

Chapter 1

Overview of Electronic Commerce

Learning Objectives

Upon completion of this chapter, you will be able to:

1. Define electronic commerce (EC) and describe its various categories.
2. Describe and discuss the content and framework of EC.
3. Describe the major types of EC transactions.
4. Discuss e-commerce 2.0.
5. Describe social commerce and social software.
6. Understand the elements of the digital world.
7. Describe the drivers of EC as they relate to business pressures and organizational responses.
8. Describe some EC business models.
9. Describe the benefits of EC to organizations, consumers, and society.
10. List and describe the major limitations of EC.

Content

Opening Case: Net-a-Porter: Dress for Success

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1.4 The Digital World: Economy, Enterprises, and Society

1.5 The Changing Business Environment, Organizations' Response, and EC Support

1.6 Electronic Commerce Business Models

1.7 Benefits, Limitations, and Impacts of Electronic Commerce

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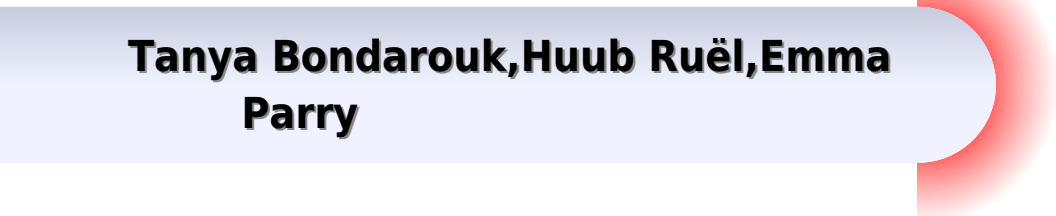
Section 1.1 Review Questions

1. Define EC and e-business.

Electronic commerce is the process of buying, selling, or exchanging products, services, and information via computer networks. E-business is a broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners and conducting electronic transactions within an organization.

Turban Electronic 2012

**Tanya Bondarouk, Huub Ruël, Emma
Parry**



Turban Electronic 2012:

Managing Digital Enterprise Jun Xu, 2014-10-10 This book describes the setup of digital enterprises and how to manage them focusing primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision makers in organizations It covers ten essential knowledge areas of this field Foundation of Digital Enterprise Technology Foundation and Talent Management for Digital Enterprise Digital Enterprise Strategy Planning and Implementation B2C Digital Enterprise E tailing B2C Digital Enterprise E Services B2B Digital Enterprise and Supply Chain Digital Platforms Digital Marketing and Advertising Digital Payment Systems Mobile Enterprise Overall this text provides the reader with the basics to understand the rapid development of digitization facilitated by the dramatic advancements in digital technologies extensively connected networks and wider adoption of computing devices especially mobile devices as more and more organizations are realizing the strategic importance of digitization e g sustainable growth of the organization competitive advantage development and enhancement and are embarking on digital enterprise

Proceedings of the XIV INTERNATIONAL SYMPOSIUM SYMORG 2014 Aleksandar Marković, Slađana Barjaktarović Rakočević, 2014-06-05

Managing Information Systems Jun Xu, Mohammed Quaddus, 2013-02-01 Information systems IS Information technology IT has become an essential part and a major resource of the organization IS IT is a major resource that can radically affect the structure of an organisation the way it serves customers and the way it helps people in organisations to communicate both internally and externally and the way an organisation runs its business Managing information and information systems effectively and efficiently have become an essential part of the life of 21st century managers This book is about Managing information and information systems and focuses on relationships between information information systems information technology people and business The impacts roles risks challenges as well as emerging trends of information systems will be an important element of the book At the same time many strategic and contemporary uses of information systems such as implementing enterprise planning systems for improving internal operation adopting customer relationship management systems and supply chain management systems to enhance relations with customers and suppliers partners respectively and establishing knowledge management systems for better managing organizational knowledge resources as well as using different information systems for supporting managers decision making in all levels will be an integral part of the book In addition essential and critical information systems management skills including using information systems for competitive advantages planning and evaluating information systems system development implementing information systems and managing information systems operations will be a critical part of the book Essential Topics Of Managing Information Systems Jun Xu, 2019-11-05 This comprehensive compendium is about managing information systems and focuses on relationships between information information systems people and business The impacts roles risks challenges as well as emerging trends of information systems are an important element of the book Essential and critical information

systems management skills including using information systems for competitive advantages planning and evaluating information systems developing and implementing information systems and managing information systems operation form a critical part of this unique reference text Current topics like digital platforms agile organization DevOPs blockchain 5G data center and quantum computing prove indispensable for readers who want to stay in the forefront of today's complex information systems

