

Case study on the internet and business

[Business](#), [Marketing](#)



Introduction

According to Lin's (2008), a primary e-commerce applications technologies include:

Auctions: The various mechanisms of auctions researchers have designed including English, Vickery and Dutch. The English auction is the one whereby the highest bidder is the one who wins the price offered. The Vickery auction adopts an approach whereby the one who wins is the highest bidder and instead pays second highest offer price, whereas in the Dutch the person who auctions starts with a very high price and gradually lowers it up to the point where acceptance is made by the first bidder.

Recommender system: It is adopted by e-commerce industry to ease customer choice of specific items.

Negotiation; these is where the e-marketplace provide a negotiation architecture where software agents make decisions on behalves of human clients

Automated shopping and trading technology, this automates the buying process hence help shoppers save time.

Consumer-to-consumer (C2C) model enables customers to do transactions amongst themselves via exchange site. Here customers place products on marketing sites that provide services such as pricing, viewing and matching.

The web 2. 0 opportunities are technologies that provide free sharing services; these include the social sites and the digital communities.

Examples of such sites are Myspace, Facebook and YouTube. These sites provide e-commerce with great opportunities for marketing, advertising and podcast.

An internet service provider enables the site to be available online to whoever seeks it. To post the site on the internet you need to get your domain name registered then secure some e-mail addresses you then get a server and get the show running.

One is able to attract a lot of traffic if what he does is reflected in the domain name; to ease this one can search on domain names that are already available via web hosts.

References

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