



Digital Distribution Channels

Dr. Mohammad Khalaf Daoud Dr. Mahmoud Zyad Al-Ghazawi
Dr. Naseem Mohammad Twaissi Dr. Ibrahim Rateb Ezmigna



رقم التصنيف : 658.7

المؤلف ومن هو في حكمه : Mohammad Daoud/ Mahmoud Al-Ghazawi/ Naseem Twaissi/ Ibrahim Ezmigna

عنوان الكتاب : Digital Distribution Channels

رقم الإيداع : 2025/1/586

الواصفات : Materials Management / Distribution / Stock Management / Sales/ Management

بيانات النشر : عمان - دار المسيرة للنشر والتوزيع

تم إعداد بيانات الفهرسة والتصنيف الأولية من قبل دائرة المكتبة الوطنية

حقوق الطبع محفوظة للناشر

جميع حقوق الملكية الأدبية والفنية محفوظة لدار المسيرة للنشر والتوزيع عمان-الأردن
ويحظر طبع أو تصوير أو ترجمة أو إعادة تنضيد الكتاب كاملاً أو جزءاً أو تسجيله على أشرطة
كاسيت أو إدخاله على الكمبيوتر أو برمجته على إسطوانات ضوئية إلا بموافقة الناشر خطياً

Copyright © All rights reserved

No part of this publication may be translated,
reproduced, distributed in any form or by any means, or stored in a data base
or retrieval system, without the prior written permission of the publisher

First Edition 2025

الطبعة الأولى ٢٠٢٥م - ١٤٤٦هـ



شركة جمال أحمد حيف وإخوانه

www.massira.jo

عنوان الدار

الرئيسي : عمان - العبدلي - مقابل البنك العربي هاتف : 962 6 5627059 فاكس : 962 6 5627049
الفرع : عمان - ساحة المسجد الحسيني - سوق البتراء هاتف : 962 6 4617640 فاكس : 962 6 4640950
صندوق بريد 7218 عمان - 11118 الأردن

E-mail: Info@massira.jo . Website: www.massira.jo

التصميم واللخراج : دائرة الانتاج

WWW.Massira.jo

Digital Distribution Channels

Dr. Mohammad Khalaf Daoud Dr. Mahmoud Zyad Al-Ghazawi
Dr. Naseem Mohammad Twaissi Dr. Ibrahim Rateb Ezmigna



Table of Contents

Introduction	13
Objectives of the Book	17

Chapter One

Traditional Distribution Channels

Introduction to Traditional Distribution Channels	21
The Importance of Traditional Distribution Channels	22
Types of Traditional Distribution Channels	23
Functions of Intermediaries in Traditional Distribution Channels.....	25
Challenges Facing Traditional Distribution Channels	26
End of Chapter Questions	28

Chapter Two

The Concept of Digital Distribution Channels

Introduction	33
The Definition of Digital Distribution Channels.....	33
The Difference Between Traditional and Digital Channels	37
The Importance of Digital Channels in the Modern Market.....	41
End of Chapter Questions	44

WWW.Massira.jo

Chapter Three ***E-Customers and E-Sellers***

Introduction	49
Definition of E-Customers	49
Characteristics of E-Customers.....	50
Behaviors of E-Customers	51
Challengs Faced by E-Customers	52
E-Sellers	53
Types of E-Sellers	53
Key Characteristics of E-Sellers	54
Challenges Faced by E-Sellers	55
Strategies for Success of E-Sellers.....	56
Strategies for Dealing with E-Customers.....	57
End of Chapter Questions	63

Chapter Four ***Digital Market Infrastructure***

Introduction	67
Electronic Networks.....	68
Databases	69
Hardware and Software Needed.....	71

The Importance of Security and Privacy in Digital Infrastructure.....	75
End of Chapter Questions	78

Chapter Five

Front End of Digital Distribution

Introduction	83
Seller Portals and Method of Use.....	84
Electronic Catalogs and Shopping Carts.....	87
Search Engines and Online Auctions	92
Payment Gateways and Their Importance in E-Commerce	95
End of Chapter Questions	99

Chapter Six

Back End of Inventory Management and Logistics Operations

Introduction	103
Inventory Management and Logistics Operations	103
Order Collection and Fulfillment	107
Accounting and Finance in E-Commerce	110
Payment Processing, Insurance, Packaging and Delivery.....	114
End of Chapter Questions	119

WWW.Massira.jo

Chapter Seven ***Types of Online Marketplaces***

Introduction	123
Business-to-Business (E-B2B) Marketplaces	123
Business-to-Consumer (E-B2C) Marketplaces	125
Consumer-to-Consumer (E-C2C) Marketplaces	127
A Comparison Between Different Types of Online Marketplaces.....	129
End of Chapter Questions	133

Chapter Eight ***Disintermediation and Reintermediation in the Digital Age***

Introduction	137
The Concept of Disintermediation	137
The Concept of Reintermediation	140
Effects of Disintermediation and Reintermediation on Traditional and Digital Markets.....	145
End of Chapter Questions	149

Chapter Nine ***Challenges and Opportunities in Digital Distribution Channels***

Technical, Legal and Ethical Challenges in Digital Distribution Channels	135
---	-----

New Opportunities for Growth and Innovation in Digital Distribution	
Channels.....	159
Strategies to Overcome Challenges and Take Advantage of Opportunities	
in Digital Distribution Channels	162
End of Chapter Questions	168

Chapter Ten

Case Studies and Practical Examples

Case Studies and Practical Examples in Arab Countries	173
Case Studies and Practical Examples in East Asian Countries	178
Case Studies and Practical Examples in European Countries.....	185
Case Studies and Practical Examples in the Russian Federation.....	189
Case Studies and Practical Examples in North American Countries	192
Case Studies and Practical Examples in South American Countries	197
Case Studies and Practical Examples in African Countries	201
Case Studies and Practical Examples in the Countries of the Australian Continent	206
End of Chapter Questions	215
References	225
Scientific Opinions about the Digital Distribution Channels Book	235