

The Role of Internet in Business Strategy Using Trading Method

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Abstract. The purpose of this research is to identify the role of internet in business strategy and profitable business facilities. The method used in this research is descriptive method related studies that discuss about the contribution of internet to the formation of business strategy. As well, this study conducts interviews to market participants to supplement data needs. Thus, with the identification of the role of the internet in business strategy can provide information on the extent to which the internet should be involved in the formation of business strategies to develop the company. The result of this research shows that internet can help the company owners in monitoring the company's stock, help the management and sustainability of the company and significantly reduce risk and minimize human error.

1. Introduction

Transactions in capital markets are straightforward, where these transactions are conducted using electronic media or online via the internet. In doing this transaction, the investors do not need to meet physically, in short, script less stock transactions, then when the transaction happens online. Currently, share ownership rights have been managed electronically and are no longer proven using a share certificate. Short selling transactions cannot be separated from adverse effects, among others, opening up the possibility of violations in the capital market, in the form of fraud, market manipulation, and insider trading. The massive and sporadic use of the internet in Indonesia is the foundation for the development of the business world by utilizing the internet. The fact is that if done right, the risk of short selling is almost equal to the risk of buying long stock positions. In stock options, the future market and forex short sale and purchase are standard practices. Let the free market have the freedom to do what it will do. In the long run, everyone will benefit more from letting the market move in a higher parabola thus creating a big bubble that eventually slumps in price.

According to Albert systematic approach to the analysis and classification of business-related Internet strategies, as well as a framework to guide the strategy-building process of companies aiming at redesigning or innovating their products and services in the light of new opportunities and competitive pressures generated by the spread of the Internet. First, the paper shows that current strategies adopted by large and small companies worldwide have been generally based on a narrow, unidimensional interpretation of the Internet, as either an Information, a Communication, a Distribution or a Transaction channel (ICDT Model). The model is then used as a systematic framework guiding (1) the analysis of how traditional products and services are redesigned in the light of the Internet, and (2) the identification of organisational adjustments companies need to undergo in order to fully exploit the business



opportunities created by the Internet [1]. Then the role of the Internet in marketing in the context of business models that are economically viable. This examination raises questions regarding the degree to which the Internet is genuinely different and whether it will be a boon to consumers and investors. Economic necessity associated with the need to obtain and maintain profit streams suggests that Internet markets will likely be more similar to that different from traditional markets. The authors challenge assumptions regarding the role of the Internet in creating frictionless markets that benefit consumers and the role of personal information and privacy on the Internet that are necessary conditions for potentially profitable business models. The authors also discuss subsidization of Internet businesses in the context of public policy and examine other issues related to the relationship of current models of Internet business to public policy and consumer welfare [2]. Trust and the concept of the brand are increasingly of interest in the study of business relationships on the Internet [3].

David et al describes the dynamic capabilities framework analyses the sources and methods of wealth creation and capture by private enterprise firms operating in environments of rapid technological change. The competitive advantage of firms is seen as resting on distinctive processes (ways of coordinating and combining), shaped by the firm's (specific) asset positions (such as the firm's portfolio of difficult-to-trade knowledge assets and complementary assets), and the evolution path(s) it has adopted or inherited. The importance of path dependencies is amplified where conditions of increasing returns exist. Whether and how a firm's competitive advantage is eroded depends on the stability of market demand, and the ease of replicability (expanding internally) and imitability (replication by competitors). If correct, the framework suggests that private wealth creation in regimes of rapid technological change depends in large measure on honing internal technological, organizational, and managerial processes inside the firm. In short, identifying new opportunities and organizing effectively and efficiently to embrace them are generally more fundamental to private wealth creation than is strategizing, if by strategizing one means engaging in business conduct that keeps competitors off balance, raises rival's costs, and excludes new entrants [4]. A new perspective on knowledge management and suggests how managers can effectively deploy it in the new world of E-business [5].

