

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 technology**A new way of doing things that initially does not meet the needs of existing customers. **Sustaining technology**Produces an improved product customers are eager to buy. Provide us with better, faster, and cheaper products. **Evolution of Internet**During 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 Web**Internet =

Used by department of Defense for email and transferring files **World Wide**

Web- changed purpose and use of internet **World Wide Web (WWW)**is a global hypertext system that uses the Internet as its transport

mechanism **Hypertext transport protocol (HTTP)**IS the internet standard that supports the exchange of information on WWW. **First Web Page**August 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 directory **Second Web**

PageMarc Andreessen developed a computer program called NCSA (National Center for Supercomputing Applications at UOI) **Digital Divide**When those

with access to technology have great advantages over those without access to technology **Web 2. 0**A 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 mashup A website 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.

Web 3.0 THE 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 Web An 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.

Intranet An 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.

Extranet Is an intranet that is available to strategic allies, (such as customers, suppliers, and partners)

Portal A website that offers a broad array of resources, services, such as email, discussion group, search engine, and online shopping.

Kiosk Is a publicly accessible computer system that has been set up to allow interactive information browsing.

3 common service providers ISP, OSP, and ASP

Internet 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. Earthlink

Wireless 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

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Service Provider (OSP) Offers an extensive array of unique services such as its own version of a web browser Ex. AOL

Application 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.

Ecommerce The buying and selling of goods and services over the Internet.

Ebusiness The conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.

Ebusiness Model An 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 consumers

B2B Applies to businesses buying from and selling to each other over the Internet

Electronic Marketplaces Are interactive business communities providing a central market where multiple buyers and sellers can engage in ebusiness activities.

B2C Applies 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.

Email Consists of a numbers of eshops; it serves as a gateway though which a visitor can access other eshops

C2B Applies to any consumer that sells a product or service to a business over the Internet. Ex. Priceline. com

C2C Applies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet. Ex. Finding a mortgage to job hunting

Maintenance, repair, and operations materials (MRO) (indirect

materials) Necessary for running an organization. Ex. office supplies (pencils, equipment, furniture) Eprocurement Is the B2B purchase and sale of supplies and services over the Internet. Want to link organizations directly to suppliers Electronic Catalog Presents customers with information about goods and services offered for sale, bid, or auction of the Internet.

Intermediaries Are agents, software, or businesses that bring buyers and sellers together that provide a trading infrastructure to enhance ebusiness.

Reintermediation Refers to using the Internet to reassemble buyers, sellers and other partners in a traditional supply chain in new ways.

Interactivity Measures the visitor interactions with the target ad. Ex. Duration of time, number of pages viewed, number of repeat visits etc. Clickstream data The exact pattern of a consumer's navigation through a site.

Egovernment Involves 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 of government. Mcommerce The ability to purchase goods and services through a wireless Internet-enabled device. ON CHAPTER 3- EBUSINESS SPECIFICALLY FOR YOU FOR ONLY \$13.90/PAGE Order Now