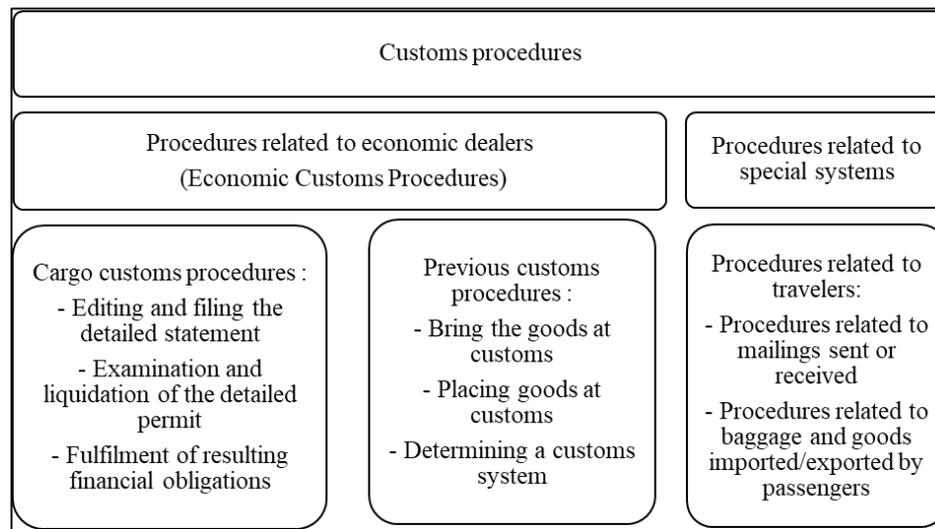


*Source: Djehha Nabi, Customs Law, Lecture 5th, "Customs Procedures", University of Ibn Khaldoun, Tiaret, 2020-2021, p01*

#### 2.2.1.3. Mechanisms of work of customs procedures:

The work mechanisms of customs procedures involve the treatment applied by the customs administration of each party to goods, persons, and craft subject to customs control.

The mechanisms of work can be classified according to customs legislation as follows:

**Figure N°2.5:** Classification of the mechanisms of work of customs procedures

*Source: Djehha Nabil, Customs Law, Lecture 5th, Customs Procedures, University of Ibn Khaldoun, Tiarret, 2020-2021, p02*

**2.2.1.4. Procedures related to special systems:** These are the legal steps followed by travellers towards customs administration.

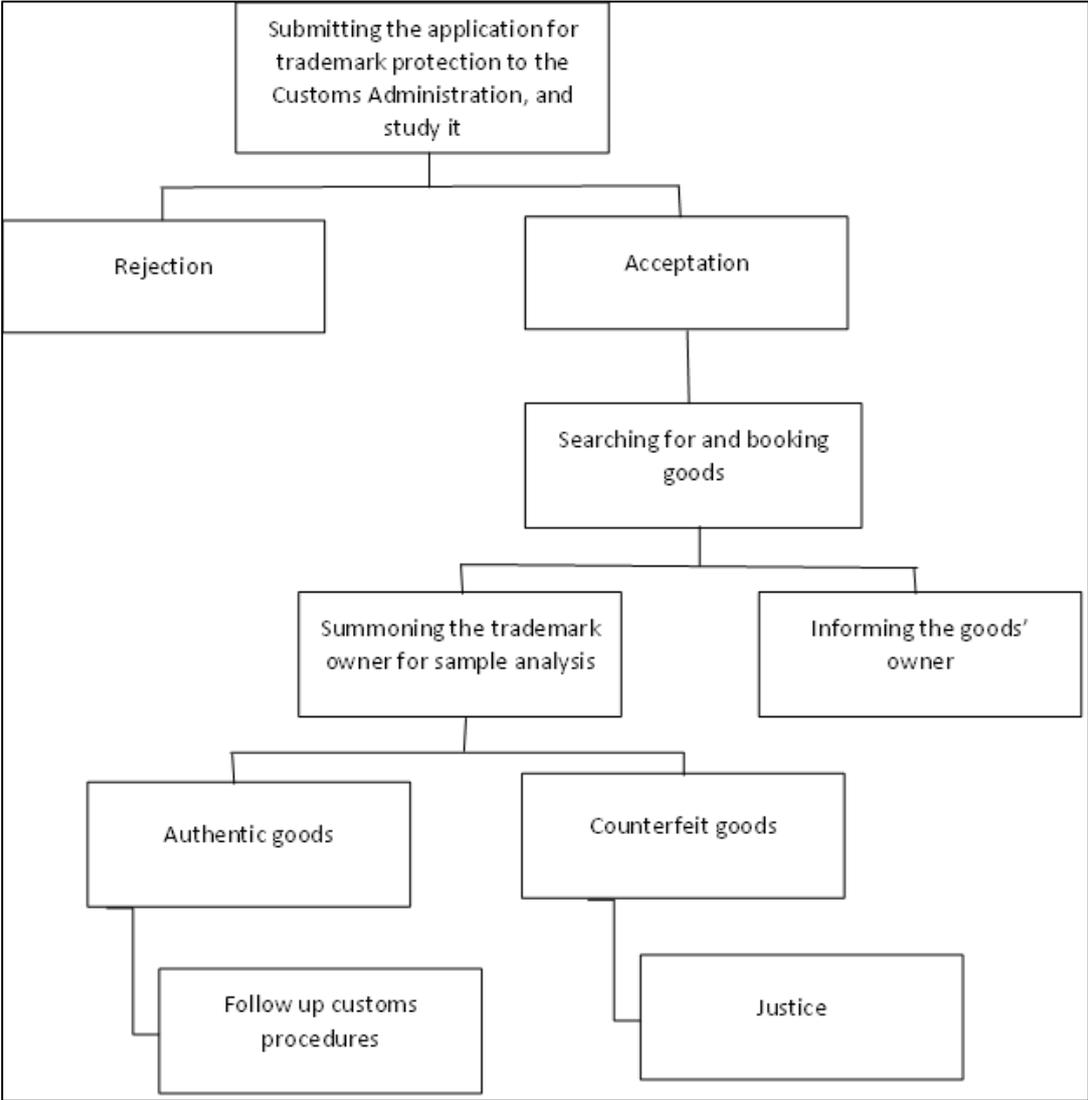
The customs administration engages in various regulatory tasks. One such task involves travellers submitting a written or oral declaration of their personal belongings and luggage to the customs administration. This declaration helps determine the assessment of additional fees or charges and the specific procedures applicable to certain goods governed by specific regulations.

**2.2.1.5. Economic customs procedures:** These procedures are considered crucial and continually assessed by public authorities due to their significant connection with international trade.

