

## **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

1.1 Electronic Commerce: Definitions and Concepts

1.2 The Electronic Commerce Field: Classification, Content, and a Brief History

1.3 E-Commerce 2.0: From Social Commerce to Virtual Worlds

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

1.8 Overview of This Book

Managerial Issues

Closing Case: E-Commerce at the National Football League (NFL)

#### **Answers to Pause/Break Section Review Questions**

##### **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

**Jun Xu**



## **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

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

*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

*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 **E-Retailing Challenges and Opportunities in the Global Marketplace** Dixit, Shailja,Sinha, Amit Kumar,2016-02-26

The internet has become a flexible platform upon which global retail brands can expand and grow With a greater emphasis on and opportunity for new market opportunities in the digital sphere the global retail market is undergoing an era of rapid transformation as new web based retail models emerge to meet the needs of the modern consumer E Retailing Challenges and Opportunities in the Global Marketplace explores the transformations occurring in the virtual marketplace as consumer needs and expectations shift to the new age of online shopping Emphasizing the difficulties business professionals face in the digital age in addition to opportunities for market growth and new product development this publication is a critical reference source for business professionals product strategists web managers IT specialists and graduate level students in the fields of business retail management and advertising **Electronic Commerce 2012** Efraim Turban,David King,2011-11-21 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book Explore the many aspects of electronic commerce through a managerial perspective Electronic Commerce provides a thorough explanation of what EC is how it s being conducted and

managed and how to assess its opportunities limitations issues and risks all from a managerial perspective To keep pace with today s ever changing technology the seventh edition has been streamlined removing material that s no longer relevant while still providing information on the hottest topics in the field      **Introduction to Electronic Commerce** Efraim

Turban,David R. King,Judy Lang,2009 Written by experienced authors who share academic as well as real world practices this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E commerce essentials from a global point of view The new edition pays special attention to the most recent developments in online behavior in our business academic and personal lives Introduction to E Commerce and E Marketplaces Internet Consumer Retailing Business to Business E Commerce Other EC Models and Applications EC Support Services EC Strategy and Implementation Application Development Perfect for anyone looking for a brief or supplemental text on EC Ideal for busy executives

Vietnam Economic News ,2012-08-28      **Business Statistics** Ken Black,2023-05-03 Show students why business statistics is an increasingly important business skill through a student friendly pedagogy Business Statistics For Contemporary Decision Making 11th Edition uses current real world data to equip students with the business analytics techniques and quantitative decision making skills required to make smart decisions in today s workplace      **Electronic Commerce 2012** Efraim Turban,2012      *Künstliche Intelligenz im Einzelhandel. Digitalisierungsdruck auf derzeitige Geschäftsmodelle* Thilo Pollmeier,2020-07-21 Bachelorarbeit aus dem Jahr 2020 im Fachbereich BWL Offline Marketing und Online Marketing Note 1 0 Fachhochschule Trier Hochschule f r Wirtschaft Technik und Gestaltung Sprache Deutsch Abstract Das Ziel der Arbeit ist es den aktuell bereits begonnenen und sich zuk nftig absehbar weiter fortsetzenden Transformationsprozess im Einzelhandel aufzuzeigen Es stellt sich die Frage wie er sich aus dem Digitalisierungsdruck und der Implementierung k nstlicher Intelligenz auf derzeitige Gesch ftsmodelle auswirkt In Kapitel zwei werden zun chst alle begrifflichen Grundlagen zur Themenstellung aufgefhrt und erl utert Im dritten Kapitel beschreibt der Autor allgemeine Anwendungsfelder k nstlicher Intelligenz und teilt im darauffolgenden Kapitel deren Implementierung in vier zentrale Prozesse des Handels ein Kapitel f nf trifft eine Bewertung der KI im Einzelhandel sowohl aus H ndler als auch aus Konsumentensicht Auf diesen Erkenntnissen fu end wird im letztem Kapitel eine kritische Bewertung und Einsch tzung des Potenzials von KI f r den Einzelhandel getroffen sowie ein potentieller Ausblick ber den zuk nftigen Einsatz gegeben Wohl keine Entwicklung der letzten Jahre hat Wirtschaft und Gesellschaft so fundamental ver ndert wie die Digitalisierung und der Prozess scheint best ndig weiter an Fahrt aufzunehmen Nach Mechanisierung Industrie 1 0 Massenproduktion Industrie 2 0 und Automatisierung Industrie 3 0 wird das Internet der Dinge und Dienste in der Fertigung als vierte industrielle Revolution bezeichnet ber Jahrzehnte haben IT Technik und Anwendung mit evolution rer Entwicklung des Digitalisierungsniveaus den Boden bereitet aus den nun fast zwangsl ufig revolution ren Realit ten und M glichkeiten er wachsen Hat eine erste Welle der Digitalisierung die reine Erfassung und Speicherung von Daten m glich gemacht so ist Ziel der zweiten

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