

???Every previously prevalent traditional business model in the business world is now being reshaped and sometimes dismantled with the aim of reshaping and re-engineering it. The Internet and digital networks represent the most important technological means that contribute today to creating and developing new business models, as these business models are considered a major factor in the development of administrative information systems.????: 1- The emergence of the information and knowledge revolution: We live in the era of the information and knowledge explosion, and this revolution is expressed by the continuous growth in information technology and communication networks and the transformation of the world into a small village where information flows through the Internet, transcending geographical borders and spatial restrictions. It has led to the emergence of new business models such as e-commerce or e-business in addition to the emergence of the concept of digital companies, as the Internet has contributed to improving the quality of service and reducing the cost of its performance, as it has prompted companies to reconsider how their businesses are managed. In light of these changes, the essence of competition and competitive advantage lies in the value of the necessary information produced by the management information system in the world of competition and development, and that the value of information is no longer sufficient on its own if it needs a combination of elements and components to produce other added value, which is knowledge, knowledge is necessary and the presence of information systems in business organisation is an expression of awareness of this necessity.????