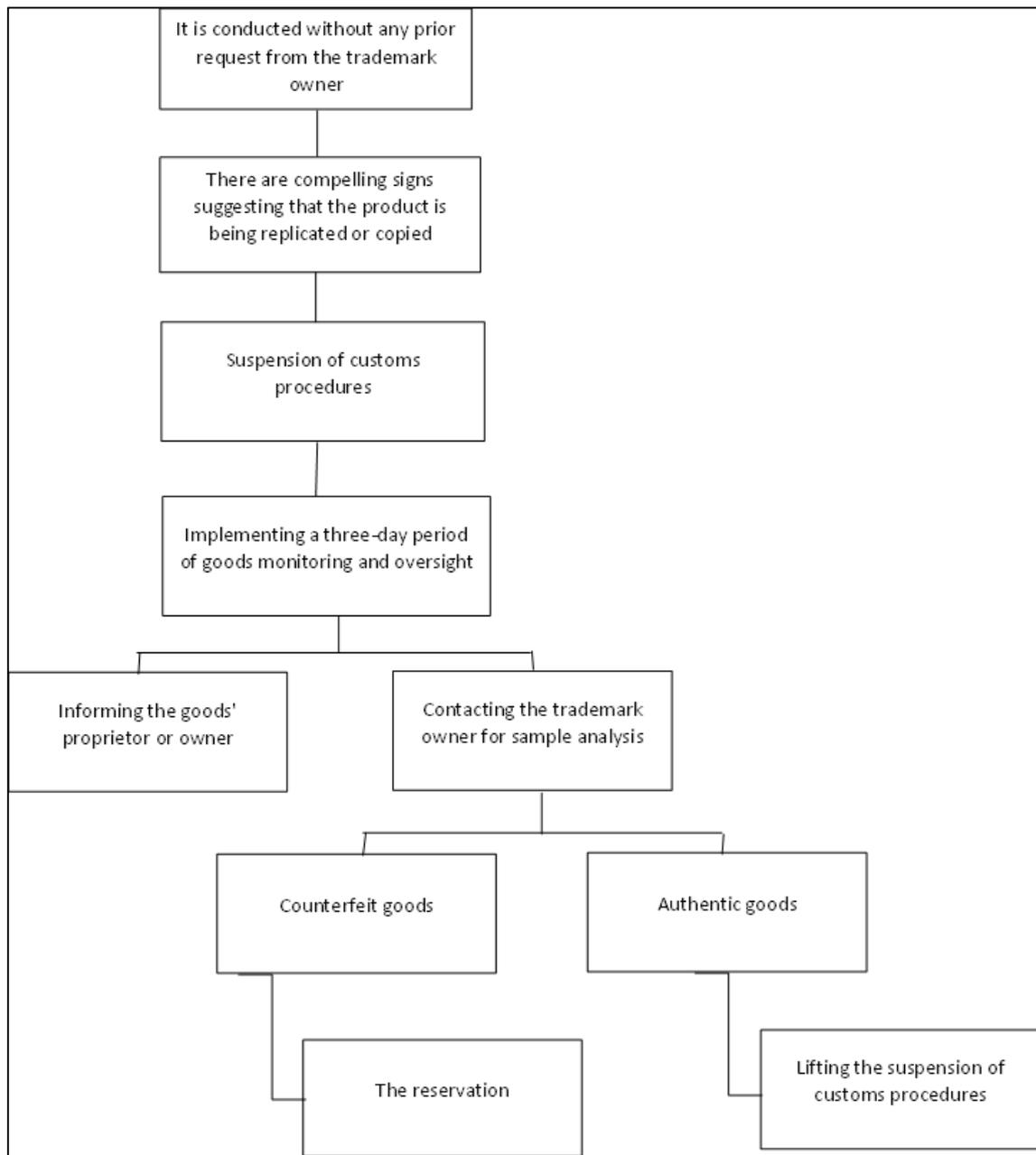
**2.2.1.6. Methods of intervention of the customs administration to protect the consumer from counterfeit goods:**

The way the customs administration intervenes to combat counterfeiting can be briefly illustrated by the following two figures:

Figure N°2.6: Intervening at the request of the owner of the mark.



Source: Djehha Nabil, Customs Law, Lecture 7<sup>th</sup>, Ways to enter the Customs Administration to protect the consumer of counterfeit goods, University of Ibn Khaldoun, Tiaret, 2020-2021, p01

**Figure N°2.7:** Automated intervention by the Customs Administration

*Source: Djehha Nabil, Customs Law, Lecture 7th, Ways to enter the Customs Administration to protect the consumer of counterfeit goods, University of Ibn Khaldoun, Tiaret, 2020-2021, p01*

### 2.3. Constitutional matter:

Ordonnance N°03-03 du 19 Jomada El Oula 1424 correspondant au 19 juillet 2003, modifiée et complétée, relative à la concurrence

Law 03-03, enacted in Algeria on July 19, 2003, establishes regulations and rules to promote fair competition and prevent monopolies in the country. The ordinance covers issues such as anti-competitive practices, mergers and acquisitions, and abuse of dominant positions.

The law was approved by Law No. 03-12 on October 25, 2003.

It was also modified by:

- Law n° 08-12 on June 25, 2008
- Law n°10-05 on August 15, 2010
- Ordonnance N°03-05 du 19 Jomada El Oula 1424 correspondant au 19 juillet 2003 relative aux droits d'auteur et aux droits voisins

Law 03-05 is the Copyrights and Neighbouring Rights Act of July 19, 2003. The law was enacted to protect the rights of creators and owners of intellectual property in the country. It grants special protection to works of traditional cultural heritage and national works considered public property.

- Ordonnance N°03-11 du 27 Jomada Ethania 1424 correspondant au 26 août 2003, modifiée et complétée, relative à la monnaie et au crédit

The Ordinance relating to currency and credit in Algeria, also known as Law 03-11, is a significant piece of legislation that confers extensive autonomy both organic and functional to the Central Bank of Algeria, now called the Bank of Algeria.

The ordinance repeals Law No. 90-10 of April 14, 1990, and was amended and supplemented by Ordinance No. 10-04 of August 26, 2010.

- Loi N°09-03 du 29 Safar 1430 correspondant au 25 février 2009, modifiée, relative à la protection du consommateur et à la répression des fraudes.

Law 09-03 on February 25, 2009. is related to the amendment of the criminal code. The law made illegal exit, whether by a citizen or non-citizen, a criminal offense punishable by two to six months in prison, a fine, or a combination of the two penalties.

- Loi N°09-04 du 14 Chaâbane 1430 correspondant au 5 août 2009 portant règles particulières relatives à la prévention et à la lutte contre les infractions liées aux technologies de l'information et de la communication

Law 09-04, passed in Algeria on August 5, 2009, is an important piece of legislation that specifically targets the prevention and punishment of breaches related to technology and communication.

It is also known as the law regulating the prevention of and the fight against offenses linked to Information and Communication Technologies.

- Loi N°15-04 du 11 Rabie Ethani 1436 correspondant au 1er février 2015 fixant les règles générales relatives à la signature et à la certification électroniques.

Law 15-04 of February 1, 2015, defines "signature and electronic certification" as a collection of data in an electronic form joined or logically linked to other electronic data, for the

authentication of documents online. It can take many forms, including digital signatures, biometric signatures, and electronic pen signatures.

- Loi N°18-04 du 24 Chaâbane 1439 correspondant au 10 mai 2018 fixant les règles générales relatives à la poste et aux communications électroniques.

Law 18-04 of May 10, 2018, establishes the general rules related to post and electronic communications (Journal Officiel Algérie).

### **3.1. The World Customs Organization:**

#### **3.1.1. Definition:**

The World Customs Organization (WCO) is an intergovernmental organization that was created in 1952 (Jason Gordon, World Customs Organization – Explained, July 22nd, 2021. Seen on: [thebusinessprofessor.com/en\\_US/global-international-law-relations/world-customs-organization-definition.](https://thebusinessprofessor.com/en_US/global-international-law-relations/world-customs-organization-definition/)).

