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The Problems Faced with E-Procurement Management in Chipre and Turkey

Los problemas enfrentados con la gestión de compras electrónicas en Chipre y Turquía

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Abstract.

The rapid development in communication technologies, is creating new possibilities in our commercial life. In particular, the development and expansion of the use of the internet has resulted in businesses conducting their commercial activities in an electronic environment. The new business concept, which we define as e-business, offers a wide range of market opportunities to both businesses and customers. In our article, it is aimed to establish a starting point for similar studies in the commercial relations with Turkey, which is the country with which 62% of imports and 57.2% of exports according to the end of 2018 data of the Trade Department of Northern Cyprus, by putting forward solution proposals in order to determine the similarities and differences in e-business managers Moreover, Turkey, which is among the 20 largest countries in the world economically, and Northern Cyprus, one of the world's smallest economies, may also have an effect on the problems faced with E-provision, whether economic size makes a difference or not. The survey was prepared for the senior managers of the businesses to which it was applied. The results of our survey showed that the managers in the two countries had similar thoughts about the problems of e-provisioning, and that the economic magnitude did not differ greatly on the problems of e-provisioning studies conducted in electronic environment.

Keywords: e-business, procedure, e-commerce, North Cyprus

Resumen.

El rápido desarrollo de las tecnologías de la comunicación está creando nuevas posibilidades en nuestra vida comercial. En particular, el desarrollo y la expansión del uso de Internet ha dado como resultado que las empresas realicen sus actividades comerciales en un entorno electrónico. El nuevo concepto de negocio, que definimos como e-business, ofrece una amplia gama de oportunidades de mercado tanto para empresas como para clientes. En nuestro artículo, se pretende establecer un punto de partida para estudios similares en las relaciones comerciales con Turquía, que es el país con el que el 62% de las importaciones y el 57.2% de las exportaciones de acuerdo con los datos de finales del 2018 del Departamento de Comercio del Norte Chipre, al presentar propuestas de soluciones para determinar las similitudes y diferencias en los gerentes de negocios electrónicos. Además, Turquía, que se encuentra entre los 20 países más grandes del mundo económicamente, y el norte de Chipre, una de las economías más pequeñas del mundo, también pueden tener un efecto sobre los problemas que enfrenta la provisión electrónica, ya sea que el tamaño económico haga la diferencia o no. La encuesta fue preparada para los altos directivos de las empresas a las que se aplicó. Los resultados de nuestra encuesta mostraron que los gerentes de los dos países tenían ideas similares sobre los problemas del aprovisionamiento electrónico, y que la magnitud económica no difería mucho en los problemas de los estudios de aprovisionamiento electrónico realizados en un entorno electrónico.

Palabras claves: comercio electrónico, procedimiento, comercio electrónico, Chipre del Norte

Introduction

Business life, which is constantly evolving and changing, includes new market opportunities as well as business understanding that requires restructuring. The basis of this understanding is the use of information and new technologies in business life. Business relations, which have been moved partially or completely to electronic environment, require new software and hardware, personnel with the knowledge and skills to use this technology, and most importantly, managers who will successfully manage the reorganized business according to Information Technologies.

Electronic business can be defined as a method of improving the sharing of products, services, information and experiences using possible technologies in a network environment. (Timmers, 2000: 36).

E-commerce involves businesses moving sales and purchases of goods and services to electronic media (Watson, Berthon, Pitt, Zinkhan, 2008: 8-10)

E-provisioning is a structure that aims to make relationships between businesses more efficient and efficient in electronic environment. In our descriptive article, the concept of e-provision and the problems faced by the companies that implement e-business in Turkey and Northern Cyprus regarding e-provision were investigated, evaluated and solution proposals were put forward. In addition, it is thought that the result of our research may be an idea about whether there are similarities or differences in e-provision problems in large and small economies. The data obtained were analyzed with spss 18 program and T test. According to the results, it was found that the managers of the two countries who answered our survey had similar thoughts on the issues in general. Costs and problems with providing trained staff were identified as issues that managers of the two countries thought differently. 'While the provision of new technologies for managers in Turkey is at the forefront, the issue of using a suitable measurement standard to assess the functioning of e-provision for managers in Northern Cyprus has been identified as the most important issue. Suggestions for solutions to problems have been made.

1.   E-Checksum (e-procurement)

E-procurement is the process of purchasing the goods and services demanded by the large firms by direct procurement or procurement method on a world scale. It means the acquisition of products and services by establishing commercial relations between businesses through web-based electronic catalogues (Gimenez and Lourenço, 2004: 17).

