

Gerrit Heinemann
Andreas Haug (Hrsg.)

Web-Exzellenz im E-Commerce

Innovation und Transformation
im Handel



LEHRBUCH

Web Exzellenz Im E Commerce Web Exzellenz Im E Commerce

André Göbel



Web Exzellenz Im E Commerce Web Exzellenz Im E Commerce:

The new online trade Gerrit Heinemann, 2023-03-30 This book presents developments and future trends in e commerce which is shaped by customers new digital communication and consumption patterns Gerrit Heinemann sheds light on e commerce business models channel excellence as well as success factors such as digital time advantages and customer centricity He analyzes the digital challenges and highlights the consequences and opportunities associated with online commerce Recognized best practices illustrate how successful digital commerce works and what the lessons learned of the past years are The 13th edition describes which new approaches will shape the future of online retail and which developments will remain long term issues While for example app and smartphone commerce including mobile payment continue to be long running issues the environmental issue is coming at online commerce with a concentrated charge This means that people s growing need for more sustainability and consideration for the environment has now also arrived in e commerce This work is therefore devoted to sustainable e commerce in the context of online logistics which runs counter to the new trend towards quick commerce The topics of climate neutrality and returns management are also increasingly coming into focus In addition current topics such as the marketplace theme and social commerce will be explored in greater depth Furthermore numerous new legal requirements are taken into account which place increased obligations on marketplace operators in particular The content Meta targeting and business ideas in online retailing Business model of online trade Forms of online trade Business systems and benchmarks in e commerce Best practices and risks in online retailing

New Online Retailing Gerrit Heinemann, Christoph Schwarzl, 2010-11-01 The authors describe in detail what makes today s online retailing different and provide 8 central success factors for the new generation of Internet sales Based on internationally recognized best practices it becomes obvious what makes online retailers successful The authors pull together lessons learned from the last 10 years and give readers a tour of the future of online selling

Social - Local - Mobile Gerrit Heinemann, Christian Gaiser, 2014-11-20 In the future shopping will be greatly influenced by a combination of localization issues mobile internet at the point of sale and use of social networks This book focuses on the SoLoMo synergies that arise from this paradigm shift in future shopping which also promises new and effective marketing options for traditional retailers It also reflects the current status of research and business practice analyzing the basic factors of SoLoMo in detail The importance of Location based Services LBS is elaborated and analyzed in an empirical study using a market based case of kaufDA a leading German online shopping network The evidence shows that customers see LBS as an attractive tool and are prepared to change their buying behavior Though LBS is still in its early stages and its professional longevity remains to be seen it also promises tremendous potential for the future

B2B eCommerce Gerrit Heinemann, 2022-11-11 This textbook covers the basics of business to business B2B eCommerce where similar principles of customer targeting can be observed as in B2C eCommerce Gerrit Heinemann highlights the specifics and business models of B2B eCommerce analyzes

the digital challenges and shows the consequences and opportunities for online sales in B2B Recognised best practice examples illustrate how successful B2B eCommerce can work and which risks have to be considered

Scale-oriented Customization and Personalization als Erfolgsfaktoren im Online-Vertrieb. Der Multi-Channel-Vertrieb von Vype Serafin Sivcak, 2017-10-02 Studienarbeit aus dem Jahr 2016 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,3 Brand Academy Hamburg Hochschule Sprache Deutsch Abstract Im Rahmen dieser Hausarbeit werden die sogenannte Mass Customization am Online Shop von Vype analysiert und anschließend Handlungsempfehlungen ausgesprochen Durchgehende Öffnungszeiten bequemes Einkaufen von zu Hause aus Preisvergleiche eine Fülle an Informationen und neutrale Erfahrungsberichte Durch diese Vorteile hat der Online Handel den Handel revolutioniert Heute ist das Internet 20 Jahre alt und für Online Händler eine Abgrenzung des eigenen Shops unabdingbar Dabei ist es notwendig relevante Trends zu beachten vor allem hinsichtlich der Kunden heutzutage Kunden haben immer mehr das Bedürfnis nach Individualisierung Vor allem wenn es um Produkte geht mit denen sich Menschen ausdrücken und zeigen wer sie sind Der Trend nach Individualisierung im Online Shop ist spätestens nach NikeiD und MyMuesli auch in Deutschland angekommen Sie bieten ihren Kunden durch einen onlinebasierten Konfigurator an sich ihren Schuh selbst zu gestalten und zu personalisieren oder sich die Müslipackung nach Vorlieben zu füllen

Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen, 2009 **Web-Exzellenz im E-Commerce** Gerrit Heinemann, Andreas Haug, 2010-04-15 E Commerce bietet für Unternehmen nur Chancen wenn diese zu fundamentalen Veränderungen bereit sind und sich dabei mit den Besten messen Heinemann Haug stellen die Kernthemen des erfolgreichen E Commerce fundiert dar und veranschaulichen anhand von umsetzungserprobten aktuellen Beispielen wie z.B. brands4friends smatch mindwyse Tube4Fashion Douglas de Galeria Kaufhof de Hagebau de Otto Group eVenture Capital Partners und die moderne und erfolgreiche Handelspraxis

Content Management Systeme. Unterstützung des Einkaufserlebnisses im stationären Handel Jana-Katharina Plaug, 2021-03-22 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,0 FOM Hochschule für Ökonomie Management gemeinnützige GmbH Frankfurt fürher Fachhochschule Veranstaltung Content Management Systeme Sprache Deutsch Abstract Ziel dieser Arbeit ist es die Möglichkeiten von Content Management Systemen zur Unterstützung des Einkaufserlebnisses im stationären Handel darzustellen um für die Zukunft mögliche Verknüpfungsmöglichkeiten beider Kanäle aufzuzeigen In der heutigen Welt sind Konsumenten einem Überfluss an Angeboten ausgesetzt Daher spielt beim Einkauf egal ob digital oder stationär das Streben nach einer einzigartigen Customer Experience eine immer größere Rolle Unternehmen bleibt häufig nur durch das Schaffen eines innovativen Einkaufserlebnisses welches den Konsumenten überrascht und seine Erwartungen berührt die Möglichkeit Kunden an sich zu binden Hinzu kommt die Digitalisierung und die damit einhergehende Vernetzung der Gesellschaft Bereits seit einigen Jahren ist der Online Handel auf dem Vormarsch Innovationen wie Mobile Commerce

und künstliche Intelligenz verändern den Handel stetig. Der Point of Decision ist zudem häufig nicht mehr unbedingt der Point of Sale. Viele Konsumenten informieren sich im Internet über Produkte und wählen erst im Anschluss einen Händler für den tatsächlichen Kauf aus. Hier spielen vor allem die Webseiten der Hersteller und Händler eine entscheidende Rolle als Informationsquelle. Während der Online Absatz innerhalb der letzten zehn Jahre durchschnittlich um ca. 12 % per anno gewachsen ist, kommt der stationäre Handel nur auf ein jährliches Wachstum von ca. 0,2 %. Dies liegt vor allem am selektiven Verhalten der Konsumenten und der Zunahme eigener Online Shops von Herstellern.

