





RAD 2401 E-Commerce

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Bibliography

Turban, E.; King, D.; **Comércio Eletrônico: Estratégia e Gestão**; Prentice Hall, ISBN-10: 8587918095; 2004. (Capítulo 1)

Chaffey, D.; **Gestão de E-Business e E-Commerce: Estratégia, Implementação e Prática**. Campus Elsevier. ISBN 978-85-352-4674-2. 5ª. Edição. 2014. (Capítulo 1)

Contents

- Basic Concepts
 - Definitions and features
- Structure and work fields
- Benefits and Limitations
- Contributions from e-commerce to the companies

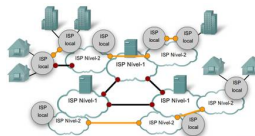
Learning Outcomes

- Define the meaning and scope of e-business and e-commerce and their different elements.
- Summarize the main reasons for adoption of e-commerce and e-business and barriers that may restrict adoption.

Basics Concepts, Definitions and Features

Basic Concepts - Internet

- Refers to the physical network that connects all the computers around the world.
 - Infrastructure of servers, clients and communication links.



ISP: Internet Service Provider

Basic Concepts - www

- World Wide Web (www)
 - Most common technique of publishing information in the internet.
 - A system of documents in hypermedia that are connected and executed on the internet.
 - First website
 - <http://info.cern.ch>

Some important marks

- 1994 – Amazon
- 1998 – Google
- 1999 – MySpace
- 2001 – Wikipedia
- 2004 – Facebook
- 2005 – YouTube
- ???

E-business

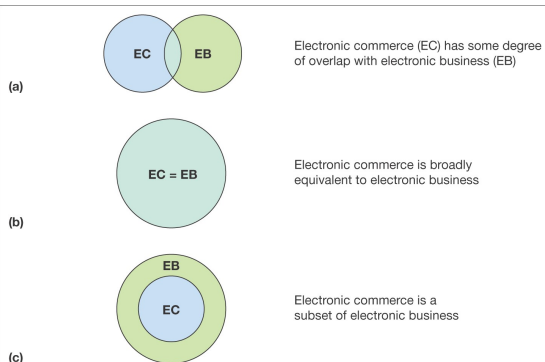
- “...when a company has integrated completely the 'ITC' in its operations, potentially redesigning its business processes... The e-business is understood as being as the integration of all activities with the internal business processes of a company through the 'ITCs'.”

Source: Chaffey, D., Gestão de E-Business e E-Commerce: Estratégia, Implementação e Prática. Campus Elsevier, 5ª Edição, 2014

E-Commerce - Definition

- Process of buying, selling or exchange products, services and information through the computer's network (internet).

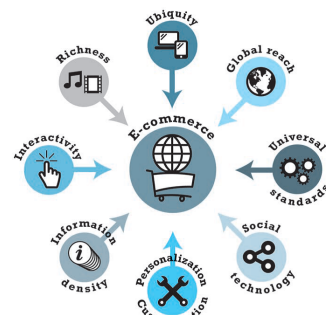
Source: Turban, E.; King, D., Comércio Eletrônico: Estratégia e Gestão; Prentice Hall, 2004.



Three definitions of the relationship between e-commerce and e-business

Source: Chaffey, D., Gestão de E-Business e E-Commerce: Estratégia, Implementação e Prática. Campus Elsevier, 5ª Edição, 2014

8 Unique Features



Source: Laudon, K.C.; Traver, C., E-commerce 2014: business, technology, society; Prentice Hall, 2014

Evolution

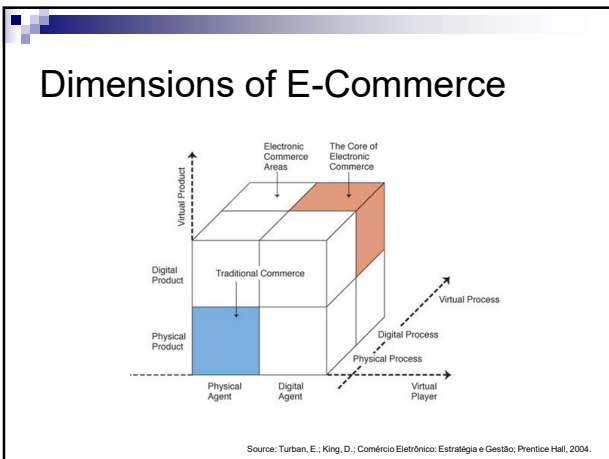
Evolution Stages

Stages	1. Early			2. Integrating		3. Advanced
States	Access	Publish	Transact	Integrate Internally	Integrate Externally	Adapt Dynamically
Profiles	Computerized establishment May use the Web for e-mail and may support a simple homepage	Maintains a multi-page Web-site Use the Web for e-mail, one-day communication or publishing of business information	Uses the Web to enable clients to execute one-way or two-way transactions against core business systems	Uses the Web to improve and/or integrate core business processes within the enterprise	Uses the Web to integrate business processes across enterprises	Uses the Web as the foundation for existing in a digital community