E-provisioning management begins with the evaluation of the current state of enterprises and the examination and identification of their requirements in the dimensions of processes, organization and technology. The requirements are determined by comparing the performance indicators at hand with similar businesses and best practices in the industry. Then, opportunities appropriate to targeted strategy and technological trends are revealed and prioritized. The road map for the implementation of the targeted structure is revealed and investment plans are made (Rehan, 2010: 12-14).

These processes related to E-provisioning:

The Process Of Providing Strategic Resources

A business wishing to begin e-provisioning applications must first identify future acquisition needs and compare them with their current acquisition practices and contracts. They are then required to put out spending profiles on who gets what, who gets it and how much it gets. The data obtained should be evaluated. Finally, by analyzing the market, they should reveal new suppliers, new products, new services and changes in market competition and pricing (Dale, 2001: 55).

This application can be achieved through effective integration, collaboration and well-functioning workflow management between departments. The organization assesses all needs, analyses the current spending profile, and examines whether these two factors comply with current market conditions. Thus the business determines the most effective purchase option and can be better prepared for its future requirements (Turban, Lee, King, Chung, 2000: 254-255).

Process Of Determining E-Provisioning Tools

E-provisioning systems have several basic tools. One of these tools is electronic catalogs and content management. These tools are systems that both buyers and sellers can use. Sellers can also create their content in buyers. We can show demand as the other e-provisioning tool. Employees can use catalogs, copy earlier requests, enter the number and amount of a part, or use the wizard tool to prompt for a product. Users can then watch what happens until they get their hands on these requests.

 The last of the e-provisioning tools is order management. The approved requests can be reported directly to the suppliers, both by creating purchase orders for our existing systems and by stating that the materials are purchased in XML format with the management or with an e-provisioning system CRM, with the purchase cards of the enterprise. Thus, the negatives that may arise in the purchase process will be avoided (Strauss, El-Ansary, Frost, 2003: 82).

Integration Of Processes

Since businesses that successfully implement strategic resource discovery strategies and use appropriate e-provisioning tools are fully integrated with their pre-systems (systems consisting of network servers and web pages) back Systems, significant savings have been made from the costs. (Deise, Nowikow, King, Wright, 2000: 35-38) .

Integration can be of two types: integration of distribution channels: web, telephone, and sales points in harmony with each other.

Functional integration: systems in which functions such as production, marketing, distribution, aftermarket service, research and development will work integrated with each other (Kotler, Armstrong, 2013: 95-96). With the development of web-compatible systems, all functions and channels of businesses have been created in an environment where they work simultaneously

The Process Of Giving Continuity To Savings

Ensuring that savings are maintained in the same way depends on how our organization conducts its business with its suppliers, personal ordering methods, how our organization receives orders and approves them, how the organization communicates with suppliers, how supplier catalogs attract people, and how data moves inside and outside our organization (King, Knight. Mason, 1997: 81-85). Businesses taking these issues into account will maintain continuity in cost savings over time and will be able to keep the organization's procurement processes with suppliers, partners, customers and groups within it under constant control (Solomon, Stuart, 2001:14-17).

The Process Of Evaluating Future Opportunities

We can define the characteristics of electronic marketplaces as the presence of a large number of buyers and a large number of sellers, the delivery of standardized goods or services, and the high frequency of purchases.

Businesses that understand and prepare for the change in all these stages are equipped with the tools to cope with all the challenges that e-provision will create (Costa, 2001: 49-50).

Problems with e-procurement management

The problems that businesses that want to retain the advantage of e-provisioning must solve are::

Problems with finding strategic resources,

Problems with integrating processes,

The problem of adaptation to business strategies in e-provision

The problem of reorganization of organizational structure for the success of e-provision

Problem of using an appropriate measurement standard to evaluate the functioning of e-provision,

The problem of the necessity of new technologies in e-provision continuously,

High cost requirement problem for E-provisioning studies,

The problem of the necessity of appropriate purchasing tools for providing E-,

The problem of providing trained personnel in e-provisioning,

The problem of in-service training in e-provision,

The problem of not having sufficient knowledge of e-provisioning managers,

Competition problem with E-provisioning.

Problems with continuing to save on the costs of the organization while assessing future opportunities(Davila, Gupta, Palmer, 2003: 11-23).

The following are the results of research involving a total of 52 (29 businesses in Turkey, 23 businesses in Cyprus) businesses in Turkey and Cyprus in order to address the problems related to E-Procurement::

Materials and methods

Our research has been carried out to determine the problems faced by the business managers of Northern Cyprus and Turkey who are implementing e-business.