Deutsche Nationalbibliografie
,2005-07 *Der Online-Handel als Bedrohung für den stationären Lebensmitteleinzelhandel in Deutschland* Ediz Ergün, 2019-02-14 Bachelorarbeit aus dem Jahr 2018 im Fachbereich BWL Handel und Distribution Note 2,0 Westfälische Hochschule Gelsenkirchen Bocholt/Recklinghausen Sprache Deutsch Abstract Die vorliegende Arbeit untersucht das Verhältnis zwischen dem Online Handel und dem stationären Lebensmitteleinzelhandel in Deutschland. Der Handel befindet sich in einem ständigen Wandel. Für Unternehmen bedeutet dies entweder neue Möglichkeiten oder aber auch neue Risiken. Unternehmen, die das verstanden haben und sich den neuen Veränderungen bestmöglich anpassen, haben daher einen Wettbewerbsvorteil gegenüber der Konkurrenz. Seit einigen Jahren macht sich im Einzelhandel eine tektonische Verschiebung der Umsätze vom stationären Handel zum Online Handel bemerkbar. Die Wachstumsraten sind dabei durchschnittlich hoch. Das liegt vor allem an dem veränderten Einkaufsverhalten und dem schnellen technologischen Wandel. Das Internet wird dabei täglich von Millionen Menschen in Deutschland genutzt. Mit der anfangs beschriebenen Relevanz des Themas soll daher folgende Forschungsfrage untersucht werden: Ist der Online Handel eine Bedrohung für den stationären Lebensmitteleinzelhandel in Deutschland? Dafür werden zuerst die theoretischen Begrifflichkeiten geklärt. Es folgt das dritte Kapitel, welche sich mit dem Status Quo im Lebensmittelmarkt beschäftigt. Dabei werden die Märkte in Deutschland, Großbritannien und Frankreich durchleuchtet, wobei der deutsche Markt ausführlicher beschrieben wird. Als die anderen beiden. In Kapitel 4 werden die unterschiedlichen Geschäftsmodelle des Online Handels dargestellt. Im darauffolgenden Kapitel werden mehrere Barrieren des Online Lebensmitteleinzelhandels beschrieben. In Kapitel 6 sollen die Unternehmen in der Praxis erläutert werden. Das Kapitel 7 endet mit dem Fazit.

Der neue Online-Handel Gerrit Heinemann, 2020-02-27 Dieses Buch präsentiert Entwicklungen und Zukunftstrends im E Commerce, der durch die neuen digitalen Kommunikations- und Konsummuster der Kunden geprägt ist. Gerrit Heinemann beleuchtet E Commerce Geschäftsmodelle, Kanalexzellenz sowie Erfolgsfaktoren wie digitale Zeitvorteile und Kundenzentrierung. Er analysiert die digitalen Herausforderungen und zeigt die Konsequenzen und die mit dem Online Handel verbundenen Chancen auf. Anerkannte Best Practices veranschaulichen, wie erfolgreicher Digital Commerce funktioniert, und was die Lessons Learned der letzten Jahre sind. Die 11. Auflage beschreibt, was Online Händler tun können, um sich neu zu erfinden und gegen Amazon bestehen zu können, und was Gründer bedenken sollten, um im Online Handel mit innovativen Geschäftsmodellen erfolgreich zu starten. Alle Kapitel wurden bearbeitet und

um aktuelle Themen wie Performance Marketing Audience Targeting Digital Branding und Shop Design sowie um neue Erkenntnisse der ExO Organisation und des Frictionless Business erweitert Insbesondere ber cksichtigt wurden zahlreiche neue rechtliche Anforderungen wie u a die Zwei Faktor Authentifizierung die Geoblocking Verordnung sowie nat rlich DSGVO und Uploadfilter Der Inhalt Meta Targeting und Gesch ftsideen im Online Handel Gesch ftsmodell des Online Handels Formen des Online Handels Gesch ftsysteme und Benchmarks im E Commerce Best Practices und Risiken im Online Handel Der Autor Prof Dr Gerrit Heinemann ist Professor f r Betriebswirtschaftslehre Management und Handel sowie Leiter des eWeb Research Center an der Hochschule Niederrhein **Der neue Online-Handel** Gerrit

