

# E-commerce theme essay



**ASSIGN  
BUSTER**

Briefly describe the technologies that are leading business into the third wave of electronic commerce. The handheld devices, including mobile telephones and tablet computer. Devices and smart cards are being combined with technologies, such as fingerprint readers, and retina scanners

2. Figure 1-5 lists roommate-matching services as a type of business that is well suited to a combination of electronic and traditional commerce. In one paragraph, describe the elements of the service that would be best handled using traditional commerce, and explain why.

Traditional commerce, rather than electronic commerce, can be a better way to sell items that rely on personal selling skills. 3. Briefly describe the specific activities that a motorcycle manufacturer might include in electronic commerce for its supply management or procurement operations. The company might sell its finished product to customers on the web, which would be electronic commerce. It might also purchase the material it uses to make the speakers from other companies on the web, which would be electronic commerce.

Businesses often have entire departments devoted to negotiating purchase transactions with their suppliers. These departments are usually named Supply Management or Procurement. Thus, electronic commerce is sometimes called e-procurement. 4. What are the main functions of a value-added network? Is an independent firm that offers connection and transaction-forwarding services to buyers and sellers 5. Many business analysts have discussed the concept of the first-mover advantage. What are some of the disadvantages of being a first mover? Use Invest large amounts of money; the combination of high uncertainty and the need for large

investments; 6. What is a shipping profile, and why is it an important consideration for firms making online sales? Is the collection of attributes that affect how easily that product can be packaged and delivered; 7. What are transaction costs, and why are they important? Are the total of all costs that a buyer and seller incur as they gather information and negotiate a purchase-and-sale transaction. 8. Provide one example of how electronic commerce could help change an industry's economic structure from a hierarchy to a network.

When transaction costs were high, business people would form organizations to replace market-negotiated transactions. In a network economic structure, companies coordinate their strategies, resources and skill sets by forming long-term relationships with other companies and individuals based on shared 9. Why would a strategic business unit have its own mission and objectives? They have their own strategies for marketing, product development, purchasing, and long-term growth. 10. How might a university use Soot analysis to identify new degree programs that it could offer online? Amine the institution's strengths, weaknesses, opportunities, with great success.