Evaluation Islamic Banks Internet Cards in Third World countries

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Abstract
This study is one of very few studies which have investigated Islamic Banks Internet services operation as Standardization. It explained accounting standards, technology costs, and Islamic banks strategies of using technology up to its environment as user in third world countries and show life cycle of internet shopping card to explain Islamic bank technology operation services. It found that costs, Islamic rules and strategy of added technology not the major reason to success internet shopping card services but the major problem come from customer evaluation as user to buy in suitable way and bank managing evaluation as users and marketer to get commission any of these problems need time to solve because Islamic banks do not controlling improving and repairing internet card life cycle but it is affect as user to apply some conditions as not deal with interest rate on loans lending. It is weak point lead to loss customers. Searcher recommended sharing Islamic banks to gather and produce internet cards up to Islamic rules which standardize service operation up to Islamic contracts rule steps and Islamic accounting standards to increase its ability of competition.

Keywords: Internet, Islamic Bank, Technology, Strategy and Third world.

1. Introduction
Technology allows banks to open electronic banks first by using Automatic Teller Machines (ATM) and later by internet (Timothy and S. Scott, 2003). Internet bank services can give customer the way to make deal from any location and any time. I confirm dealing to keep rights and duty clearly and get on line bill paying (Peter and Sylvia, 2008). Internet bank services help investors to reduce cost of brokers’ commissions and cost of using machines (Mona, Dixie and Elizabeth, 2005), practically, banks have two types. Some banks apply services by technology with less cost and increase its competition ability but other banks apply services by technology with high cost and loss competition ability (George, Donald and Alan, 1994) other type of banks transfer technical risk to other banks and accept to be marketer to them by getting commission this type prefer to get something rather than the banks which not apply services by technology.

The Problem
The problem of this search is to evaluate Islamic bank standardization buying services by internet (as: Internet shopping card which it for internet using). Some banks get bad result and need to prepare its life cycle. This unsuccessful comes from three major resources which show in the follow questions:

1- Is standardization of internet shopping card suitable to Islamic bank?
2- Is Islamic bank customer accepting dealing with internet shopping card as expect?
3- Is manager of Islamic bank has controlling needs to prepare internet shopping card life cycle and achieve aim of profit as expect?

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• The Importance

This search is important as result to show resources of negative factors which affects Islamic bank buying services by internet cards. It shows costs of unsuccessful on customers, bank and government in third world. It tries to give solution to prepare its life cycle.

• The Objectives

These search objectives are as follow:

1- To find meaning of standardization Islamic bank services by internet shopping card.

2- To find the factors which Customers use to Evaluate Islamic Banks Buying Services by Bank Internet Cards.

3- To find the factors which Manager use to Evaluate Islamic Bank Buying Services by Bank Internet Cards in order to prepare internet card life cycle.

• The Related Studies

(Frederick, 2011) tries to evaluate Islamic banking and financing in globalization after it work in the west. He found that, it is weakness to be a system because of traditional bank services which accepted by customers even in Islamic countries but crises will success expansion Islamic bank industry as way to managing risk. (Eric and Lorin, 2000) explained that internet services show different way of pricing. Internet reduces cost of transfer and increase customer surplus. (Jayaraman, Shankar and Hor, 2010) explained customer satisfied as result to services quality delivery in case study. This satisfaction depends on customer and it is difficult to be evaluated because of difficult understanding. (Osama, T. Ramayah and Rahim, 2010) found that electronic services quality affected by changing role of the banking system and dynamic financial market. They are responsible on customer loyalty. (Muslim and Zaidi, 2008) electronic bank services quality must meet customer needs to get satisfaction.

2. Standardization Islamic Bank Services by Internet Shopping Card

Internet may get in fraud, viruses and embezzlement. There must be requiring part of bank capital to face the operation services risk as Basel agreement order. This increases demand of applying internet bank services (Mona, Dixie and Elizabeth, 2005).

Standardization is other demand to apply services by technology. Standardization is away to make one service producing in steps. The limit steps of producing can help to use mechanical movement method. This idea gives way to produce Deposit banking machine then the idea developed to produce electronic services. Now banks give credit cards depend on loan services or debt cards depend on customer savings without loan and to increase dealing globalization it develops other cards as internet cards. It's important increases as result to find seller who does not deal with traditional ways of buying and obligate to deal with bank cards as result to easy collecting information with less cost and dealing in open environment. Standardization help to understand service operation costs. This cost must be apply by accounting standards therefore Islamic bank services must meet traditional accounting standards but not against Islamic account standards. See next figure:
Islamic banks as any banks are profit organization. It must give services without interest rate and cover customer's needs to success. Competition reduces bank profit and increases its developing cost to reach customers satisfied. Developing shows ways of using technology to produce bank services as result to get technology benefits. It can give services round the world, any time and with suitable cost. Islamic banks imitate traditional banks as way to keep their customers by giving electronic cards to buy from internet market. Success of these services effects customer savings and investing. Customer use internet card to avoid dealing time and cost of transfer services by his bank. He can buy products to cover personal needs or investing needs also can buy shares to cover speculations for short term investing or shares to get yearly return from the sharing in companies. Internet cards can affect on general budget as result to transfer foreign currency out country in order to import products rather than using domestic products. On other hand, good marketing for its domestic products by internet will increase sales and increase general budget return. Some Islamic banks try to get internet benefit and give buying services card to customers as way to face credit cards which deal with interest rate as forbidden increasing on loans. Islamic Banks have to standardization its services to apply accounting standards as show in figure (1) and have to standardization its services to apply Islamic rules. Ex: selling car by Morabaha means to divide service to these steps are as follow:

- Bank has to own car first
- Accept customer to buy this car
- Customer buy car cost and bank give car to customer.