Purpose Of The Research

Our research is aimed to examine the problems encountered in e - provision practices of e-business managers in the trade with Turkey, in which North Cyprus imports and exports the majority of which are carried out. In this respect, the current situation related to E-provision in Northern Cyprus and Turkey was analyzed and the problems of the enterprises operating in this field were investigated. The research provides information on the extent to which the problems experienced by comparing Northern Cyprus and Turkey are similar to one.

Model Of Research

Our research was carried out with a descriptive research model. The descriptive research model aims to analyze the current situation as a subject of research and to determine the

relationships between the variables involved in the research (Churchil, 1994: 145). In this respect, the problems experienced by e-enterprises in Northern Cyprus and Turkey regarding e-provision were examined and whether the obtained souces differed between the two countries were investigated.

Scope Of Research

Our research includes 31 businesses registered with the Turkish Cypriot Chamber of Commerce in Northern Cyprus and 42 E-Club members established within Microsoft Intel in Turkey, and all units were tried to be reached by not using any sampling method. As a result, only 29 of the 42 businesses in Turkey (return rate of 69%) and 23 of the 31 businesses in Cyprus (return rate of 74%) were able to obtain valid surveys. The research includes senior managers of related businesses. Other employees and customers were not included in the survey.

Results and Analysis

The survey was used to collect data. The survey consists of 13 questions prepared according to the likert scale of 5 taking into account the problems most frequently posed as a result of the literature survey. The survey asked for an evaluation on an intermittent scale to determine the problems that businesses face in providing e -. The responses to the statements on the scale were evaluated in a way that I absolutely agree with 5 and I absolutely disagree with 1. Accordingly, the high score in the statements indicates that the problem mentioned in the mentioned dimension is valid for the enterprise, while the low score indicates the opposite situation.. The validity and reliability of the survey was tested with Factor Analysis and Cronbch a. The cronbach a value calculated on the scale was determined as 0.839 and the reliability of the scale was tested by evaluating cronbach A on a question-by-question basis. The data obtained shows that the scale is reliable. Cronbach a values on the basis of question are included in .

Table 1. Cronbach a values of the questions in the survey

Statements	Cronbach A value
Question cronbach a value E-provisioning must be compatible with business strategies.	0,833
For the success of e-provisioning, the organizational structure needs to be reorganized.	0,845
An appropriate standard of measurement should be used to assess the functioning of the E-Supply	0,850
New technologies need to be used continuously in e-provision.	0,831
Costs are too high in e-provisioning studies	0,831
Use of appropriate purchasing tools is required to provide.	0,814
It is very difficult to provide trained personnel in e-provision	0,814
In-service training should be given to the staff regarding e-provision.	0,824
Administrators should have sufficient information about e-provisioning	0,823
Administrators should have sufficient information about e-provisioning	0,831
Strategic new resources are needed for e-provisioning.	0,828
Success in providing E-requires integration of processes.	0,806
To take advantage of the future opportunity, saving on the costs of the organization must be given importance.	0,814
* p<0.05	

Cronbach a Analysis of the questions on the scale showed that all the questions were over 80. That suggests our survey is reliable. To measure the validity of the questions in the survey, factor analysis KMO test was applied. As a result of the analysis, the total KMO value was determined as 606. The value of P is set to 000.

Table 2. Results Of Factor Analysis For 2 Questions
The Question Factor

Statements	Cronbach A value
E-provisioning must be compatible with business strategies.	,783
For the success of e-provisioning, the organizational structure needs to be reorganized	,788
An appropriate standard of measurement should be used to assess the functioning of the E-Supply	,661
New technologies need to be used continuously in e-provision.	,791
Costs are very high in e-provisioning studies	,726
Use of appropriate purchasing tools is required to provide.	,793
It is very difficult to provide trained personnel in e-provision	,700
In-service training should be given to the staff regarding e-provision	,712
Administrators should have sufficient information about e-provisioning.	,775
There is very strong competition in the market regarding e-provisioning	,846
Strategic new resources are needed for e-provisioning.	,642
Success in providing E-requires integration of processes.	,869
To take advantage of the future opportunity, saving on the costs of the organization must be given importance.	,781
* p<0.05	

As a result of factor analysis, we can say that the validity of the questions on the scale is acceptable.

