

E-business fundamentals

Models of E-Commerce transactions

- Traditional:
 - B2C: Business to consumer
 - B2B: Business to business
- New:
 - C2C: Consumer to consumer
 - C2B: Consumer to business
- Also:
 - G2C: Government to consumer
 - G2B: Government to business
 - G2G: Government to government

G2G: Government to government		From: Supplier of content/service	
	Consumer or citizen	Business (organization)	Government
Consumer or citizen Business (organization) Government	Consumer-to-Consumer (C2C) <ul style="list-style-type: none">• eBay• Peer-to-Peer (Skype)• Blogs and communities• Product recommendations• Social networks: MySpace, Bebo	Business-to-Consumer (B2C) <ul style="list-style-type: none">• Transactional: Amazon• Relationship-building: BP• Brand-building: Unilever• Media owner – News Corp• Comparison intermediary: Kelkoo, Pricerunner	Government-to-Consumer (G2C) <ul style="list-style-type: none">• National government transactional: Tax – inland revenue• National government information• Local government services
	Consumer-to-Business (C2B) <ul style="list-style-type: none">• Priceline• Consumer-feedback, communities or campaigns	Business-to-Business (B2B) <ul style="list-style-type: none">• Transactional: EuroOffice• Relationship-building: BP• Media Owned: Emap business publications• B2B marketplaces: EC21	Government-to-Business (G2B) <ul style="list-style-type: none">• Government services and transactions: tax• Legal regulations
	Consumer-to-Government (C2G) <ul style="list-style-type: none">• Feedback to government through pressure group or individual sites	Business-to-Government (B2G) <ul style="list-style-type: none">• Feedback to government businesses and non-governmental organizations	Government-to-Government (G2G) <ul style="list-style-type: none">• Inter-government services• Exchange of information

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Roger Ward Babson



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E-Business Fundamentals Paul J. Jackson, Lisa Harris, Peter M. Eckersley, 2003 This is a source for students on ebusiness courses but also for students taking modules in ebusiness as part of traditional degrees in business marketing computing and information systems

E-Business Fundamentals Peter Eckersley, Lisa Harris, Paul Jackson, 2003-05-29 A broad overview of key e Business issues from both managerial and technical perspectives introducing issues of marketing human resource management ethics operations management law the e Business environment website design and computing

E-Business Fundamentals S.K. Bansal, 2004-01-01 The Book Relates To Commerce Conducted Through Any Electronic Medium It Has A Many As 14 Chapters Followed By An Appendix Ie A Glossary Which Explains Very Relevant Terms Used In Such Operations A Useful Book In The Present Scenario Commercial Operations

E-Business - Fundamentals of E-commerce Element K Content LLC, 2001-01-01

E-commerce Basics William S. Davis, John Benamati, 2003 In E Commerce Basics the authors introduce the basic technological infrastructure and basic business issues to understand when analyzing the feasibility of e commerce initiatives The book uses a layered approach that first presents the basic web technology that supports all e business then presents the e commerce business issues and then revisits the technology to discuss the challenges in bringing businesses on to the web Since the web wasn't created for business purposes the issues of combining business applications in a technical environment are examined This layered approach gives the reader an Understanding of the underlying infrastructure and how traditional business issues should be considered when considering e commerce and thus makes it easier to grasp the strengths limitations and implications of various e commerce solutions When discussing the business of ecommerce the layered approach reflects on traditional business models used to measure successes such as profit and return on investment Layered Approach Takes a layered approach that stresses the technology infrastructure and the business issues surrounding the integration of business and technology

E-Business Fundamentals of E-Commerce Element K Content LLC, 2003-01-01

Business Fundamentals Roger Ward Babson, 1923

The United States Catalog Mary Burnham, Carol Hurd, 1928

E-business & Internet Infrastructure Software , 2001

The United States Catalog , 1924

Strategic Management of Complexity Susanna Mandorf, 2011-11 Doctoral Thesis Dissertation from the year 2009 in the subject Business economics Business Management Corporate Governance grade A Comenius University in Bratislava Department of Management course Corporate Management language English abstract KAPLAN NORTON suggested an enlargement or change of the BSC perspectives to be able to adjust the scorecard system to the individual situation of each company They were aware that their four classic perspectives were not the central dimensions for every time but need to be adjusted when the economic environment of a company changes Exactly such a change happened when the digital economy appeared That is a main reason why a new perspective is important to consider the e business strategy In practice most of the SME use only the four basic perspectives that are described in the fundamental literature They do neither dare to create

alterations of the perspectives nor to change or modify the shown procedure These companies need a support how to add the e business perspective to consider the digital economy For this reason it is necessary to give stimulation to the business practice how to handle goals structures and initiatives of such a new perspective There is a permanently increasing supply of hardware and software solutions to support or partly take over the processes of the company The balanced scorecard respects soft facts in its calculations In the digital economy these soft facts become more and more important In former times the managing directors of SME often ignored the knock on effect of soft facts They orientated mainly about financial figures But the digital economy has to consider different strategies Some statistics depict that even up to 80% of a company s profits in the digital economy depend on soft facts Managers have to learn dealing with soft facts and intrinsic values As DRUCKER says the experience of every employee can be used as a source of value added An employ *E-Business Management* Michael Shaw,2003 E Business Management Integration of Web Technologies with Business Models contains a collection of articles by leading information systems researchers on important topics related to the development of e business The goal is to enhance the understanding of the state of the art in e business including the most current and forward looking research The book emphasizes both business practices and academic research made possible by the recent rapid advances in the applications of e business technology The book should help graduate students researchers and practitioners understand major e business developments how they will transform businesses and the strategic implications to be drawn By illustrating in detail the major e business developments and research E Business Management focuses on addressing e business management from the perspective of information systems research In order to cover the subject matter in sufficient breadth and depth the book is organized into the following five main sections e Business Fundamentals e Business Best Practices Marketing Customer Relations e Services and Personalization Formation of New Intermediaries and e Markets and B2B and Supply Chain Management New Business Models and Valuation **Annual Reports of the President, the Deans, and Other Officers of Miami University** Miami University (Oxford, Ohio),1929 Business Fundamentals for Engineers Chengji Kuo,1992 *Internet and Business, 2001-2002* Robert W. Price,2001 A collection of articles selected from Business Week that provide a perspective on the important topics concerning the Internet and its uses for business Topics include building communities anticipating what s next in solutions and technologies and surviving the e business tidal wave

Fundamentals of E-Commerce Dr. Subhabrata De,2023-04-14 Are you an undergraduate student pursuing BCom or BBA and looking to expand your knowledge of e commerce Look no further than our comprehensive textbook written in English specifically for you From developing a strong e commerce strategy to mastering online retailing this guide covers all the essential topics you need to know to succeed in the digital marketplace With valuable insights and practical tips this textbook will equip you with the knowledge and skills you need to thrive in this dynamic industry Whether you re interested in launching your own online business or working for an e commerce company this textbook is a must have resource So order

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