Fonte: Arbore, A.; Introduction to e-Marketing and e-Commerce. Notas de Aula.

E-Commerce Dimensions

- ## Dimensions
- Based on the degree of digitalization of product, process and player (agent).



- ## Dimensions of E-Commerce
- Traditional commerce :
 - All the dimensions are physical.
 - Brick and cement companies.
 - Organizations of old economy (corporations).
 - Execute all business offline.
 - Sell physical products through physical agents.

Dimensions of E-Commerce

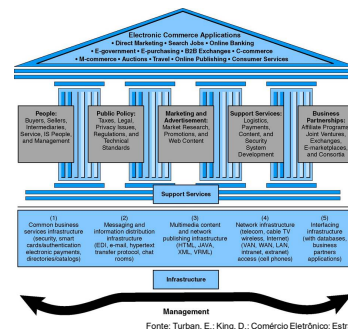
- The core of e-commerce:
 - The three dimensions are digital.
 - Online companies (virtual).
 - New economy companies.
 - Sell products and services only online.

Dimensions of E-Commerce

- Partial (e-commerce areas):
 - Includes digital and physical characteristics.
 - 'clicks and cement' companies
 - Performs some e-commerce activities.
 - The activities are focuses on the physical world.

Structure and Scope

Infrastructure of E-Commerce



Scope

- E-commerce applications are supported by 5 main areas:
 - People
 - Public politics
 - Protocols and technical standards
 - Business partnerships
 - Support services

People

- Sellers
- Buyers
- Intermediates
- Workers
- Others

Public Politics

- Involves legal and political aspects
 - Privacy issues
 - Security
 - Consumer rights
 - Etc.

Protocols and technical patterns

- Patterns and protocols for:
 - Payment effectuation
 - Online banking movement
 - Etc.

Business partners

- *Joint ventures*
- Exchanges
- Commercial partnership

Support Services

- Marketing and advertisement
- Electronic payment
- Logistics
- Security/Privacy
- Decision support

Limitations and Benefits

Benefits of e-commerce

- For the companies
- For the customers/consumers/users
- To society

Benefits to the companies

- Expands the market scope.
- Reduces the cost of creating, processing, distributing, storing and retrieving information.
- Allows reduced inventories and overhead by facilitating “pull” type supply chain management (on demand).

Benefits to the companies

- The on demand process allows the customization of products and services.
 - A really good advantage against your competitors.
- Reduces the time travel between capital disbursement and the products and services received.
- Supports business process reengineering.

Benefits to the customers

- Allows of buying or establishing others transactions 24 hours every day, every year in any location.
- Provides more choices possibilities.
- Provides less expensive products and services by allowing them search for several places and conduct comparisons quickly.

Benefits to Customers

- Allows a faster products and services delivery, especially the digital products.
- The customers can receive relevant and detailed information just in a few seconds, instead of days and weeks.
- Allows virtual auctions participations.
- Allows interaction with others customers in electronic communities to trade ideas and experiences.

Benefit to Society

- Allows more individuals to work at home, and to do less traveling for shopping, which reduces the traffic jams and air pollution.
- Allows some merchandise to be sold at lower prices, benefiting poorer people.
- Enables people in Third World countries and rural areas to enjoy products and services which otherwise are not available to them.
- Facilitates delivery of public services at a reduced cost, increases effectiveness, and/or improves quality.

Technical Limitations.

- Lack of universal standards for quality, security and reliability.
- Insufficient telecommunications bandwidth.
- The internet access is still expensive and not so simple.

Non-Technological Limitations

- Security and privacy
- The lack of reliability in the e-commerce.
- Many unresolved legal issues
- It is difficult to evaluate the e-commerce benefits, like online advertisement efficiency. There is no established methodology.
- Some customers like to touch and feel the products.



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