As an independent intergovernmental organization, the WCO has a broad mandate in international customs administrations. Its main focus is to promote modernization and reform while enhancing the integrity and effectiveness of customs enforcement activities. Additionally, the WCO supports international trade by facilitating the development of customs conventions within customs bodies (Dr. Beladjin Khaldia, OP. Cite, P87).

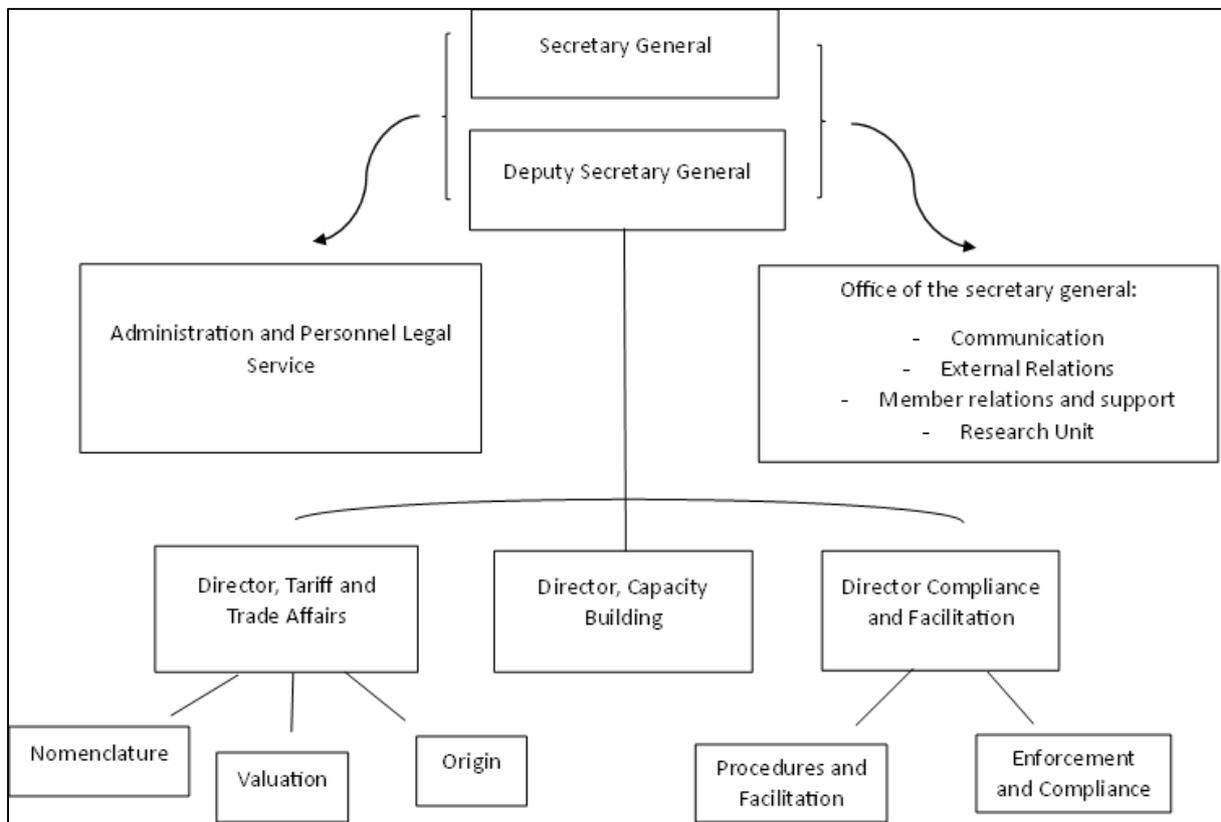
The organization has 184 member countries representing more than 98 percent of all international trade.

#### **3.1.2. Mission:**

The World Customs Organization develops international standards, fosters cooperation, and builds capacity to facilitate legitimate trade, secure a fair revenue collection, and protect society, providing leadership, guidance, and support to Customs administrations (WCO: Mission of customs Seen on: [www.wcoomd.org](https://www.wcoomd.org) 13/05/2023 01:33).

### 3.1.3. Organigram:

**Figure N°2.8:** Structure of WCO secretariat



Source: [www.wcoomd.org](http://www.wcoomd.org)

### 3.1.4. Agreements:

#### 1- Kyoto Convention:

The Kyoto Convention is a global customs agreement that addresses customs procedures related to importing, exporting, transiting, processing, and other activities and customs practices related to regulations governing the movement of goods across borders ([https://www.wcoomd.org/en/topics/facilitation/instrument-and-tools/conventions/pf\\_revised\\_kyoto\\_conv.aspx](https://www.wcoomd.org/en/topics/facilitation/instrument-and-tools/conventions/pf_revised_kyoto_conv.aspx) 14-05-2023 at 12:20). The Convention promotes trade facilitation and effective controls through its legally binding provisions that establish simple yet efficient procedures. Initially adopted on May 19, 1973, as the International Convention on the Simplification and Harmonization of Customs Procedures, the Kyoto Convention was revised on June 26, 1999 (<https://www.trade.gov/harmonized-system-hs-codes> 14-05-2023 at 12:15).

#### 2- The Harmonized System:

The Harmonized System (HS) is a standardized numerical method of classifying traded products. It is used by customs authorities around the world to identify products when assessing duties and taxes and for gathering statistics. The HS is a multipurpose international product

nomenclature developed by the World Customs Organization (WCO) and is updated every five years (Dr. Beladjin Khaldia, OP. Cite, P91-92).

According to economic activity or constituent material, the HS is divided into 21 sections and further subdivided into 99 chapters. This logical structure serves as the basis for import and export classification systems utilized by many trading partners, including the United States.

## **Section 02: E-commerce in Algeria**

The advent of the internet and digital technologies has revolutionized the way businesses operate and consumers engage in commercial activities worldwide. Algeria, a country in North Africa, is experiencing a gradual shift towards e-commerce, driven by increased internet penetration, and changing consumer behaviour. This section focuses on examining the e-commerce landscape in Algeria, its market potential, challenges, and opportunities for growth.

Algeria, with its large population and a growing middle class, presents a promising market for e-commerce entrepreneurs and businesses. The convenience, accessibility, and wide range of products offered by online platforms have captured the attention of Algerian consumers. However, the e-commerce industry in Algeria is still in its nascent stages and faces several hurdles that need to be addressed to unlock its full potential.

This section aims to provide a comprehensive analysis of the e-commerce sector in Algeria. It will delve into various aspects, including market analysis, regulatory environment, consumer behaviour, infrastructure, opportunities, and challenges. By understanding the current state of e-commerce in Algeria and its future prospects, stakeholders can make informed decisions and devise strategies to foster its growth.

### **1.1. The Algerian Experience with E-commerce:**

E-commerce has become increasingly important in the global economy, and Algeria is no exception. In recent years, the country has experienced significant growth in e-commerce, but there are still challenges that must be addressed for it to reach its full potential. This paper will provide an overview of the Algerian experience with e-commerce, including its current state, challenges, and opportunities.

