# Ch. 14

EcommerceThe buying and selling of goods and services over the internet. (only online transactions)

EbusinessThe conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners. (also online exchanges of information)

Ebusiness ModelAn approach to conducting electronic business on the Internet. (Two major entities are Businesses and Consumers)

Ebusiness FrameworkThe exchange of products and services either1) B2B – Business to Business2) B2C – Business to Consumer

B2B – Business-To-BusinessApplies to businesses buying from and selling to each other over the Internet.

Electronic Marketplaces (Emarketplaces)Interactive business communities providing a central market space where multiple buyers and sellers can engage in ebusiness activities.

B2C – Business-To-ConsumerApplies to any business that sells its products or services to consumers over the Internet.

Eshop (Estore, Etailer)A version of a retail store where customers can shop at any hour of the day without leaving their home or office.

Business Types1) Pure-Play Business2) Brick-and-Mortar Business3) Click-and-Brick Business

Business Types: Pure-Play BusinessBusiness Types: An online business channeling their goods services via Internet only. Ex: Amazon. com

Business Types: Brick-and-Mortar BusinessBusiness Types: A business that operates in a physical store without an internet presence.

Business Types: Click-and-Mortar BusinessBusiness Types: A business that operates in a physical store and on the Internet. Ex: Gap, Best Buy

EmallConsists of a number of eshops, as well as serves as a gateway through which a visitor can access other eshops.

C2B – Consumer-To-BusinessApplies to any consumer that sells products or service to a business over the Internet. Ex: Priceline

C2C – Consumer-To-ConsumerApplies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet.

C2C Communities1) Communities of Interest2) Communities of Relations3) Communities of Fantasy

C2C Communities: Communities of InterestC2C Communities: People interact each other on specific topics, such as golfing and stamp collecting.

C2C Communities: Communities of RelationsC2C Communities: People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts.

C2C Communities: Communities of FantasyC2C Communities: People participate in imaginary environments, such as fantasy sports or roll playing.

Online Auctions1) Electronic Auction (Eauction)2) Forward Auction3) Reverse Auction

Online Auctions: Electronic AuctionOnline Auctions: Sellers and buyers solicit consecutive bids from each other and prices are determined dynamically.

Online Auctions: Forward AuctionOnline Auctions: An auction that sellers use as a selling channel to many buyers and the highest bid wins.

Online Auctions: Reverse AuctionOnline Auctions: An auction that buyers use to purchase a product or service, selecting the seller with the lowest bid.

Ebusiness Benefits1) Highly Accessible2) Increased Customer Loyalty3) Improved Information Content4) Increased Convenience5) Increased Global Reach6) Decreased Cost

Ebusiness Challenges1) Protecting Consumers2) Leveraging Existing Systems3) Increasing Liability4) Providing Security5) Adhering to Taxation Rules

Web MashupsA website or web application that uses content from more than one source to create a completely new service.

API – Application Programming InterfaceA set of routines, protocols, and tools for building software applications.

Mashup EditorsAre WSYIWYG's (What You See Is What You Get) for mashups. They Provide a visual interface to build a mashup, often allowing the user to drag data points into a web application.