

# [Chapter 3- ebusiness](https://assignbuster.com/chapter-3-ebusiness/)

EbusinessThe conducting of business on the internet, not only buying and selling, but also serving customers and collaborating with business partners. Digital DarwinismImplies that organizations which cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction. Disruptive technologyA new way of doing things that initially does not meet the needs of existing customers. Sustaining technologyProduces an improved product customers are eager to buy. Provide us with better, faster, and cheaper products. Evolution of InternetDuring COLD war in the mid 1960s it needed a bomb proof communications system and the internet was born. Messages could get through even if half of the country was destroyed. Was called ARPANETInternetA global public network of computers that pass information from one to another using common computer protocols. ProtocolsAre standards that specify the format of data as well as the rules to be followed during transmission. Internet vs. World Wide WebInternet = Used by department of Defense for email and transferring files World Wide Web- changed purpose and use of internetWorld Wide Web (WWW)is a global hypertext system that uses the Internet as its transport mechanismHypertext transport protocol (HTTP)IS the internet standard that supports the exchange of information on WWW. First Web PageAugust 1991. Site provided details about the WWW and how to build a browser and set up a web server. And housed the world's first web directorySecond Web PageMarc Andreesen developed a computer program called NCSA (National Center for Supercomputing Applications at UOI)Digital DivideWhen those with access to technology have great advantages over those without access to technologyWeb 2. 0A set of economic, social, and technology trends that collectively form the basis for the next generation of the internet- a more mature, distinctive medium characterized by user participation, openness and network effects. Web mashupA website or web application that uses content form 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. Web 3. 0THE FUTURE- Transforming the web into a database, a move toward making content accessible by multiple non-browser applications, the leverage of AI technologies, or semantic web and evolution toward 3D. Semantic WebAn evolving extension of the World Wide Web in which web content can be expressed not only in natural language, but also in a format that can be read and used by software agents, thus permitting them to find, share, and integrate information more easily. Service-oriented architecture (SOA)A business-driven IT architectural approach that supports integrating a business as linked, repeatable tasks or services. IntranetAn internalized portion of the Internet, protected from outside access, that allows an organization to provide access to information and application software to only its employees. ExtranetIs an intranet that is available to strategic allies, (such as customers, suppliers, and partners)PortalA website that offers a broad array of resources, services, such as email, discussion group, search engine, and online shopping. KIoskIs a publicly accessible computer system that has been set up to allow interactive information browsing. 3 common service providersISP, OSP, and ASPInternet Service Provider (ISP)A company that provides individuals and other companies access to the Internet along with additional related services, such as website building. Ex. EarthlinkWireless Internet Service Provider (WISP)An ISP that allows subscribers to connect to a server at designated hotspots or access points using a wireless connection. Online Service Provider (OSP)Offers an extensive array of unique services such as its own version of a web browser Ex. AOLApplication Service Provider (ASP)A company that offers an organization access over the Internet to systems and related services that would otherwise have to be located in personal or organizational computers. Service Level Agreement (SLAs)(Part of ASP) Define the specific responsibilities of the service provider and set the customer expectations. Ex. Availability, Accessibility, etc. EcommerceThe buying and selling of goods and services over the Internet. EbusinessThe conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners. Ebusiness ModelAn approach to conduction electronic business on the Internet. Between consumers and businesses. Two types of relationships. 1. The exchange of products and services between businesses 2. The exchange of products and services with consumersB2BApplies to businesses buying from and selling to each other over the InternetElectronic MarketplacesAre interactive business communities providing a central market where multiple buyers and sellers can engage in ebusiness activities. B2CApplies to any business that sells its products or services to consumers over the Internet. Eshop (estore or etailer)A version of a retail store where customers can shop at any hours of the day without leaving their home or office. EmallConsists of a numbers of eshops; it serves as a gateway though which a visitor can access other eshopsC2BApplies to any consumer that sells a product or service to a business over the Internet. Ex. Priceline. comC2CApplies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet. Ex. Finding a mortgage to job huntingMaintenance, repair, and operations materials (MRO) (indirect materials)Necessary for running an organization. Ex. office supplies (pencils, equipment, furniture)EprocurementIs the B2B purchase and sale of supplies and services over the Internet. Want to link organizations directly to suppliersElectronic CatalogPresents customers with information about foods and services offered for sale, bid, or auction of the Internet. INtermediariesAre agents, software, or businesses that bring buyers and sells together that provide a trading infrastructure to enhance ebusiness. ReintermediationRefers to using the Internet to reassemble buyers, sellers and other partners in a traditional supply chain in new ways. InteractivityMeasures the visitor interactions with the target ad. Ex. Duration of time, number of pages viewed, number of repoeat vists etc. Clickstream dataThe exact pattern of a consumer's navigation through a site. EgovernmentInvolves the use of strategies and technologies to transform government(s) by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches i of government. McommerceThe ability to purchase goods and services through a wireless Internet-enabled device. ONCHAPTER 3- EBUSINESS SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder Now