These steps can be change as change buying to be by installment every month or dividing first step to promising from customer to bank to search and buy car and customer will buy it with profit. Standardization can help to apply technology and develop steps up to needs as promising help to avoid cost of storing car. This case show different between Islamic banks technology operation and traditional banks technology operations.

3. Customers Evaluate Islamic Banks buying Services by Bank Internet Cards

Banks have to satisfied customers or they will loss profit. It gives customer services up to get commission or profit. Factors of customer satisfied must be understood by bank. Its marketing management is responsible to discover customer changing of behavior. Customer needs to buying services with bank Internet Cards are show in the next table:
Table 1: Customer Evaluate buying Services by Bank Internet Card

<table>
<thead>
<tr>
<th>Customer needs to complete procedures to get bank internet card</th>
<th>Customer needs to apply procedures to buy with bank internet card</th>
<th>Customer needs after buying with bank internet card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has Current account</td>
<td>Time to follow information of the bank card and password</td>
<td>To get product or services that had be bought</td>
</tr>
<tr>
<td>Has return every month</td>
<td>Linking must be accepted for seller and suitable to buy</td>
<td>To buy commission to seller organizers or international organizer</td>
</tr>
<tr>
<td>Customer can limit monthly buying to 1000$</td>
<td>Bank not responsible on security of customer buying</td>
<td></td>
</tr>
<tr>
<td>No fees to get the card for first time</td>
<td>If it information and secrets be stolen customer has to cancel the card to stop losing savings or he will lose it.</td>
<td></td>
</tr>
<tr>
<td>No commission from customer on buying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can buy from internet services or products which accepted by Islamic rules</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any buying fees will be deducted from the account after (19) day from each month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If customer need to cancel the card services he has to buy 15$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If there is no cash in customer account to deduct buying costs customer will buy 15$ to get back the services but there is no interest rate added.</td>
<td></td>
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</tr>
</tbody>
</table>

Customer must know all these information to understand his sales cost and how to manage his risks. Many customers not satisfied bank electronic services as result to unclear cost of commissions and unfair of commission apply especially commissions accept negotiation to be different from customer to other. Practically, any bank shows internet card promotion without get commission is not fair. Banks get commission but by indirect way. There is need to understand bank accounting of this services. Bank does not responsible on buyer dealing and get commission to cancel or to change fees card limit or to change security password or to get commission from transfer services or to get commission up to amount of sales or to get commission up to sharing with international group as marketing group. Customers have problem of evaluation these services and some of them regretful after use the card. They use time and selling products in suitable time. Ex: some searchers cannot publish their search after accepting as result to bad internet card services. They loss search because they cannot send it to other publisher. Ex: problem of buying medication. Customer have to transfer his account to other bank to get suitable internet card which loss time especially in holidays.

4. Managing Evaluate Islamic Bank buying Services by Bank Internet Cards

Islamic banks returns comes from sharing, selling and working. It gets net profit and commissions but it avoids interest on loan. To give Bank Internet Cards to customers it may share in technology and apply services as sharer to get profit or it just help producer of bank internet cards and get commission. See next figure:
Figure 2: Banks Types of giving Bank Internet Cards Services

- Producer
  - Face applying technology cost
  - Face changing technology costs
  - Face maintenance cost
  - Face managing risk cost

- Marketer
  - Simple responsibility
  - Just get commission

Get profit after reduce costs and marketing commission

Technology is important in our word as result to speed and accuracy of data. Third world countries have the problem of using technology. It not produce technology product. It is marketer. Producer faces all costs show by the figure. Practically producer can increase profit after marketer's success by doing maintenance to user and can cause changes as monopolist. Technology is costly in first applying step but it gives great profit after success applying.

USA or Europe or Japan is producer of technology but counties as Jordan is marketer. Jordan domestic banks as any third world countries depend on getting commission from producers. This affect on customer cost as result to added commission. Practically there are many factors effect on evaluation of internet card successful as follow:

1. Bank demands to give internet card as marketer: are there fees to be a marketer? What is the marketer limits?
2. Bank responsibility to end customer sales step?
3. Bank responsibility to solve customer problems?
4. Bank responsibility to add developing?

Bank must have demands to sell internet services. Customer should have culture to use internet cards. Management has cases to apply selling internet card bank services as way to buying. It may have promotion without dealing or dealing with limit demands or dealing with ability to share in card developing. Every case has its costs on customer's savings.

Every Bank service operated by technology will face costs. There is cost of technology demands as cost of net work and cost to produce services by technology also there are maintenance cost to keep producing. By time, competitors improve using of technology in producing services which added cost of improving. User may face other cost as result to producer technology monopolize. This shows complexity of technology using as result to many changes. Now Islamic Banks are user not become producer there for it is not responsible on improving or repairing internet shopping card services life cycle but it share in promoting. It wastes time until solving customer problem as connection or changing password.

5. Conclusion

This study is one of very few studies which have investigated Islamic Banks Internet services operation as standardization. It explained accounting standards, technology costs, and Islamic banks strategies of using technology up to its environment as user in third world countries and show life cycle of internet shopping card to explain Islamic bank technology operation services. It found that costs, Islamic rules and strategy of added technology not the major reason to success internet shopping card services but the major problem come from customer evaluation as user to buy in suitable way and bank managing evaluation as users and marketer to get commission any of these problems need time to solve because Islamic banks do not controlling improving and repairing internet card life cycle but it is affect as user to apply some conditions as
not deal with interest rate on loans lending. It is weak point of producing internet shopping card. It will lead to loss customers.

6. Recommendation

Searcher recommended sharing Islamic banks to gather and produce internet cards up to Islamic rules which standardize service operation up to Islamic contracts rule steps and Islamic accounting standards to increase its ability of competition.

References