In addition, the marketer's reputation, the brand's image, and specific warranty strategies are also effective risk relievers for the potential Internet shoppers [6]. Results show a close link between the use of Internet tools and the level of integration with customers and suppliers, thus suggesting the need to define e-business strategies in coherence with the use of traditional integration mechanisms [7]. In addition, to help analyse the cost of implementing strategies, we introduce the concept of a strategic factor market, i.e., a market where the resources necessary to implement a strategy are acquired [8]. because Mike describe, This article focuses on a key question: Why do strategies of firms from different countries differ? Drawing from recent research on business strategies in Asian organizations, this article outlines the emergence of an institution-based view of business strategy which sheds light on why firms differ, reviews four streams of research in a broad range of countries, and critiques and extends some of the current work by suggesting a number of future research directions [9]. The trading rules are individual and private, and each participant may have a plurality of rules that govern trading. The trading rules may include Buy-side trading rules that govern partner selection and offer to sell evaluation, and Sell-side trading rules that govern how a participant responds to a request. The trading rules may be applied by the system in a manner that automates the purchasing process, or may be used to rank a participant's choices according to the participant's preferences. The trading network is preferably integrated the participants' internal systems [10].

Based on our previous studies on the material properties [10-13], here, the purpose of this study was to show a mathematical analysis model for understanding the kinetic parameters based on thermal gravity (TG) and differential thermal analysis (DTA) curves. To confirm that the model is effective, the results gained from the present mathematical approach was compared with current literatures. As an example, kinetic parameters of thermal decomposition of trinitrotoluene were analysed. Trinitrotoluene is well known as a basic material that is used in wide range of applications, especially for mining uses. [14] Since the present model is in a good agreement with the current theories and literatures in the thermal decomposition process, further studies gained from this model can be useful for further

development. From various references that have been presented, there are still shortcomings and even still there is difficulty in finding references and therefore The Role of Internet in Business Strategy Using Trading Method The purpose of this research is to identify the role of internet in business strategy and profitable business facilities. The method used in this research is descriptive method related studies that discuss about the contribution of internet to the formation of business strategy.

2. Methods

The first section outlines trends in market making and proprietary trading to inform potential implication analysis of the entire system in the remainder of the report. It focuses primarily on the sovereign and corporate bond markets, then begins with a discussion of various liquidity metrics to then study the development of supply and demand for proximity services. Insights are gained from interviews with market participants completing the analysis. End with an illustration of movement towards electronic commerce in some market segments. Data collection is done by searching from some object that writer of analysis after data collected writer do the calculation by analysing data that will yield a conclusion whether business using online transactions with internet can be profitable or even harm.

3. Results and Discussion

Olymp Trade is an online binary optional broker based in Russia. It is owned by two companies, Smartex International Limited and Wallfort Limited. Smartex International is registered in Seychelles (registration number 144540) while Wallfort Limited is registered in Cyprus (registration number HE364695). Launched in 2014, this is one of the entirely new binary options brokers from Russia (Figure 1).



Figure 1. The Logo of the Olymp Trade.

Brokerage firms are an important link between traders and financial markets. A person's trading skills will depend on the reliability and professionalism of the broker. Below we want to give examples of companies that are very much in line with these criteria. Olymp Trade has offered its services since 2014, and they are internationally overseen - by a special financial commission named FinaCom. Within a short time, the company has earned four industry-leading awards. At first glance that figure explains it all: currently almost 10.5 million registered users are on the platform, and over 20,000 people trade with the Olympics at any given moment. But the best thing to know is the amount of payments to merchants growing monthly - an average of 7%. This broker has also developed an interactive binary trading tutorial and webinar that traders can use to enhance their binary trading knowledge. There are also videos and sections where traders can access daily news on financial markets. In February 2016, Olymp Trade became a member of the International Financial Commission (FinaCom) and earned membership certificates. As a third party regulator, FinaCom's role is to offer security to traders against fake brokers. Olymp Trade is also regulated by the financial market relations regulatory center (FMRRC). FMRRC is a non-commercial regulator whose jurisdiction, namely in Russia. The Olymp Trade platform is optimally traded for those who make their first move in the binary-preferred world. In your first view, the system will tell you how to use it easily and interactively. In addition, for those who really want to learn how to change binary options, there is a whole section of the tutorial. The disadvantages of such brokers include a relatively small list of trading tools, but there are some of the most popular financial assets here (Figure 2).