### **1.2. Current State of E-commerce in Algeria:**

In Algeria, e-commerce is still in its preliminary stages of development, but there has been notable growth in recent years. According to a report by the Algerian Ministry of Commerce, e-commerce transactions increased by 33% in 2020, with a total value of 35 billion Algerian dinars (approximately \$260 million USD) (Ministère du Commerce. (2021). Commerce électronique: Les transactions augmentent de 33%. Retrieved from <https://www.mincommerce.gov.dz/commerce-electronique-les-transactions-augmentent-de-33/>). This growth can be attributed to several factors, including increased access to the internet and mobile devices, as well as government efforts to promote the digital economy.

### 1.3. Challenges and Opportunities for E-commerce in Algeria:

Despite the growth of e-commerce in Algeria, there are still several challenges that must be addressed for it to reach its full potential. One major challenge is the lack of trust among consumers, as many are hesitant to make online purchases due to concerns about fraud and security (Benabdallah, W., & Hamidouche, S. (2021). Exploring factors influencing Algerian consumers' intentions to purchase online. *Journal of African Business*, 22(1), 1-17. doi:10.1080/15228916.2020.1848627). Additionally, there are logistical challenges, such as the limited availability of payment options and delivery services, as well as regulatory barriers that can make it difficult for businesses to operate online (Zitouni, N., & Ait-Mlouk, A. (2020). Factors influencing e-commerce adoption by SMEs in Algeria. *International Journal of Entrepreneurship and Small Business*, 39(1), 95-110. doi:10.1504/IJESB.2020.104330).

Despite these challenges, there are many opportunities for e-commerce in Algeria. One of the most promising areas is the growth of mobile commerce, as an increasing number of Algerians are using their smartphones to shop online (Iqbal, N., & Messikh, R. (2020). Analysis of mobile commerce adoption in developing countries: A case of Algeria. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(2), 41-54. doi:10.4067/S0718-18762020000200005). Additionally, there is a growing demand for online shopping, particularly among younger consumers who are more comfortable with digital technology (Belkheir, O., & Bellal, A. (2021). E-commerce in Algeria: State of the art and perspectives. *Journal of Entrepreneurship, Management, and Innovation*, 17(1), 89-104. doi:10.7341/20217109). Finally, there is potential for e-commerce to drive economic growth and job creation in Algeria, particularly in the areas of logistics and digital marketing (Khemici, F., & Rachedi, A. (2019). E-commerce development in Algeria: A SWOT analysis. *International Journal of Electronic Business Management*, 17(3), 189-198.).

### 1.4. Impact of E-commerce on the Algerian Economy:

The growth of e-commerce has the potential to have a significant impact on the Algerian economy. By enabling businesses to reach a wider market and reducing costs associated with traditional brick-and-mortar retail, e-commerce can help to drive economic growth and job creation (Khemici, F., & Rachedi, A. (2019). E-commerce development in Algeria: A SWOT analysis. *International Journal of Electronic Business Management*, 17(3), 189-198.). Additionally, e-commerce can contribute to the diversification of the economy, particularly by providing opportunities for small and medium-sized enterprises (SMEs) to access new markets (Belkheir, O., & Bellal, A. (2021). E-commerce in Algeria: State of the art and perspectives. *Journal of Entrepreneurship, Management, and Innovation*, 17(1), 89-104. doi:10.7341/20217109).

We conclude that e-commerce is a growing industry in Algeria, but there are still challenges that must be addressed for it to reach its full potential. The Algerian government has taken steps to support the development of e-commerce, but more needs to be done to address issues such as consumer trust, logistical challenges, and regulatory barriers. Despite these challenges, there are many opportunities for e-commerce in Algeria, particularly in the areas of mobile commerce and job creation. The growth of e-commerce has the potential to contribute significantly to the diversification and growth of the Algerian economy. Overall, while e-commerce in Algeria is still in its preliminary stages, it has the potential to be a key driver of economic growth and development in the years to come.

2.1. Internet access:

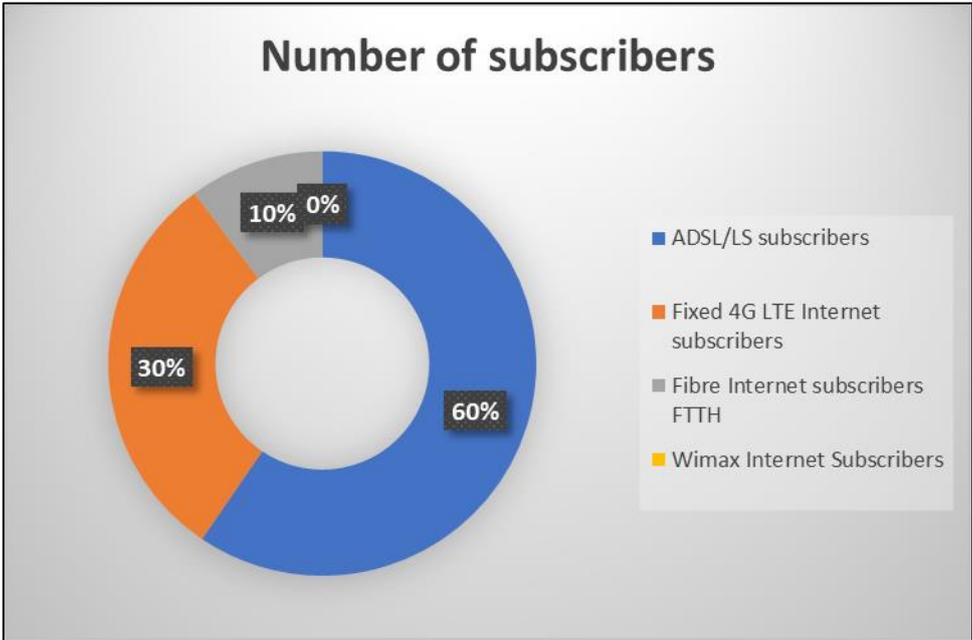
- ✓ Total number of fixed Internet subscribers:

Table N°2.1: Total number of fixed Internet subscribers

Type of subscribers	Number of subscribers
ADSL/LS subscribers	2 793 955
Fixed 4G LTE Internet subscribers	1 423 425
Fibre Internet subscribers FTTH	478 172
Wimax Internet Subscribers	0
Total fixed Internet subscribers	4 695 552

Source: Postal and Telecommunications Regulatory Authority - ARPT –

Figure N°2.9: doughnut chart of the number of subscribers (fixed)



Source: ????

Based on this information we had on the type of subscribers and the number of subscribers in each category, we can make the following observations:

ADSL/LS Subscribers: The data shows that there are 2,793,955 subscribers using ADSL or LS (leased line) connections. ADSL is a commonly used technology for fixed-line internet connections that utilize existing telephone lines. It indicates that a massive portion of the fixed internet user base in this context relies on ADSL/LS connections.

Fixed 4G LTE Internet Subscribers: The data indicates that there are 1,423,425 subscribers using fixed 4G LTE internet connections. This suggests that a notable number of

users are accessing the internet through LTE technology, which provides high-speed wireless connectivity.

Fibre Internet Subscribers (FTTH): The data shows that there are 478,172 subscribers using fibre internet connections, specifically FTTH (Fibre-to-the-Home). Fibre optic connections offer high-speed and reliable internet access, and the presence of nearly half a million subscribers suggests the growing availability and adoption of fibre technology.

Wimax Internet Subscribers: The data states that there are no Wimax internet subscribers. Wimax is a wireless broadband technology that offers long-range connectivity, but its absence in the data suggests that it may not be widely used or available in the context being analysed.

