

E-marketing Strategies Procedure and Practice – An Empirical View

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Abstract

This paper studies e-marketing strategies prevalence rate of plagiarism has been reported in different studies turns out to be different in various fields, countries, educational levels and times. The goal of this study is to review the scientific concepts related to plagiarism, its factors and roots, its prevalence in the world and methods of detecting it in order to improve the awareness of instructors and students of plagiarism. There are, however, divergent views on how to define plagiarism and on what makes plagiarism reprehensible. In this paper we explicate the concept of “plagiarism” and discuss plagiarism normatively in relation to research. Suggested that plagiarism should be understood as “someone using someone else’s intellectual product (such as texts, ideas, or results), thereby implying that it is their own” and argue that this is an adequate and fruitful definition. To discuss a number of circumstances that make plagiarism more or less grave and the plagiariser more or less blameworthy. As a result of our normative analysis, we suggest that what makes plagiarism reprehensible as such is that it distorts scientific credit. In addition, intentional plagiarism involves dishonesty. There are, furthermore, a number of potentially negative consequences of plagiarism.

Key words: plagiarism, e-commerce, intellectual product, tactics, strategy

Introduction

Unlimited access to scientific ideas, methods, findings and results is not compatible with the restricting regulations of copyright, and this has made for more plagiarism. “If plagiarism turns into an ordinary and usual activity, it will affect the security of scientific knowledge and destroy all social realms. In such a situation, nobody will bother doing research; rather, everybody will make use of ready-made knowledge produced by the past researchers and will destroy all knowledge. Such unreasonable behavior will devastate the foundations of scientific progress and everything else. And if a country loses its firm scientific foundations, it will remain in past achievements and will not experience progress”. Plagiarism is one of the important issues of universities in recent years. In the last two decades, the progress in computer technology, that is, running websites to provide university services, the cypaste tool, and loads of pre-fabricated papers, has made for an increase in plagiarism. Nowadays some media publish worrying news of plagiarism in scientific publications, including data manipulation by well-known scientists. The ethics of scientific

publication is in direct connection to the concepts of copyright in writing scientific papers and of plagiarism. Sometimes, journal editors take the writers' cunningness for their lack of familiarity with journal regulations or their lack of attention to a certain paper. As Kosovsky notes, "the road to hell is paved with good intentions" and after that, the writers make very serious ethical mistakes to the end. The author of a book, paper, poem or a scientific passage, after hours of thinking and writing about a subject, puts to paper the fruit of years of his or her continuous efforts.

Objective:

This paper intends to explore e-commerce strategy to prevent plagiarism which is a long-term plan of action aimed at achieving a particular outcome. Also tactics to provide plagiarism free content

Plagiarism appears in different forms: stealing ideas and stealing texts (verbatim plagiarism). Plagiarism is no doubt an instance of misconduct. Stealing part of text and rephrasing it is a severe problem in the humanities and literature where innovation in phrasing and eloquence are essential. But in the realm of science, it is the scientific content itself, not its eloquence, that matters". The purpose of scientific journals is to some extent different from that of non-scientific ones. For instance, medical journals are published in order to improve the science of medicine and public health by publishing the results of scientific research. In many areas such as literature and humanities, however, different authors have different views. They try to reflect their own understanding and feelings of texts by means of a selection of good and suitable words. Thus, each and every word, along with its immediate context, has a role in conveying the meaning to the reader. But in a scientific writing, the writer's audience consists of scholars who are looking for facts based on solid evidence. Therefore, the writer is supposed to observe and report correctly. Plagiarism, in general, includes attributing somebody else's work to yourself without giving credit to the author, copying other's ideas or words without giving credit to the source, not putting quotations in quotation marks, giving the wrong information about a reference, changing the words while keeping the structure of a sentence from another source without acknowledging it, and copying a large number of words or ideas from other sources with or without due acknowledgement. Another definition of plagiarism numerates the ways of plagiarizing in the following way: "'copy-past' which means verbatim copying of words, plagiarizing ideas, which consists of using a concept or idea which is not commonly known to others, rephrasing, which means changing the grammatical structure, using synonyms, reordering the original sentences, or rewriting the same content in different words, artistic plagiarism, which denotes presenting others' works using a different medium such as text, voice, or image, plagiarizing codes, that is, using other programs' codes, algorithms and functions without the right permission or referencing, using expired or neglected links, adding quotation marks or other referencing signs without providing the right referencing information or updating links to sources, inappropriate use of quotation marks, failure to recognize the quoted parts of a text, incorrect

referencing, i.e., adding incorrect referencing information or references which do not exist and plagiarism in translation, which consists of translating a text without giving reference to the original text” .

Every website owner must be aware of the importance of compelling content for the prosperity of their site. Over the years, content marketing has become an essential component of the digital marketing strategy for all businesses competing in this online world. Content has great significance for websites, but content writers don't take it seriously and prefer to plagiarize. The internet is flooded with loads of information which provoke the writers to use the already available data instead of coming up with original ideas.

Conclusion

The prior aim of marketing is to drive people towards r business and increase its sales. For content marketing, Have to come up with original pieces of content that can give the audience a reason to choose over competitors. can answer it oneself that if have already gone through a text before and it reappears on another website, will be willing to stay on it or get furious and intend to never revisit it? Of course, plagiarized content will affect the credibility of r site and ruin the content marketing efforts. Therefore, it becomes essential to use plagiarism checker free service for detecting and removing plagiarism before publishing any content on the web. Ethical problems in science are quickly increasing and have become controversial issues in universities and educational research institutes. These problems have also been reflected in media news recently. The growth of information technology, competition between countries, rapid growth of knowledge, fast multiplication of scientific journals, lack of good explication of plagiarism and different understandings of it, lack of awareness, mismanagement of time, and low culture etc. have all contributed to the prevalence of plagiarism in the scientific community. This has worried scientific institutes and has made them react to it. Some institutes focus on detecting and persecuting while others concentrate on preventions and teaching the right behavior. Excessive stress on detection of plagiarism has made for the development of data retrieving systems in recent years, but these are not effective enough, and even if they were, they would not be the best solutions. Effective prevention through proper education at the right time, proper interaction

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