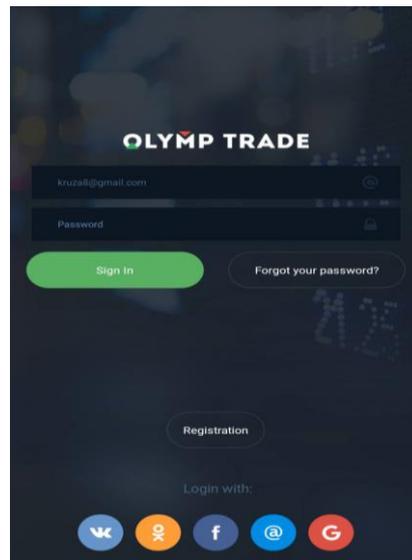


Figure 2. The display of the Login or Signup.

The full setup is one of the significant factors to be taken into consideration when trying to determine whether the binary options broker is legit or fraudulent. As a trade want to know that funds are insured and, the problems face when trading on a particular platform will be solved. FMRRC and FinaCom govern Olymp Trade. It indicates the length of the broker has gone to gain the trader's confidence. Olymp Trade operates on a proprietary program. This program looks slightly different from Spot Option and others may know from trading on other sites, but also simple designs that can use to get used quickly. This program is available for desktop, laptop, and Android mobile devices. Regarding assets, there is 65 total, consisting of stocks, indices, commodities, and currencies. It is not a vast choice, but it does not require access to hundreds of different financial instruments to become a profitable trader. The important thing that is limiting is the fact that there is only one type of trade offered at the current Olymp Trade. In addition to the standard High / Low trade, there is no other way to interact with the market. It cannot place One Touch trades, Range trades, Stair trade, or more that have become other common platforms (Figure 3).



Figure 3. The Trading Process

However, as FMRRC focuses on setting up brokers offering services to Russian market inquiries, about whether the security they offer is the same as that offered by CySEC or ASIC. During our investigation to the broker, we found a claim from one of their support staff who said they had applied for a CySEC certification. However, until now, nothing is regulated by any of the more well known authorities, please note that Olymp Trade does offer 60-second trades. They are not symbolized on such platforms. The expiration time is as short as one minute offered, so if you want to trade quickly, Olymp Trade can be the solution. An attractive feature on the platform is a built-in trading signal and can find it listed next to the asset. Their platform is also one of the few binary trading industries that offer Heiken Ashi charts analysis. If you need help with learning to trade or categorize as a beginner, there are some basic articles and presentations in the Education section. This includes some free trading strategies and detailed information on how to implement them. One amazing thing about Olymp Trade is that every trader can invest just one dollar. You may be wondering why you want to trade very little, but this is actually a fantastic way to make the transition to trade with real money if you are done with a demo but still not ready to invest the full amount you plan to risk. Merchants with very small accounts can benefit from this long-term transition and can work to build a stack of savings to fund a merchant account while practicing with fewer losses. As soon as the trader really knows and understands the dynamics that must be done, it can start lurking more about the world of trading (Figure 4).

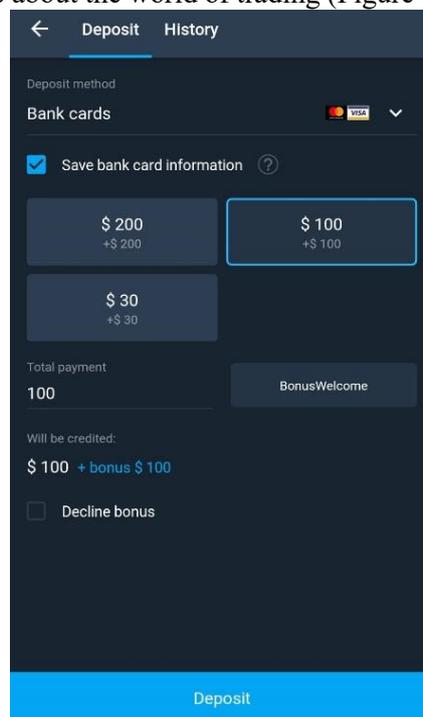


Figure 4. Deposit Overview.

