

# [Chapter 14 ebusiness](https://assignbuster.com/chapter-14-ebusiness/)

Touch customers
Enrich products and services with information
Reduce costsThe Internet is a powerful channel that presents new opportunities for an organization to: (3)

E-commercethe buying and selling of goods and services over the Internet

E-businessthe conducting of business on the Internet including, not only buying and selling, but also serving customers and collaborating with business partners

EBUSINESS MODELSan approach to conducting electronic business on the Internet

Business-to-Business (B2B)applies to businesses buying from and selling to each other over the internet

Electronic marketplaceinteractive business communities providing a central market where multiple buyers and sellers can engage in ebusiness activities in B2B ebusiness models

GHX, CovisintElectronic marketplace 2 examples

Business-to-Consumer (B2C)applies to any business that sells its products or services to consumers over the internet

Eshop / Estore / EtailerBusiness-to-Consumer (B2C) , a version of a retail store where customers can shop at any hour of the day without leaving their home or office

EmallBusiness-to-Consumer (B2C), consists of a number of eshops; it serves as a gateway through which a visitor can access other eshops

Brick-and-mortar business
Pure-play business
Click-and-mortar businessBusiness-to-Consumer (B2C) Business types (3)

Brick-and-mortar businessBusiness-to-Consumer (B2C) Business type, a business that operates in a physical store without an Internet presence

Pure-play businessBusiness-to-Consumer (B2C) Business type, A business that operates on the Internet only without a physical store. Ex. Amazon. com, Expedia. com

Click-and-mortar businessBusiness-to-Consumer (B2C) Business type, a business that operates in a physical store and on the Internet; REI, Barnes and Noble

Consumer-to-Business (C2B)applies to any consumer that sells a product or service to a business over the internet

Consumer-to-Business (C2B)Priceline. com is an example of?

Consumer-to-Consumer (C2C)applies to sites primarily offering goods and servces to assist consumers interacting with each other over the internet

Consumer-to-Consumer (C2C)ebay is an example of?

Electronic auction (eauction)Consumer-to-Consumer (C2C) - Online auctions
- Sellers and buyers solicit consecutive bids from each other and prices are determined dynamically

Forward auctionConsumer-to-Consumer (C2C) - Online auctions
- Sellers use as a selling channel to many buyers and the highest bid wins

Reverse auctionConsumer-to-Consumer (C2C) - Online auctions
- Buyers use to purchase a product or service, selecting the seller with the lowest bid

Communities of interestC2C communities include:

- People interact with each other on specific topics, such as golfing and stamp collecting

Communities of relationsC2C communities include:

- People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts

Communities of fantasyC2C communities include:

- People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan

Web mashup- a Web site or Web application that uses content from more than one source to create a completely new service

Application programming interface (API)- a set of routines, protocols, and tools for building software applications

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