Total Fixed Internet Subscribers: The total number of fixed internet subscribers mentioned in the data is 4,695,552. This number represents the sum of subscribers across ADSL/LS, fixed 4G LTE, fibre (FTTH), and Wimax categories. It provides an overall figure for the number of fixed internet connections in the given context.

In summary, the data highlights the distribution of several types of fixed internet subscribers, with ADSL/LS being the most prominent, followed by fixed 4G LTE and fibre (FTTH). The absence of Wimax subscribers indicates its limited usage or availability in this specific context.

✓ **Total number of active subscribers (\*) of mobile Internet**

**Table N°2.2:** Total number of active subscribers (\*) of mobile Internet

Type of subscribers	Number of subscribers
Active 3G mobile Internet subscribers	5 961 291
Active mobile Internet subscribers 4G	38 797 214
Total 3G/4G Internet subscribers	44 758 505

Source: Postal and Telecommunications Regulatory Authority - ARPT -

**Figure N°2.10:** doughnut chart of the number of subscribers (mobile)



*Source: ????*

Based on that, we can make the following observations:

Active 3G Mobile Internet Subscribers: The data shows that there are 5,961,291 subscribers actively using 3G mobile internet connections. 3G technology provides mobile users with internet access, although it is generally slower compared to newer generations like 4G or 5G.

Active Mobile Internet Subscribers 4G: The data indicates that there are 38,797,214 subscribers actively using 4G mobile internet connections. 4G technology offers faster and more efficient mobile internet access, capable of supporting high-speed data transfers and multimedia content.

Total 3G/4G Internet Subscribers: The total number of 3G/4G internet subscribers mentioned in the data is 44,758,505. This number represents the sum of active subscribers in both 3G and 4G categories. It provides an overall figure for the number of mobile internet connections in the given context.

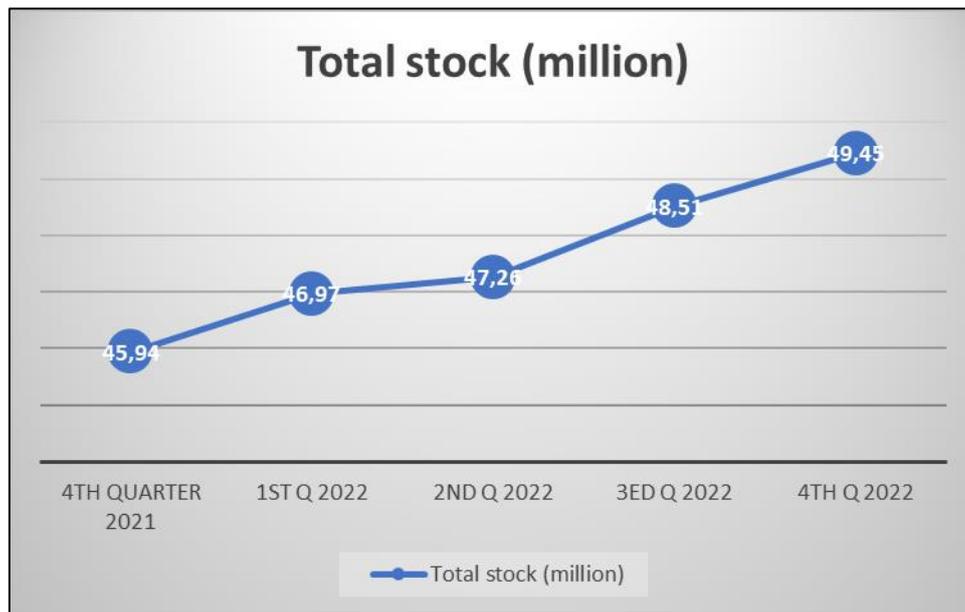
In summary, the data highlights the distribution of distinct types of mobile internet subscribers, with a substantial number of users actively using 4G technology. The presence of over 5 million active 3G subscribers suggests continued usage of this technology, although it is likely to be gradually phased out as more user’s transition to 4G or newer technologies. The total number of 3G/4G subscribers represents the combined user base of both technologies in the given context.

✓ Evolution of the total number of Internet subscribers (fixed and mobile)

Table N°2.3: Evolution of the total number of Internet subscribers (fixed and mobile)

	4th quarter 2021	1st Q 2022	2nd Q 2022	3ed Q 2022	4th Q 2022
<b>Total stock (million)</b>	45,94	46,97	47,26	48,51	49,45
<b>Rate of change (Q4 2021 - Q4 2022)</b>	7,64%				

Source: Postal and Telecommunications Regulatory Authority - ARPT -

**Figure N°2.11:** doughnut chart of the evolution of the number subscribers

Source: ???

Based on the previous data:

In the 4th quarter of 2021, the total stock was 45.94 million units.

In the 1st quarter of 2022, the total stock increased to 46.97 million units, indicating a positive growth of 1.03 million units compared to the previous quarter.

In the 2nd quarter of 2022, the total stock further increased to 47.26 million units, showing a smaller growth of 0.29 million units compared to the previous quarter.

In the 3rd quarter of 2022, the total stock continued to rise to 48.51 million units, indicating a larger growth of 1.25 million units compared to the previous quarter.

In the 4th quarter of 2022, the total stock reached 49.45 million units, showing a smaller growth of 0.94 million units compared to the previous quarter.

Overall, there is a general upward trend in the total stock from the 4th quarter of 2021 to the 4th quarter of 2022. The growth rate varied across different quarters, with some quarters experiencing larger increases and others experiencing smaller increases.

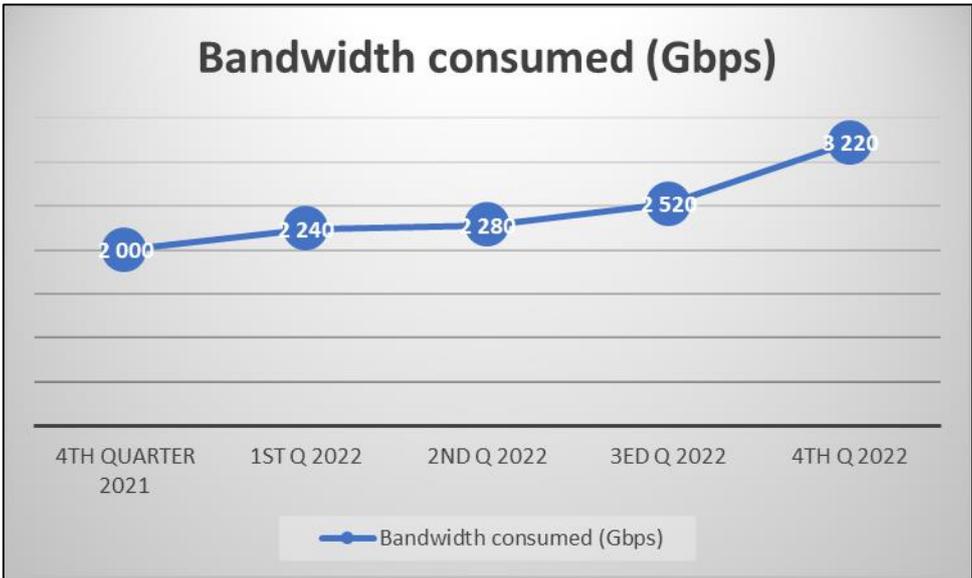
✓ Evolution of bandwidth consumed:

Table N°2.4: Evolution of bandwidth consumed:

	4th quarter 2021	1st Q 2022	2nd Q 2022	3ed Q 2022	4th Q 2022
Bandwidth consumed (Gbps)	2 000	2 240	2 280	2 520	3 220
Evolution Rate (Q4 2021 - Q4 2022)	61,00%				

Source: Postal and Telecommunications Regulatory Authority - ARPT –

Figure N°2.12: doughnut chart of the evolution of the number subscribers



Source: ???