FinaCom members are good indicators that Olymp Trade is a legitimate broker. FinaCom offers legal assistance to traders if traders launch a dispute with the broker listed there. Traders are offered up to \$ 20,000 from the Compensation Fund if their complaint proves to be valid. It is clear that Olymp Trade does not offer many options regarding trading options. However, when it comes to trading tools, materials and resources, this platform is well equipped. Olymp Trade has developed sections that educate merchants about binary options, and especially about how to switch binary options on their platforms. Merchants can also learn more about the binary trading options by downloading free e-book brokers about the binary options available on the platform via the link menu to the top right (Figure 5).

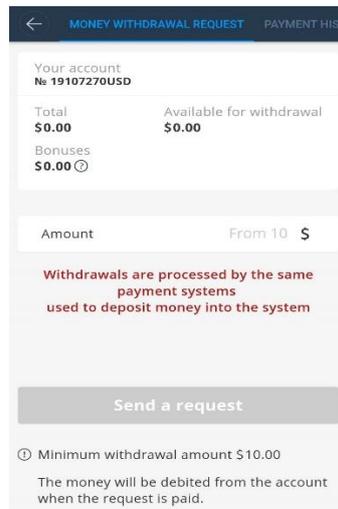


Figure 5. The appearance of withdrawal.

Olymp Trade has also developed part of the analysis and market reviews as well as a comprehensive list of terms and questions to help its merchants in resolving some common trade-related questions. Traders at Olymp Trade can also benefit from the training services provided by the broker along with professional support and technical, all offered free when registering. Finally, Olymp Trade understands the growing mobile commerce culture and therefore, launches mobile applications for some of the leading mobile operating systems to facilitate the grocery trade for its traders.

Results from interviews of respondents using the Olymp Trade application are as follows:

- (1) With easy access to Olymp, Trade feature-phantoms feels easier for users to transact via mobile.
- (2) Studying the Olymp Trade app is easy because the user interface is attractive and has a menu that can be directly accessed to enjoy the features of the Olymp Trade.
- (3) Many things the user thinks. For example, fundamental or technical analysis. Users always use multiple viewpoints to determine trends in the market. There are several indicators that users use to help the user in doing the analysis. Users also love Fibonacci numbers. There are many ways to trade the most important ones according to the user's criteria.
- (4) Trading has changed a person's life regardless of its economic advantage; the users are now more than the predicted. Someone is always interested in what is happening around the world, from the political events of each country and his or her central bank decisions to physical phenomena that can affect the price of certain goods or positive corporate news.

The development of HFT (High-Frequency Trading) and automated trading reflects the speed of developing technology in financial markets and offers insight into the direction the industry takes. Take the Auto Trade Championship, for example, which started in 2007 and had emerged as a prevalent annual competition. It encourages participants to enter their individually programmed trading robots into the simulated market environment, with the object generating as much profit as possible through pre-defined transactions. Over 451 contestants took part in the current tournament, which increased by more than half from the previous year. While the idea of reducing direct human involvement in trade may be controversial, the idea evolves gradually from the development of online trading applications.

These innovations, which allow investors to monitor their shares and execute orders through mobile devices, began to be widely used throughout 2011, as continued growth and competition in the smartphone market led to the creation of increasingly sophisticated applications. The app offers a large number of technical indicators that significantly reduce risks and minimise human error, and this prompted a large number of investors to use their smartphones during market volatility that increased last summer. The present model analysed the value of n using above correlation shown in Figure 1, whereas the values of E and A were calculated based on equations (3) and (4), respectively. The result showed that the present model successfully predicted the kinetic parameters in detail including n , E , and

A, while other reports [6-9] have some limitations. For instance, one literature can predict then value, while the other cannot estimate E or A. Also, our present study for the approximation of n, E, and A value is better than our previous study [15], in which more detailed values can be obtained.

4. Conclusions

The present study has successfully derived the mathematical analysis model for understanding the kinetic parameters based on TG and DTA curves. The identical results with current literature confirmed the accuracy of the present model. The analysis of the present model also does for calculating the kinetic parameters of trinitrotoluene. Since the mathematical approximation confirmed that the TG and DTA analysis could be used for analysing the kinetic parameters (i.e. reaction order, activation energy, and Arrhenius constant), further derivation from the present mathematical model can be useful for further development.

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