Anacute and sampling

The main body of research consists of businesses with e-business practice operating within the borders of Northern Cyprus and the Republic of Turkey. Of the 42 businesses within Microsoft intel in Turkey, 31 businesses registered with the Turkish Cypriot Chamber of Commerce were identified in Northern Cyprus.

Our research did not use any samples and tried to reach all businesses. Valid surveys were available in Turkey for 29 out of 42 businesses (return rate of 69%) and in Cyprus for 23 out of 31 businesses (return rate of 74%). Survey application was carried out by e-mail and face-to-face survey application methods.

Statistical Analysis Used:

In our research, frequency tables were used to evaluate the data. The responses of the statements prepared on the Likert scale are presented with mean and standard deviation values. Two independent group comparisons spss 18 program and T-test analysis were used to test whether responses to statements differ by the country in which businesses operate. T-test analysis results are shown in Table 5.

Table 5. problems with E-provisioning t-test results

SORUNLAR	N	Min.	SD.	t.	P
E-provisioning must be compatible with business strategies.	Turkey	1,5517	1,05513	1,783	0,83
	Cyprus	1,1739	,38756		
Costs are very high in e-procurement studies	Turkey	1,1377	,35093	2,117	0,43
	Cyprus	1,0000	,00000		
An appropriate standard of measurement should be used to assess the functioning of E-Öğretman	Turkey	1,1724	,38443	-1,062	,296
	Cyprus	1,3478	,71406		
It is very difficult to provide trained personnel in e-provision	Turkey	1,6897	,66027	-2,215	,031
	Cyprus	2,2609	1,17618		
For the success of e-provisioning, the organizational structure needs to be reorganized	Turkey	1,3448	,48373	-,755	,455
	Cyprus	1,4783	,73048		
Use of appropriate purchasing tools is required to provide	Turkey	2,4138	1,23974	1,121	,268
	Cyprus	2,0435	1,10693		
Continuous use of new technologies in e-provisioning are required.	Turkey	1,6207	,77523	,055	,956
	Cyprus	1,6087	,78272		
In-service training should be given to the staff regarding e-provision.	Turkey	1,8966	,93903	1,123	,267
	Cyprus	1,6087	,89133		
Administrators should have sufficient information about e-provisioning.	Turkey	2,7241	1,50941	,378	,707
	Cyprus	2,5652	1,50230		

There is a very strong competition in the e-Provisioning Market in	Turkey	1,6552	,76005	1,26 2	,213
	Cyprus	1,3913	,72232		
Strategic new resources are needed for e-provisioning.	Turkey	1,3793	,82001	- 1,18 4	,242
	Cyprus	1,6522	,83168		
Success in providing E-requires integration of processes.	Turkey	2,2759	1,09859	,889	,378
	Cyprus	2,0000	1,12815		
To take advantage of the future opportunity, saving on the costs of the organization must be given importance..	Turkey	2,2069	1,34641	,089	,929
	Cyprus	2,1739	1,30217		

* $p < 0,05$

As a result of our research on problems related to E-provisioning, it is seen that the perspective of problems between the two countries is similar.

1.   E-provisioning in the order must be compatible with business strategies.'it appears that both countries' business executives participated in the idea.

2.   It is understood that business managers from Turkey and Cyprus who responded to our survey think differently about the idea that 'costs are too high in e-procurement studies' according to the results of the analysis on the priorities of the problems. It is observed that managers from Turkey participate more intensively in this idea.

3.   Business managers in Turkey agree more intensively in terms of average than Cypriot business managers, considering that' an appropriate standard of measurement should be used to assess the functioning of E-Supply'.

4.   It is seen that the managers of the two countries have different opinions on the idea that' it is very difficult to provide trained personnel on E-provision'. While business executives from Turkey mostly disagree with this idea, Cypriot executives are seen to be largely in this idea.

5.   Business managers of both countries agree on the idea that' the organizational structure needs to be reorganized for the success of e-provisioning'.

6.   You are required to use the appropriate purchasing tools to provide E-mail.'It seems that both countries' business executives participated in the idea.

7.   In terms of' continuous use of new technologies in e-provision', both countries ' business managers seem to think similarly.

8.   In-service training should be given to staff about providing E -.'the idea is shared by the managers of both countries.

9.   Administrators should have sufficient information about e-provisioning.'it was found that both countries participated in the idea by business managers.

10.   The idea that' there is a very strong competition in the market regarding e-provisioning ' is shared by the managers of both countries.

11.   For e-provisioning it is necessary to find strategic new resources.'It seems that both countries' business executives participated in the idea.

