

# Ebusiness



Ecommerce the buying and selling of products and services over the Internet a set of routines, protocols, and tools for building software applications Application Programming Interface applies to business buying from and selling to each other over the Internet Business-to-Business (B2B) applies to business that sells its products or services to consumers over the Internet Business-to-Consumer (B2C) Brick-and-mortar business

Pure-play business

Click-and-mortar business Business types Communities of interest People interact with each other on specific topics, such as golfing and stamp collecting People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan Communities of fantasy Sellers and buyers solicit consecutive bids from each other and prices are determined dynamically Electronic auction (e-auction) Sellers use as a selling channel to many buyers and the highest bid wins Forward auction Reverse auction Buyers use to purchase a product or service, selecting the seller with the lowest bid Communities of relations People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts a version of a retail store where customers can shop at any hour of the day without leaving their home or office Eshop (Estore, Etailer) interactive business communities providing a central market space where multiple buyers and suppliers can engage in ebusiness activities Electronic Marketplace (E-marketplace) E-mail consists of a number of eshops; it serves as a gateway through which a visitor can access other eshops Protecting consumers

Leveraging existing systems

Increasing liability

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Providing security

Adhering to taxation rules  
EBUSINESS BENEFITS AND CHALLENGES

Brick-and-Mortar Business  
a business that operates in a physical store without an

Internet presence  
Ebusiness model  
an approach to conducting electronic

business on the Internet  
Buyers use to purchase a product or service,

selecting the seller with the lowest bid  
Reverse auction  
Ebusiness  
the

conducting of business on the Internet including, not only buying and selling,

but also serving customers and collaborating with business

partners  
EBUSINESS BENEFITS AND CHALLENGES  
Highly accessible

Increased customer loyalty

Improved information content

Increased convenience

Increased global reach

Decreased cost  
Electronic auction (e-auction)  
Sellers and buyers solicit

consecutive bids from each other and prices are determined

dynamically  
Sellers use as a selling channel to many buyers and the highest

bid wins  
Forward auction  
a business that operates on the Internet only without

a physical store  
Pure-Play (Virtual) Business  
WYSIWYG (What you see is what

you get) for mashups  
Mashup Editors  
EBUSINESS BENEFITS AND

CHALLENGES  
There are numerous advantages and limitations in ebusiness

revenue models including:

Transaction fees

License fees

Subscription fees

Value-added fees

Advertising fees  
a business that operates on the Internet only without a

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physical store Pure-Play (Virtual) Business a website or web application that uses content from more than one source to create a completely new service Web Mashup Internet Ebusiness is the conducting of business on the \_\_\_\_\_, not only buying and selling, but also serving customers and collaborating with business partners. A(n) \_\_\_\_\_ consists of a number of e-shops Email B2C What applies to any business that sells its products or services to consumers over the Internet? A community of \_\_\_\_\_ is where people interact with each other on specific topics, such as golfing and stamp collecting Interest Ecommerce What is the buying and selling of goods and services over the Internet? Internet An ebusiness \_\_\_\_\_ is an approach to conducting electronic business by which a company can become a profitable business on the Internet. What type of business does REI operate? Click-and-mortar business Protecting customers Adhering to taxation rules Providing security Which of the following are the primary challenges to the ebusiness models? What applies to businesses buying from and selling to each other over the Internet? B2B Business-to-consumer applies to any business that sells its products or services to consumers over the Internet. True False Ebusiness is the buying and selling of goods and services over the Internet True A click-through is a count of the number of people who visit one site and click on an advertisement that takes them to the site of the advertiser. True Dell computers ranks highest on the list for expecting returns from new investments Which business type describes Barnes and Noble? Click-and-mortar business What is a business that operates in a physical store without an Internet presence? Brick-and-mortar business What are the primary challenges to ebusiness models? Providing security

Adhering to taxation rules

Protecting customersB2BWhich of the following represents businesses buying from and selling to each other over the Internet? Web MashupWhat is a website or web application that uses content from more than one source to create a completely new service? SEO - SEO is search engine optimization and is not an ebusiness security technology. Which of the following is not an ebusiness security technologyEcommerceWhat is the buying and selling of goods and services over the Internet? ONEBUSINESS SPECIFICALLY FOR YOUFOR ONLY\$13. 90/PAGEOrder Now