



A Study on Virtual Enterprise and Virtual Marke

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Abstract: *Virtualization caused incredible evolution in the economics of marketing channels, patterns of physical distribution and the structure of distributors and developed a new concept called as virtual marketing (VM). VM is the combination of powerful technologies such as interactive marketing and virtual reality. Virtual enterprise (VE) refers to an organization which does not have a clear physical locus. In the other sense, VE is an organization distributed geographically and whose work is coordinated through electronic communications." It should be mentioned that here VE encompass all other similar phrases like Virtual company, virtual corporation, etc. One of the great challenges facing by business owners and managers – both for traditional and virtual organizations- is finding a way for cost-effective communication frequently and consistently with their target markets. So, the virtual marketing perform this function in the best possible manner. In this paper, we focus on the concept of "Virtual marketing in virtual enterprises".*

Keywords: Virtual, Virtual Marketing and Virtual Enterprise