Heinemann,2016-02-08 Dieses Buch pr sentiert Entwicklungen und Zukunftstrends im Digital Commerce der durch die neuen digitalen Kommunikations und Konsummuster der Kunden gepr gt ist Gerrit Heinemann beleuchtet E Commerce Gesch ftsmodelle Kanalexzellenz sowie Erfolgsfaktoren wie digitale Zeitvorteile und Kundenzentrierung Er analysiert die digitalen Herausforderungen und zeigt die Konsequenzen und Chancen f r den Einzelhandel auf Anerkannte Best Practices veranschaulichen wie erfolgreicher Digital Commerce funktioniert und was die Lessons Learned der letzten Jahre sind Neu in der 7 Auflage In der 7 Auflage wurden die zugrunde gelegten Zahlen sowie die Ausf hrungen zum Internet Recht aktualisiert den kooperativen Formen des Online Handels wurde mehr Raum gegeben und die Best Practices auf den neuesten Stand gebracht Dadurch r cken insbesondere auch regionale Marktpl tze sowie deren Formenvielfalt st rker als bisher in den Fokus

Verhandlungen und Mitteilungen ,1910 **Der neue Online-Handel** Gerrit Heinemann,2013-09-09 Gerrit Heinemann zeigt in seinem Buch acht Erfolgsfaktoren f r den Internethandel der neuen Generation auf Anhand von internationalen Best Practices lernen Entscheidungsstr ger im Handel Beispiele f r erfolgreichen Online Handel kennen Internetworld Das Werk von Heinemann besticht durch die stringente Struktur und die klare Darstellungsweise Komplexe Sachverhalte werden verst ndlich und umfassend dargestellt Das Buch kann jedem empfohlen werden der sich ber bereits vorhandene Grundkenntnisse hinaus intensiv mit dem Online Handel besch ftigen m chte www ecc handel de Heinemann sp rt den Entwicklungen nach erl utert und definiert Begriffe und stellt den Prozess auf theoretisch wissenschaftliche Grundlagen Darauf basierend nennt und erl utert er acht Erfolgsfaktoren im New Online Retailing u a Shop Attraction und Social Targeting Service und Search Solution sowie Security Standards Erg nzt werden sie mit Beispielen f r erfolgreiches Online Management und anforderungsgerechte AGB im Online Handel Textilwirtschaft Gewinner sind schon jetzt Internet H ndler die es verstanden haben das Web 2 0 zur Kundenakquisition zu nutzen Wer auch dazu geh ren und verstehen m chte welche Faktoren zu einer neuen Phase dieser Werbeplattform gef hrt haben sollte in das Buch Der neue Online Handel schauen absatzwirtschaft Zeitschrift f r Marketing Neu in der 5 Auflage Die f nfte Auflage wurde bearbeitet und erweitert um den neuesten Entwicklungen im E Commerce Rechnung zu tragen Dabei wurden die zugrunde gelegten Zahlen aktualisiert und die Best Practices auf den neuesten Stand gebracht Die Schl sselthemen Mobile und Social Commerce sowie

Geschäftsmodellbetrachtung wurden stärker berücksichtigt. Des Weiteren geht der Autor der Frage nach, schaffen es die neuen Geschäftsmodelle nachhaltig rentabel zu werden und einen angemessenen Return on Investment sicherzustellen. Entsprechend erhalten die Themen Wirtschaftlichkeitsbetrachtung, Rentabilisierung und Skalierung mehr Gewicht.

E-Commerce Strategy Sanjay Mohapatra, 2012-10-04. E-Commerce Strategy Text and Cases provides the fundamental literature required for graduate students and practitioners to understand electronic commerce. Each chapter provides clearly designed learning objectives and review questions to highlight the major topics and goals. This book covers many of the new innovations and technologies that have been established for e-commerce site development. Unlike similar books, topics such as e-channel adoption factors affecting e-commerce adoption and strategy design are reviewed in greater depth. Additionally, the book examines areas not normally covered like open source online research and peer-to-peer systems. E-Commerce Strategy Text and Cases is divided into two parts. Part 1 examines the evolution of e-commerce, analyzes different sectors such as B2B and m-commerce, and explores the challenges they face. Case studies of well-known companies reinforce the concepts learned to demonstrate both successes and failures in the field. Part 2 deals with developing strategies in e-commerce and looks at future trends including Web 2.0. Overall, the useful guidelines provided should prove valuable to students and researchers in the field.