12.   Success in providing E-requires integration of processes.'the idea is shared by business managers of both countries.

13.   'In order to capitalise on future opportunity, saving on the costs of the organisation should be given importance.'it has been found that the rulers of both countries participated in the idea.

Among the responses to our survey, managers should have sufficient knowledge of the most intensive participation.'It appears to be about the thought of direction. It is observed that managers from Northern Cyprus agree with this idea with an average of 2.56 and managers from Turkey with an average of 2.72. 4 in our survey. Reorganization of the organizational structure in question and 5. Providing trained staff involved in the question and 11. It is observed that the Cypriot managers are more heavily involved in the statements and that the Turkish executives are more heavily involved in the issues raised in the other questions than the Cypriot executives.

As a result of our research in Northern Cyprus and Turkey, it is observed that the senior managers of e-business enterprises have similar thoughts about e-procurement problems.

The managers of Turkey are heavily involved in the idea of 'the costs are very high in e-procurement studies', which is put forward by different thinking. This is due to the fact that they are businesses that cater to a wide market, these studies require more funding.

Cypriot executives, on the other hand, are small and medium-sized enterprises and do not have a problem with the need for much financing due to the fact that they address narrower markets. The reason for not sharing the problem of' it is very difficult to provide trained personnel in e-provision ' is that the opportunities for e-business in Turkey are very high and the growth potential of this field is promising, universities have opened new departments in this regard, restructuring existing departments for this purpose, vocational high schools have to be structured in this direction in order to In addition, there are opportunities to provide personnel from other countries to areas that will be needed due to the fact that a significant number of e-business enterprises in Turkey are large enterprises. In Northern Cyprus, the majority of the businesses are small, they are family-run, they are usually managed by family members, because they do not create a lot of work opportunities, so universities do not prefer e-business and e-business related departments, and this causes businesses to have problems in finding the required staff.

Conclusions

We see that e-provisioning, the broad business volume it provides for relationships between businesses, saving time, the ability to work with less stock, the ability to work with less staff, and the ease with which electronic catalogues provide business relationships, as well as some problems.

 The use of new technologies requires that personnel trained in this technology be employed and that managers with the knowledge and skills to compete with businesses operating in the same field, provide strategic resources, and integrate processes.

E-business, e–provision before starting work on the most appropriate system and technology to use the channel of experts, investment time and conditions and the necessary personnel provision, in-service training application programs, software, hardware and tools to be used and costs should be investigated, as a result of the evaluation of the data obtained investment is necessary or business positive-negative effects of the problems

Managers will be able to make more effective and efficient investments by collaborating with institutions such as universities, e-business consulting companies and professional chambers to provide more information on these issues and to benefit from the experience gained from previous practices, to minimize the risks that may arise.

As a result of our study, we tried to define the perspectives of the managers of the enterprises that implement e-business in Northern Cyprus and Turkey for the problems related to E - provision practices in the electronic environment with Turkey, where it performs the Northern Cyprus trade in large part, and made proposals for solutions.
The fact that North Cyprus is a small island country, the political problems between North and South Cyprus are not resolved, the product range of goods and services is not competitive in large markets, e-enterprises also operate internally and mainly for Turkey, while trade for Europe, the Middle East and other countries remains at very low levels.

Moreover, the fact that Turkey is one of the twenty largest economies in the world and that Northern Cyprus is one of the smallest economies in the world does not reveal any differences in the big and small economies regarding e-provision problems. We believe that this result will provide a source for research into these and similar issues.

While a literature review was conducted, similar studies were investigated in this regard. The study, titled 'Moving Procurement Systems to the internet, the Adoption and Use E-Procurement Technology Models', published by Antonio Davilaa, Mahendra Gupta and Richard Palmer in the European Management Journal's February 2003 Volume 21, issue 1, concluded that training, appropriate security and financial support are required to lead companies to implement e-procurement practices. In a paper published by Ronald Batenburg in the Journal of Purchasing and Supply Management on September 12, 2007, Elsevier indexte also investigated the effects of different cultural characteristics on e-procurement practices among European countries. The study conducted in 7 European countries concluded that cultural differences have an impact on e-procurement practices. Kishor Vaidya, A. Kishor Vaidya, E-procedure implementation Success in the Public Sector, in 2006, published in the International Puplic procedure conference.S. The study

by Sajeev and Guy Callender investigated the factors affecting the success of e-procurement practice in the public sector. Similarities and differences between E-procurement projects and IT projects have been discussed. There are no academic papers published in Northern Cyprus and Turkey on E-procurement.

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