Encyclopedia of Information Science and Technology, Third Edition Khosrow-Pour, D.B.A., Mehdi, 2014-07-31 This 10 volume compilation of authoritative research based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities prospective solutions and future directions in the field of information science and technology Provided by publisher

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship Khosrow-Pour, D.B.A., Mehdi, 2018-11-09 As businesses aim to compete internationally they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition Trends in entrepreneurship that drive consumer engagement and business initiatives such as social media marketing yields customer retention and positive feedback Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation entrepreneurship and marketing strategies While highlighting challenges such as successful social media interactions and consumer engagement this book explores valuable information within various business environments and industries such as e commerce small and medium enterprises hospitality and tourism management and customer relationship management This book is an ideal source for students marketers social media marketers business managers public relations professionals promotional coordinators economists hospitality industry professionals entrepreneurs and researchers looking for relevant information on new methods in digital marketing and entrepreneurship

Handbook of Research on Threat Detection and Countermeasures in Network Security Al-Hamami, Alaa Hussein, Waleed al-Saadoon, Ghossoon M., 2014-10-31 Cyber attacks are rapidly becoming one of the most prevalent issues in the world As cyber crime continues to escalate it is imperative to explore new approaches and technologies that help ensure the security of the online community The Handbook of Research on Threat Detection and Countermeasures in Network Security presents the latest methodologies and trends in detecting and preventing network threats Investigating the potential of current and emerging security technologies this publication is an all inclusive reference source for academicians researchers students professionals practitioners network analysts and technology specialists interested in the simulation and application of computer network protection

Industrial Engineering in the Internet-of-Things World Fethi Calisir, 2021-08-07 This book gathers extended versions of the best papers presented at the Global Joint Conference on Industrial Engineering and Its Application Areas GJCIE organized virtually on August 14 15 2020 by Istanbul Technical University It covers a wide range of topics including decision analysis supply chain management systems modelling and

quality control Further special emphasis is placed on cutting edge applications of industrial Internet of Things Technological economic and business challenges are discussed in detail presenting effective strategies that can be used to modernize current structures eliminating the barriers that are keeping industries from taking full advantage of IoT technologies The book offers an important link between technological research and industry best practices and covers various disciplinary areas such as manufacturing healthcare and service engineering among others

Decision Management: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2017-01-30 The implementation of effective decision making protocols is crucial in any organizational environment in modern society Emerging advancements in technology and analytics have optimized uses and applications of decision making systems Decision Management Concepts Methodologies Tools and Applications is a compendium of the latest academic material on the control support usage and strategies for implementing efficient decision making systems across a variety of industries and fields Featuring comprehensive coverage on numerous perspectives such as data visualization pattern analysis and predictive analytics this multi volume book is an essential reference source for researchers academics professionals managers students and practitioners interested in the maintenance and optimization of decision management processes

Proceedings of the 2023 9th International Conference on Humanities and Social Science Research (ICHSSR 2023) Rosila Bee Binti Mohd Hussain, Jimmyn Parc, Jia Li, 2023-10-09 This is an open access book 2023 9th International Conference on Humanities and Social Science Research ICHSSR 2023 will be held on April 21 23 2022 in Beijing China Except that ICHSSR 2023 is to bring together innovative academics and industrial experts in the field of Humanities and Social Science Research to a common forum We will discuss and study about EDUCATION SOCIAL SCIENCES AND HUMANITIES INTERDISCIPLINARY STUDIES and other fields ICHSSR 2022 also aims to provide a platform for experts scholars engineers technicians and technical R D personnel to share scientific research achievements and cutting edge technologies understand academic development trends expand research ideas strengthen academic research and discussion and promote the industrialization cooperation of academic achievements The conference sincerely invites experts scholars business people and other relevant personnel from universities scientific research institutions at home and abroad to attend and exchange The conference will be held every year to make it an ideal platform for people to share views and experiences in financial innovation and economic development and related areas