Der neue Mobile-Commerce Gerrit Heinemann, 2013-02-01. Mobile Commerce wird als Online-Kanal der Zukunft dargestellt, der insbesondere durch die rasante Verbreitung von Smartphones und Tablet-Computer getrieben wird und dem auch für die nächsten Jahre starke Wachstumsraten in Aussicht gestellt werden. Gerrit Heinemann klärt, was die Besonderheiten am modernen M-Commerce sind und wie es sich von den anderen Handelsformen unterscheidet. Dieses legt den Grundstein für die Herausarbeitung spezifischer Erfolgsfaktoren des M-Commerce. Anhand von anerkannten Best Practices wird belegt, wie sich erfolgreicher Mobile Online Handel darstellt und was die lessons learned der letzten Jahre sind.

Praxiswissen E-Commerce Michael Keukert, Tobias Kollwe, 2014-11-04. Sie möchten einen Online Shop eröffnen und suchen nach einem Buch, das Ihnen alle zu beachtenden Themen umfassend erklärt. Ihr Online Shop besteht bereits, aber Sie haben noch keinen Weg gefunden, ihn richtig bekannt zu machen. Oder sind Sie bereits im E-Commerce aktiv und möchten bei der zweiten Generation Ihres Online Shops alles richtig machen. Praxiswissen E-Commerce. Das Handbuch für den erfolgreichen Online Shop ist das Grundlagenwerk für alle, die sich als Händler und Shop-Betreiber mit dem Thema Online Shop befassen. Pre-Sales. Das praxisnahe Buch deckt alle Bereiche des realen E-Commerce in der Praxis ab. Der erste Abschnitt widmet sich den Themen, die vor dem Start des Online Shops wichtig sind. Von der Definition von Zielgruppen bis zur Erstellung eines Businessplans unter Berücksichtigung von variablen und fixen Kosten. Die Entscheidung für die richtige Software. Tipps für die Agenturauswahl. Ratschläge zum Finden des idealen Domainnamens und natürlich ein realistischer Zeitplan werden ebenso behandelt. Sales. Im zweiten Buchabschnitt dreht sich alles um den eigentlichen Kaufvorgang. Dabei geht es vor allem um die Inhalte Ihres Shop-Systems, der optimalen Produktpresentation und dem Checkout-Prozess im

Online Shop wird besondere Aufmerksamkeit gewidmet Die Abwicklung von Bestellungen Logistik spielt dabei ebenso eine Rolle wie Zahlungsarten und Zahlungsausfall Und nat rlich geht es auch um die rechtlichen Aspekte des Online Handels in Deutschland und bei der anstehenden Internationalisierung eines Online Shops After Sales Und weil nach dem Kauf auch immer vor dem Kauf ist besch ftigt sich der dritte Teil des Buches aus hrlich mit Marketing Fragestellungen Dabei geht es um Kundenservice und Offline Werbung Paketbeileger Mailings Anzeigenwerbung um Online Marketing mit Suchmaschinen Google AdWords E Mail Marketing und um den geeigneten Social Media Einsatz bis hin zu Shop Controlling und dem Verkauf auf anderen Plattformen

E-Commerce and Web Technologies Heiner Stuckenschmidt,Dietmar Jannach,2015 This book constitutes the revised proceedings of the 16th International Conference on Electronic Commerce and Web Technologies EC Web held in Valencia Spain in September 2015 The 10 full papers included in this volume were carefully reviewed and selected from 28 submissions The papers are organized in topical sections on recommender systems multimedia recommendation social and semantic web and process management

