

Chapter 11 – e-commerce



E-commerceThe act of doing business transactions over the Internet or similar technology.

Dot-comAn Internet-only store with no physical presence.

Brick-and-mortar storeA conventional store with a physical presence.

M-CommerceE-commerce carried out via mobile phones and other mobile devices.

E-commerce business modelA description of how an e-commerce company does business, such as the types of buyers and sellers involved.

Business-to consumer (B2C) modelAn e-commerce model in which a business provides goods or services to consumers.

Business-to-business (B2B) model. An e-commerce model in which a business provides goods or services to other businesses.

Consumer-to-consumer (C2C) modelAn e-commerce model in which a consumer provides goods or serves to other businesses.

Business-to-government (B2G) modelAn e-commerce model in which a business provides goods and services to government organizations.

E-tailerAn online retailer

Subscription siteA site that sells access to its online content.

Brokerage siteA type of Web site that brings buyers and sellers together to facilitate transactions between them; the site earns revenue in the form of commissions on sales made via the site.

Online auction siteA Web site where potential buyers bid on an item and, at the end of a set time period, the highest bidder buys the item as long as all bidding criteria (such as minimum selling price) have been met.

Online payment serviceA type of payment service accessed via the Internet and used to make electronic payments to others, such as via deposited funds, a bank account, or a credit card.

Digital walletA program or online service that holds a buyer's information (such as electronic payment, billing, and shipping information) that can be used to speed up online purchase transactions.

Storefront softwareE-commerce software that facilitates the creation of an online store.

Shopping cart softwareE-commerce software designed to add ordering capabilities to an existing Web site.

Meta tagA special HTML or XHTML tag containing information about a Web page that is added by the person creating the Web page and is used primarily by search sites.

Search site optimization (SSO)The process of evaluating a Web site and making changes as needed to improve search site results.

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