Electronic HRM in the Smart Era Tanya Bondarouk, Huub Ruël, Emma Parry, 2017-08-26 This volume aims to critically reflect on the two decades of the academic developments in the field of electronic HRM e HRM and to analytically envisage its future developments In this way the volume greatly inform researchers practitioners and university graduates about forthcoming developments in the field

Business Innovation with New ICT in the Asia-Pacific: Case Studies Michitaka Kosaka, Jie Wu, Ke Xing, Shiyong Zhang, 2020-09-09 This book clarifies the direction of business innovation using new ICT such as the Internet of things IoT artificial intelligence AI smartphones and

cloud computing through a series of case studies on successful trials and advanced businesses in the Asia Pacific where many industry sectors have been growing successfully in the 21st century ICT has been playing an important role in value creation for customers and in profit generation for providers contributing to various service innovation and business innovation Now digitalization using IoT and AI provides solutions to address various issues in the human society which is transforming services and businesses in the 21st century What is the direction of the business innovation using new ICT is a highly concerned question for business researchers and practitioners Aiming to answer the question this book conducts a number of cases studies in the Asia Pacific region including the Mainland China Taiwan Japan Malaysia Vietnam as well as Australia Among the studies there are 4 cases from ICT providers 4 cases from traditional and services and 6 cases from new ICT applications and businesses Each case analyzes social needs and human desires new value created roles of new technologies processes and difficulties in developing new businesses the relationship among customers providers and stakeholders value chain co creation and optimization factors of success and business models Finally the direction of business innovation with new ICT in the Asia Pacific is suggested by summarizing the findings from the case studies through the lens of the theoretical analysis in service science

Web-Based Services: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2015-11-09 The recent explosion of digital media online networking and e commerce has generated great new opportunities for those Internet savvy individuals who see potential in new technologies and can turn those possibilities into reality It is vital for such forward thinking innovators to stay abreast of all the latest technologies Web Based Services Concepts Methodologies Tools and Applications provides readers with comprehensive coverage of some of the latest tools and technologies in the digital industry The chapters in this multi volume book describe a diverse range of applications and methodologies made possible in a world connected by the global network providing researchers computer scientists web developers and digital experts with the latest knowledge and developments in Internet technologies

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(Penerbit UMK) AHMAD FIRDAUSE MD FADZIL, MOHD RAFI YAACOB, MOHD NAZRI MUHAYIDDIN, 2022-08-30 Terdapat 14 ciri ciri usahawan yang merangkumi aspek berkaitan personaliti motivasi kognitif dan kompetensi diri yang menjadi tunjang kepada kualiti dimiliki usahawan berbanding mereka yang lain Bagi aspek berkaitan personaliti terdapat tujuh ciri ciri diri usahawan yang membezakan mereka dengan yang lain iaitu bersangkutan kreativiti menanggung risiko inspirasi keinginan autonomi dan kebebasan toleransi terhadap kekaburan kegigihan dan ketabahan dan optimistik Menyentuh berkenaan motivasi usahawan dikatakan mempunyai keinginan untuk berjaya sangat tinggi minat terhadap bidang perniagaan begitu mendalam dan pengaruh rangsangan luaran yang memainkan peranan penting kepada meningkatkan motivasi Bagi ciri ciri kognitif pula faktor latar belakang diri dan pengalaman lepas dikatakan telah menjadi peranan penting kepada mempengaruhi bentuk pemikiran dan pembuatan keputusan usahawan Selain psikologi kompetensi diri iaitu

kebolehan dan kemampuan usahawan melakukan sesuatu dengan lebih berjaya sepertimana kemahiran komunikasi dan kemahiran komputer Ciri ciri yang dimiliki tersebut telah didapati memacu kejayaan usahawan e dagang semasa penubuhan perniagaan baharu yang berdepan dengan pelbagai cabaran yang menuntut mereka lebih konsisten dalam pembuatan keputusan dan tindakan