Based on the previous data:

In the 4th quarter of 2021, the bandwidth consumed was 2,000 Gbps.

In the 1st quarter of 2022, the bandwidth consumption increased to 2,240 Gbps, indicating a growth of 240 Gbps compared to the previous quarter.

In the 2nd quarter of 2022, the bandwidth consumption further increased to 2,280 Gbps, showing a smaller growth of 40 Gbps compared to the previous quarter.

In the 3rd quarter of 2022, the bandwidth consumption continued to rise to 2,520 Gbps, indicating a larger growth of 240 Gbps compared to the previous quarter.

In the 4th quarter of 2022, the bandwidth consumption reached 3,220 Gbps, showing a significant growth of 700 Gbps compared to the previous quarter.

Overall, there is a general upward trend in the bandwidth consumed from the 4th quarter of 2021 to the 4th quarter of 2022. The growth rate varied across different quarters, with some quarters experiencing larger increases and others experiencing smaller increases. The most significant growth occurred between the 3rd and 4th quarters of 2022, with a substantial increase of 700 Gbps.

The findings indicate that internet penetration and its relation to e-commerce are influenced by the distribution of subscribers across distinct types of internet connections. The data reveals a considerable number of subscribers in fixed internet connections like ADSL/LS, fixed 4G LTE, and fibre (FTTH), suggesting accessibility and availability of faster and more reliable internet access. This infrastructure development facilitates smoother online experiences and positively impacts e-commerce. Additionally, the substantial number of active mobile internet subscribers, particularly in 4G, highlights the growing significance of mobile devices in accessing the internet and engaging in mobile-based e-commerce. These findings emphasize the importance of improving internet connectivity and focusing on faster technologies to support the growth of e-commerce.

## **2.2. E-commerce market and clients:**

### **2.2.1. E-commerce market:**

The Algerian e-commerce market is growing, but it is far from reaching its potential and still lags behind other markets in Northern Africa, particularly Morocco and Egypt. There are no official figures on e-commerce sales in Algeria; however, according to the Algerian National Trader and Artisan Association, the market's potential is estimated at US\$ 5 billion. With the intention of boosting e-commerce in the country, the government is seeking to increase internet penetration rates. While the first Algerian online marketplaces emerged in 2009, e-commerce started to take off in 2014 with the arrival of the Pan-African Jumia, which remains the largest general online retailer in the country. The website had around 1.5 million visitors and received between 15,000 and 20,000 orders per month in 2017 (50% y-o-y increase). The number of visitors grew to 1.7 million early 2018. Zawwali, Batolis and Dzboom are leading local online retailers. The Algerian Parliament passed a law in February 2018 establishing the country's first regulation on e-commerce. As such, online marketplaces will have to host their websites in Algeria and need to be listed in the country's commercial register. The law bans all online purchase of tobacco and alcoholic beverages as well as pharmaceutical products and online betting and gambling services. Moreover, Algerian law does not allow citizens to purchase goods from outside the country and the Government has recently declared that they do not intend to open their e-market to foreign companies in order to preserve national economy and sovereignty. And, while the global leaders Amazon and AliExpress do not have a presence in Algeria, many intermediary companies offer transshipment services for orders coming from these websites. Regarding e-commerce readiness, Algeria is ranked 10th among African states and 97th worldwide according to UNCTAD's B2C E-commerce Index 2017.

**Table N°2.5:** Foreign Trade Indicators

Foreign Trade Indicators	2017	2018	2019	2020	2021
Imports of Goods (million USD)	46,059	46,33	41,934	35,122	36
Exports of Goods (million USD)	35,191	41,797	35,824	21,617	36,7
Imports of Services (million USD)	10,837	11,394	9,43	7,743	6,664
Exports of Services (million USD)	2,915	3,225	3,154	3,053	3,025

Source: WTO – World Trade Organisation, Latest Available Data

From the previous table we can conclude that the export of goods has shown significant growth from 2017 to 2021, with a notable increase in 2021 compared to previous years. This growth can be attributed to several factors, one of which is the expansion of e-commerce in Algeria. E-commerce has provided Algerian businesses with opportunities to access larger markets beyond their borders, resulting in increased exports of goods.

The rise in e-commerce platforms and the adoption of digital technologies have enabled Algerian businesses to showcase their products and reach international customers more easily. This has led to an increase in exports of goods as businesses leverage the power of e-commerce to expand their customer base and sell products globally.

Additionally, the growth in e-commerce has facilitated the export of services, such as digital services, software development, and online consulting. These services can be delivered remotely, allowing Algerian service providers to tap into international markets and export their expertise.

The increase in exports of goods and services can be seen as a positive outcome of the growing e-commerce sector in Algeria. It highlights the potential of e-commerce to contribute to the country's foreign trade balance by boosting exports and diversifying the economy.

However, it's important to note that the table alone doesn't provide a complete analysis of the impact of e-commerce on foreign trade in Algeria. Further research and data specific to the e-commerce sector, including online sales figures and trends, would be required to provide a more comprehensive understanding of the relationship between e-commerce and foreign trade indicators.

### 2.2.2. E-commerce clients:

The number of e-commerce customers is reported to have reached 2.45 million in 2017 - 6% of the country's population - according to Hootsuite and Jumia surveys. The Algerian e-commerce market does not have a perfect gender balance: while 9% of the total male population are reported to shop online, that rate goes down to 2% in the female population. The growth in e-commerce sales is expected to be boosted by mobile in the upcoming years as the smartphone penetration rate rose to 32.4% in 2017, reaching over 13 million devices (Newzoo Global Mobile Market Report) and 61% of Jumia customers use their phones to access the platform. Electronic devices, telephones, house and cleaning products as well as clothing items are among the most popular types of product on online marketplaces. E-payment systems were introduced in the country at the end of 2016, and since then online shopping has grown rapidly. Following that trend, Algérie Poste (Algerian National Postal Services) is set to introduce an electronic wallet in 2018 to facilitate online purchases, which should further boost e-commerce. Currently, cash on delivery is the preferred payment method among Algerians, as in most countries in the

Arab world and Northern Africa. (<https://www.tradecub.standardbank.com/portal/en/market-potential/algeria/ecommerce>)

**Table N°2.6:** brief comparison of the e-commerce markets in Algeria, Tunisia, and Morocco

Country	E-commerce Market Value (2020)	Key Factors	Government Initiatives
Algeria	\$360 million	Limited internet penetration	Promoting digital transformation
Tunisia	\$200 million	Increasing internet penetration	Policies to support e-commerce development
Morocco	\$1.17 billion	High internet penetration, growing middle class	Promoting e-commerce, implementing regulatory frameworks

*Source: Prepared by the applicants on the basis of the above*

The table provides a comparison of the e-commerce markets in Algeria, Tunisia, and Morocco based on their market values in 2020 and key factors influencing their growth.