Customer Relationship Management im Business-to-Consumer-Bereich des E-Commerce Martin Kern,2000-06 Diplomarbeit aus dem Jahr 1999 im Fachbereich BWL Marketing Unternehmenskommunikation CRM Marktforschung Social Media Note 1 5 Eberhard Karls Universitat Tbingen Wirtschaftsinformatik Veranstaltung BWL ins Wirtschaftsinformatik Sprache Deutsch Abstract Inhaltsangabe Einleitung Die Begriffe Internet und Electronic Commerce EC sind in letzter Zeit in aller Munde Insbesondere dem elektronischen Handel also dem Vertrieb von Produkten und Dienstleistungen uber das Internet werden immense Wachstumsraten vorausgesagt Die Grundlage fur diese Entwicklung bilden die neuen technischen Moglichkeiten die das Internet bietet Multimediale Daten konnen kostengunstig und sehr schnell in die ganze Welt ubertragen werden Inzwischen haben viele Unternehmen erkannt dass sie durch die konsequente Umsetzung einer EC Strategie Kosten einsparen und erhebliche Wettbewerbsvorteile erreichen konnen Dies hat zur Folge dass immer mehr Unternehmen das Internet nicht mehr nur als Marketingkanal sehen sondern auch als Vertriebsweg nutzen Neben diesen vielfaltigen Chancen birgt der Internethandel jedoch auch Risiken und wirft neuartige Probleme und Fragen gerade auch im Bereich der Wirtschaftsinformatik auf Bei vielen Unternehmen die bereits im EC aktiv sind hat sich der erwartete Erfolg noch nicht eingestellt Die EC Projekte leiden oft unter schlechter Rentabilitat und geringer Kundenakzeptanz Die Ursache hierfur liegt insbesondere in der weitgehenden Anonymitat der Kunden die eine Kundenbindung durch ein kundenbezogenes individualisiertes Marketing im herkommlichen Sinne erheblich erschwert Es steht daher ausser Frage dass auch im EC ein deutlicher Handlungsbedarf in Richtung individualisierter Kundenansprache besteht Die Umsetzung der Erkenntnisse die in letzter Zeit zu Ansätzen des One to One Marketing bzw Relationship Marketing gefuhrt haben kann jedoch nur unter Beachtung der spezifischen technologischen organisatorischen und rechtlichen Rahmen

E Commerce for Entrepreneurs Dr. Sudeshna Chakraborty,Priyanka Tyagi,2021-01-02 Step by step guide to learning the role of E commerce in our economy

KEY FEATURES Hands on with the concept of E Commerce and E Business Understand the know how of working of E Commerce framework Learn the type of E Payment system and its mechanism Understanding Brand building and Digital Marketing methods

DESCRIPTION Electronic Commerce E Commerce is a new way of carrying out business transactions through electronic means in general and the Internet environment by supporting this industry in particular has been proving its potential benefits and effective contribution to the socio economic growth As an essential part of the Digital Economy E Commerce plays a key role in opening the door to the 21st century the new era of the knowledge based economy In this book you will understand the basic concepts of E Commerce and E Business The Internet has the broadcasting capability and is a mechanism for information dissemination and a medium for collaboration and interaction between individuals through computers irrespective of geographic locations The motive of this book is to present an introduction to E Commerce and E Banking industry It will cover the key E Banking concepts changing dynamics implementation approaches and management issues in the E Banking industry and Brand building

WHAT YOU WILL LEARN Understand the different models of E Commerce Get to know more about the various types of Electronic Payment Systems Understand the security issues in Electronic Payment Systems Get familiar with the concept of Electronic banking and Online publishing Understanding how Digital marketing can impact on E Commerce

WHO THIS BOOK IS FOR This book is for everyone interested in knowing more about E Commerce Existing professionals associated with the E Commerce industry can use this book as a reference guide

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Uncover the mysteries within Explore with is enigmatic creation, **Web Exzellenz Im E Commerce Web Exzellenz Im E Commerce** . This downloadable ebook, shrouded in suspense, is available in a PDF format (PDF Size: *). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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Web Exzellenz Im E Commerce Web Exzellenz Im E Commerce Introduction

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