ECEG2012-Proceedings of the 12th European Conference on e-Government Mila Gascó,2012
Data Science in Engineering and Management Zdzislaw Polkowski,Sambit Kumar Mishra,Julian Vasilev,2021-12-30 This book brings insight into data science and offers applications and implementation strategies It includes current developments and future directions and covers the concept of data science along with its origins It focuses on the mechanisms of extracting data along with classifications architectural concepts and business intelligence with predictive analysis Data Science in Engineering and Management Applications New Developments and Future Trends introduces the concept of data science its use and its origins as well as presenting recent trends highlighting future developments discussing problems and offering solutions It provides an overview of applications on data linked to engineering and management perspectives and also covers how data scientists analysts and program managers who are interested in productivity and improving their business can do so by incorporating a data science workflow effectively This book is useful to researchers involved in data science and can be a reference for future research It is also suitable as supporting material for undergraduate and graduate level courses in related engineering disciplines

Digital Governance and E-Government Principles Applied to Public Procurement Shakya, Rajesh Kumar,2017-01-10 Public procurement is vulnerable on many levels Therefore to increase protection and improve efficiency governments across the globe are looking to introduce electronic based infrastructures Digital Governance and E Government Principles Applied to Public Procurement is an essential reference publication for the latest research on the implementation and impact of public reforms through e Procurement Featuring coverage on a broad range of topics and perspectives such as anti corruption acquisitions costs and governance structures this book is ideally designed for academicians practitioners professionals and researchers seeking current research on the regulation of the public sector through digital approaches

Electronic Commerce Efraim Turban,David King,Jae Kyu Lee,Ting-Peng Liang,Deborrah C. Turban,2015-01-29 Throughout the book theoretical foundations necessary for understanding Electronic Commerce EC are presented ranging from consumer behavior to the economic theory of competition Furthermore this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields including a senior vice president of an e commerce related company The authors provide website resources numerous exercises and extensive references to supplement the theoretical presentations At the end of each chapter a list of online resources with links to the websites is also provided Additionally extensive vivid examples from large corporations small businesses from different industries and services governments and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce These examples which were

collected by both academicians and practitioners show the reader the capabilities of EC its cost and justification and the innovative ways corporations are using EC in their operations In this edition previous editions published by Pearson Prentice Hall the authors bring forth the latest trends in e commerce including social businesses social networking social collaboration innovations and mobility *Digital Business and Electronic Commerce* Bernd W. Wirtz,2024-06-04 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 and the industrial metaverse In addition areas such as smart business services smart homes and digital consumer applications as well as artificial intelligence quantum computing and automation based on artificial intelligence will be analysed The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVAs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google s organizational history its integrated business model and its market environment rounds out the book

Encyclopedia of Information Science and Technology, Fourth Edition Khosrow-Pour, D.B.A., Mehdi,2017-06-20 In recent years our world has experienced a profound shift and progression in available computing and knowledge sharing innovations These emerging advancements have developed at a rapid pace disseminating into and affecting numerous aspects of contemporary society This has created a pivotal need for an innovative compendium encompassing the latest trends concepts and issues surrounding this relevant discipline area During the past 15 years the Encyclopedia of Information Science and Technology has become recognized as one of the landmark sources of the latest knowledge and discoveries in this discipline The Encyclopedia of Information Science and Technology Fourth Edition is a 10 volume set which includes 705 original and previously unpublished research articles covering a full range of perspectives applications and techniques contributed by thousands of experts and researchers from around the globe This authoritative encyclopedia is an all encompassing well established reference source that is ideally designed to disseminate the most forward thinking and diverse research findings With critical perspectives on the impact of information science management and new technologies in modern settings including but not limited to computer science education healthcare government engineering business and natural and physical sciences it is a pivotal and relevant source of knowledge that will benefit every professional within the field of

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