Algeria's e-commerce market was estimated to be around \$360 million in 2020. It faced challenges such as limited internet penetration and a lack of trust in online transactions. However, the Algerian government has recognized the importance of digital transformation and has been actively working towards promoting it.

Tunisia's e-commerce market was valued at approximately \$200 million in 2020. It has experienced steady growth, driven by increasing internet penetration and the availability of digital payment options. The Tunisian government has implemented policies to support e-commerce development, including initiatives to improve logistics and enhance digital infrastructure.

Morocco, with an e-commerce market value of \$1.17 billion in 2020, boasts one of the most advanced e-commerce sectors in North Africa. This can be attributed to its relatively high internet penetration rate and a growing middle class. The Moroccan government has played an active role in promoting e-commerce, implementing regulatory frameworks, and supporting the digital economy.

### **2.3.E-payment:**

Algeria's official launch of CIB Internet payment took place in October 2016. Initially, the service was made available to prominent invoicing companies, including those in the water, energy, telecommunications, insurance, air transport sectors, as well as select administrative entities.

As of now, the internet payment system by interbank card has attracted 337 web merchants who have become members of the platform.

Since its inception, the cumulative number of transactions processed through online payment stands at an impressive 24,621,235.

The following presents a sector-wise breakdown of internet payment transactions: After Algérie Poste joined the Electronic Banking Group and achieved CIB/EDAHABIA interoperability, which commenced operations on January 5, 2020, the published statistics will now encompass the electronic banking activities conducted using both the CIB card and the EDAHABIA card.

**Table N°2.7: Internet payment transactions**

Année	Télécom	Transport	Insurance	Billier	Administrative Service	Service	Sale of goods
<b>2016</b>	6536	388	51	391	0	0	0
<b>2017</b>	87286	5677	2467	12414	0	0	0
<b>2018</b>	138495	871	6439	29722	1455	0	0
<b>2019</b>	141552	6292	8342	38806	2432	5056	0
<b>2020 (*)</b>	4210284	11350	4845	85676	68395	213175	235
<b>2021</b>	6993135	72164	8372	120841	155640	457726	13468
<b>2022</b>	7490626	195490	23571	302273	153957	705114	24169

Source: *giemonetique.dz*

(\*) « Following Algerian Post's accession to the Electronic Banking Group and the achievement of CIB/EDAHABIA interoperability, which began production on 05 January 2020, the published statistics will now include the electronic banking activity carried out by the CIB card and the EDAHABIA card »

The provided data on the previous table represents the breakdown of internet payment transactions across various sectors in Algeria over the years. Let's analyze the trends based on the available information:

**Telecom:** The number of transactions in the telecom sector started at 6,536 in 2016 and experienced significant growth, reaching 7,490,626 in 2022. This indicates a substantial increase in online transactions related to telecommunication services.

**Transport:** The number of transactions in the transport sector shows fluctuations over the years. It increased from 388 in 2016 to 195,490 in 2022, indicating a significant rise in online transactions related to transportation services.

**Insurance:** The number of insurance-related transactions increased gradually over the years, from 51 in 2016 to 23,571 in 2022, demonstrating a growing trend in online insurance payments.

**Billier:** Transactions related to billers, which may include utility bills and other invoices, experienced consistent growth, rising from 391 in 2016 to 302,273 in 2022.

**Administrative Service:** The number of transactions related to administrative services started at 0 and showed significant growth, reaching 705,114 in 2022.

**Sale of Goods:** Transactions related to the sale of goods increased steadily over the years, reaching 152,925 in 2022.

Overall, the data indicates a substantial growth in internet payment transactions in Algeria across various sectors over the years, with significant increases in telecom, transport, insurance, biller, administrative service, sale of goods, and sport and leisure sectors. The increasing trend highlights the growing adoption of online payment methods and the digitalization of various sectors in Algeria's economy.

As e-commerce relies on online transactions and payment processing, the increasing trend in internet payment transactions suggests a favorable environment for the growth of e-commerce in Algeria.

The sectors mentioned in the **table N°2.7** such as telecom, insurance, biller, sale of goods, are commonly associated with e-commerce activities. The rise in transactions within these sectors indicates a growing interest and participation in online purchasing and electronic commerce.

In other words we can say that the increasing number of transactions across different sectors reflects a broader shift towards digital transactions and online commerce in Algeria. It suggests that more businesses and consumers are embracing e-commerce as a convenient and accessible way to engage in commercial activities and make purchases over the internet.

### 3.1. Examples of top e-commerce business models

✓ **Amazon :**

**Figure N°2.13: Amazon.inc**



Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers. Its Web services business includes renting data storage and computing resources, so-called "cloud computing," over the Internet. Its considerable online presence is such that, in 2012, 1 percent of all Internet traffic in North America traveled in and out of Amazon.com data centers (<https://www.britannica.com/topic/Amazoncom>).

✓ **Alibaba :**

**Figure N°2.14: Alibaba.inc**



Alibaba is China's and by some measures, the world's biggest online commerce company. Its three main sites are Taobao, Tmall and Alibaba.com have hundreds of millions of users, and host millions of merchants and businesses. Alibaba handles more business than any

other e-commerce company. Alibaba is the most popular destination for online shopping, in the world's fastest growing e-commerce market. Transactions on its online sites totaled \$248 billion in 2020, more than those of eBay and Amazon.com combined. Alibaba became one of the most valuable tech companies in the world after raising \$25 billion. It is also one of the most valuable Chinese public companies, ranking among some of the country's state-owned enterprises (. <https://graphics.wsj.com/alibaba/>).

✓ **AliExpress :**

**Figure N°2.15: AliExpress.inc**



AliExpress is a popular online store for buying products at much cheaper prices than Amazon and other similar services. The store was founded in 2010 and is owned by Alibaba, a massive Chinese multinational company focusing on ecommerce and computing, and is one of the world's largest internet companies. AliExpress is considered to be a reliable place to buy products at a cheaper price than you would domestically. AliExpress is part of Alibaba Group, a large established company which focuses on commerce and media. AliExpress also provides shoppers with complete refunds on products that arrive damaged, late, or don't arrive at all (. <https://www.lifewire.com/what-is-aliexpress>).

✓ **eBay :**

**Figure N°2.16: eBay.inc**



eBay is an online shopping site that's best known for its auctions and consumer to consumer sales. It's also extremely popular for online merchants to use as a sales channel. eBay's available in many different countries. However, you can search for products available in your local area by entering the zip code. Alternatively, you can search for products available nationally or internationally. eBay is one of the most popular ways to buy and sell goods and services on the internet. It's a website where individuals and businesses can buy or sell new or second-hand items, from books and clothes to cars and holidays (. <https://ecommerce-platforms.com/glossary/what-is-ebay>).

**Conclusion**

In conclusion, foreign trade, e-commerce, and customs are interconnected elements that shape the modern global marketplace. E-commerce has expanded business opportunities and transformed the way trade is conducted, while customs administrations ensure compliance with regulations and facilitate the movement of goods across borders. As e-commerce continues to thrive, customs authorities must adapt and modernize to efficiently manage the flow of goods, ensuring a seamless and secure global trading environment.

