

## **A Proposed Model of E-Marketing Service-Oriented Architecture (E-MSOA)**

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**Abstract :** There have been some challenges and problems which hinder the implementation of the e-marketing systems such as the high cost of information systems infrastructure and maintenance as well as their unavailability within the institution. Also, there is no system which supports all programming languages and different platforms. Another problem is the lack of integration between these systems on one hand and the operating systems and different web browsers on the other hand. No system for customer relationship management is established which recognizes their desires and puts them in consideration while performing e-marketing functions is available. Therefore, the service-oriented architecture emerged as one of the most important techniques and methodologies to build systems that integrate with various operating systems and different platforms and other technologies. This technology allows realizing the data exchange among different applications. The service-oriented architecture represents distributed computing concepts to demonstrate its success in achieving the requirements of systems through web services. It also reflects the appropriate design for the services to use different web services in supporting the requirements of business processes and software users. In a service-oriented environment, web services are deployed on the web in the form of independent services to be accessed without knowledge of the nature of the programs and systems with in. This Paper presents a proposal for a new model which contributes to the application of methods and means of e-marketing with the integration of marketing mix elements to improve marketing efficiency (E-MSOA). And apply it in the educational city of one of the Egyptian sector.

**Keywords :** service-oriented architecture, electronic commerce, virtual retailing, unified modeling language

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