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# **General conclusion**

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E-commerce plays a significant role in facilitating and transforming foreign trade. The advancements in technology and the rise of online platforms have expanded market reach, reduced trade barriers, and enhanced efficiency in cross-border transactions. With e-commerce, businesses can now access a global customer base without the need for a physical presence in multiple countries. This has led to increased market expansion and diversification, allowing companies to tap into new international markets and reduce dependence on a single market. Moreover, e-commerce has streamlined the buying and selling process, offering convenience, speed, and automation, resulting in improved customer satisfaction and increased sales for businesses engaged in foreign trade.

Furthermore, e-commerce has fostered globalization by reducing traditional trade barriers. Online platforms have made it easier for businesses to overcome geographical boundaries, navigate complex import/export procedures, and mitigate costs associated with physical transportation. The digitization of products and services has also created new opportunities for trade in digital goods, software, and intellectual property, leading to a transformation in the composition of traded goods and services. By leveraging data analytics and market research tools, businesses can make informed decisions, tailor their products and marketing strategies to specific international markets and enhance their competitiveness in foreign trade. Overall, e-commerce has revolutionized the landscape of foreign trade, enabling businesses of all sizes to engage in international markets, expand their reach, and contribute to economic growth on a global scale.

In the case of Algeria, e-commerce has the potential to play a crucial role in expanding the country's foreign trade activities. With a large population and a growing internet penetration rate, e-commerce can provide Algerian businesses with opportunities to access global markets, promote Algerian products and services internationally, and attract foreign customers. By embracing e-commerce, Algeria can leverage its economic potential, diversify its trade relationships, and contribute to the country's overall economic growth and development.

### **Testing hypotheses.**

**First hypothesis:** which states that “e-commerce relies on modern electronic techniques and means of conducting business transactions,” valid hypothesis. The proliferation of electronic commerce is intricately linked to ICT and the Internet in particular.

**The second hypothesis:** “that the Internet is a key element in the success of e-commerce and thus the promotion of the foreign trade sector;” valid hypothesis. The Internet's role in the development of States' economies is to have a positive impact on the promotion and revitalization of external business processes.

**The third hypothesis:** “Electronic commerce is still almost absent from Algeria because of the lack of its basic components and the lack of awareness of its importance.” This hypothesis is false, as the components of electronic commerce in Algeria are improving, as e-commerce has become a consumer's haven for conducting business transactions. The Algerian Government is also working to develop its legislative, networking and banking requirements, in particular by raising awareness of the need for their importance to the State economy in society.

**Results:**

Many results can be incorporated through the study and the most important are summarized as follows:

- E-commerce provides businesses with the opportunity to reach a global customer base without the need for physical presence in different countries.
- E-commerce eliminates many of the costs associated with traditional brick-and-mortar retail, such as maintaining physical stores and distribution networks. By conducting business online, companies can save on expenses related to rent, utilities, inventory management, and staffing.
- E-commerce opens up opportunities for businesses to enter new markets and diversify their customer base.
- Companies can easily enter foreign markets by establishing an online presence, translating their website into different languages, and adapting their marketing strategies to target specific regions or countries.
- E-commerce can help reduce traditional trade barriers such as tariffs, quotas, and complex import/export procedures.

**Recommendations:**

Based on the above, the following recommendations can be made:

- Interest in e-commerce infrastructure reform by encouraging investment and launching projects that will develop and upgrade the Internet and extend it to the largest number of users.
- Trying to include e-commerce in several types of business activities so as to reduce different costs and expand to new markets as well as avoid various barriers in purely foreign trade.
- Algeria's experience in the field of electronic commerce is an early one that cannot be judged by failure or success. We have noted that citizen turnout for this type has been a remarkable development in recent periods, because dealing with this new pattern requires a change in the minds and behaviour of individuals.
- Giving critical importance to the development of communication and information technology systems and optimizing the use of the Internet in Services and trade.
- Encouraging the banking system to play a key facilitating and facilitating role in electronic commerce through the development of electronic remittance of funds and the dissemination of electronic means of payment, with the need to preserve the rights of different parties by ensuring confidentiality and security during these operations.

**Study Prospects:**

During this research we tried to familiarize ourselves with the aspects of the subject of e-commerce as much as possible. However, for its emergence and dissemination, it remains a broad and complex subject. Therefore, there are many topics and issues in this area. We propose to researchers some topics to study in the future, including:

- The Role of social media in Driving Consumer Engagement and Purchase Intentions in E-commerce.

- Exploring the Challenges and Opportunities of Cross-Border E-commerce: A Comparative Analysis of Different Regions.
- Examining the Impact of Personalization and Recommendation Systems on Customer Satisfaction and Loyalty in E-commerce.

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## Abstract

This research examines the profound impact of e-commerce on foreign trade, shedding light on the transformative changes it has brought to the global economic landscape. Through an in-depth analysis of existing literature, empirical studies, and case studies, this research aims to provide a comprehensive understanding of the intricate relationship between e-commerce and foreign trade. The findings reveal that e-commerce has revolutionized traditional trade patterns, enabling businesses to expand their reach across borders, facilitate international transactions, and enhance market accessibility. Moreover, this study highlights the role of digital platforms, logistics advancements, and regulatory frameworks in shaping the e-commerce landscape and influencing foreign trade dynamics.

**Keywords:** e-commerce, foreign trade, global economic, traditional trade, digital platforms, logistics, customs.

## ملخص

يدرس هذا البحث التأثير العميق للتجارة الإلكترونية على التجارة الخارجية، ويلقي الضوء على التغييرات التحويلية التي أحدثتها على المشهد الاقتصادي العالمي. من خلال تحليل متعمق للأدبيات الحالية والدراسات التجريبية ودراسات الحالة، يهدف هذا البحث إلى توفير فهم شامل للعلاقة المعقدة بين التجارة الإلكترونية والتجارة الخارجية. تكشف النتائج أن التجارة الإلكترونية أحدثت ثورة في أنماط التجارة التقليدية، مما مكّن الشركات من توسيع نطاق وصولها عبر الحدود، وتيسير المعاملات الدولية، وتعزيز إمكانية الوصول إلى السوق. علاوة على ذلك، تسلط هذه الدراسة الضوء على دور المنصات الرقمية والتطورات اللوجستية والأطر التنظيمية في تشكيل مشهد التجارة الإلكترونية والتأثير على ديناميكيات التجارة الخارجية.

**الكلمات المفتاحية:** التجارة الإلكترونية، التجارة الخارجية، الاقتصاد العالمي، التجارة التقليدية، إمكانية الوصول إلى

السوق، المنصات الرقمية، اللوجستيات، الجمارك.



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الموضوع: طلب إجراء تربص ميداني

تحية طيبة،

يشرفنا أن نتقدم إلى سيادتكم المحترمة بهذا الطلب، والتمثل في السماح لنا بإجراء تربص ميداني على مستوى مؤسستكم، وفي إطار ما يسمح به القانون من أجل التعرف على مجريات العمل في مؤسستكم، وتزويدنا بمختلف المعلومات والوثائق والبيانات التي تخدم مجال بحثنا، قصد التحضير لمذكرة تخرج ماستر تدخل ضمن متطلبات نيل شهادة الماستر في العلوم التجارية تخصص: مالية وتجارة دولية للموسم الجامعي 2022-2023

والموسومة ب: *The role of e-commerce in the development of foreign trade*

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