

# ELECTRONIC MANAGEMENT

Mr. Mustafa Alsaigh

Third level

1

2023/2024

# CHAPTER QUESTIONS

1. Define (E-Marketplaces, E-commerce and E-Business).
2. What are the four major steps make up the planning phase for new E-business projects using existing products and services, processes and markets?
3. What are the E-business opportunities?
4. Draw the distinction between buy-side and sell-side e-commerce?
5. Write down three definitions of the relationship between e-commerce and e-business with simple diagram?
6. What are the relationship between intranets, extranets and the Internet with simple diagram.
7. What are the E-Marketplace Types?

## CHAPTER QUESTIONS

8. What are the varieties of E-marketplaces?
9. List down the E-Marketplace Models? and explain them
10. Make a comparison between Private E-Marketplaces Public E-Marketplaces.
11. Why E-Marketplaces Have So Many Failed? Just write the main points.
12. what are the Key Success Factors of E-Marketplaces?

- **E-Business:** is the application of information and communication technologies (ICT), in support of all the activities of business. Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business.

- **E-commerce**: is trading in products or services using computer networks, such as the Internet.
- Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

# *FOUR MAJOR STEPS MAKE UP THE PLANNING PHASE*

- Identify potential **e-business initiatives**.
- Prioritize **e-business initiatives**.
- Analyze the functional scope of **e-business initiatives**.
- Analyze the sustainability of benefits from **e-business initiatives**.

# *E-BUSINESS OPPORTUNITIES*

- Reach

Over 1 billion users globally

Connect to millions of products

- Richness

Detailed product information on 20 billion + pages indexed by Google. Blogs, videos, feeds...

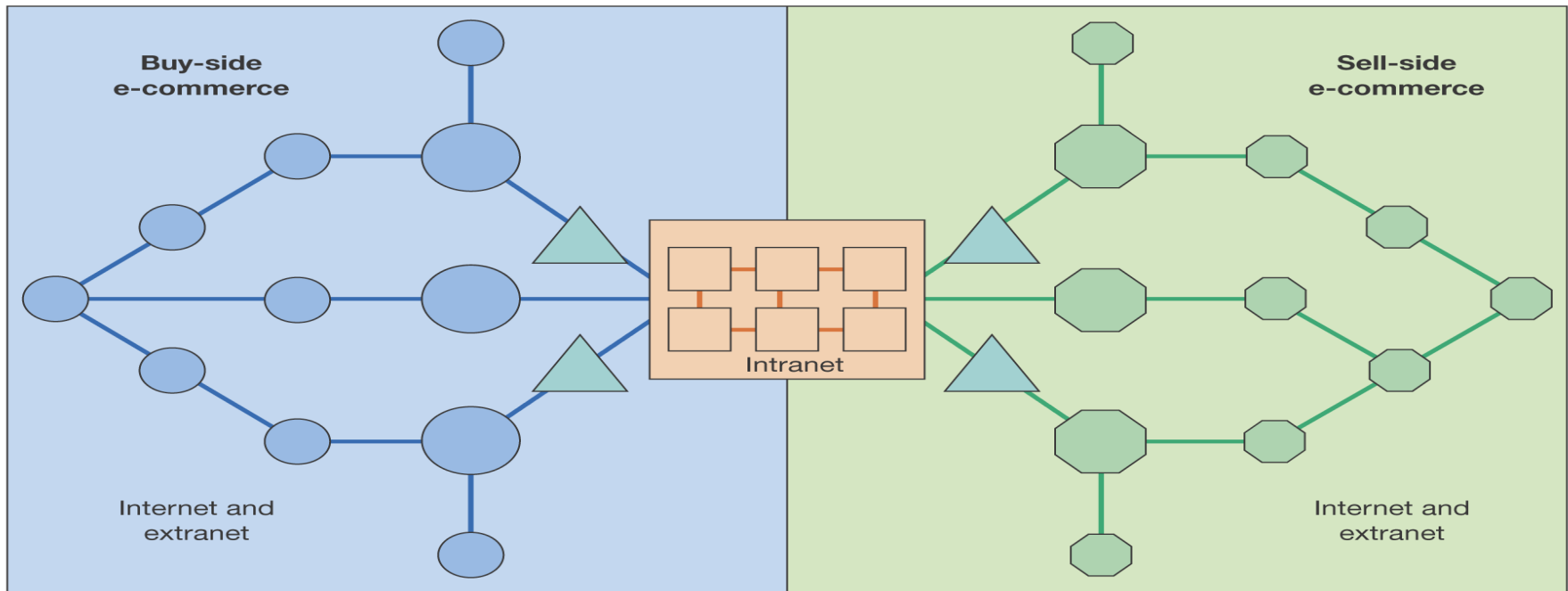
Personalized messages for users

- Affiliation

Partnerships are the major key in the networked economy

# THE DISTINCTION BETWEEN BUY-SIDE AND SELL-SIDE E-COMMERCE

E-business



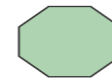
Key



Suppliers



Organizational processes and functional units



Customers



Suppliers' suppliers



Intermediaries

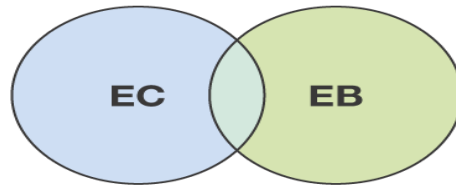


Customers' customers



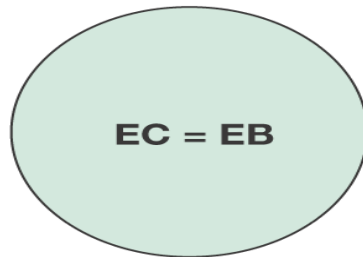
# THREE DEFINITIONS OF THE RELATIONSHIP BETWEEN E-COMMERCE AND E-BUSINESS WITH SIMPLE DIAGRAM

(a)



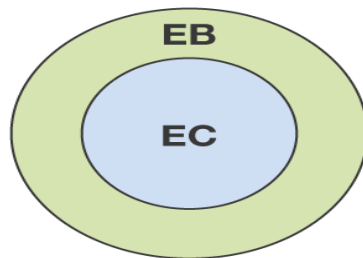
Electronic commerce (EC) has some degree of overlap with electronic business (EB)

(b)



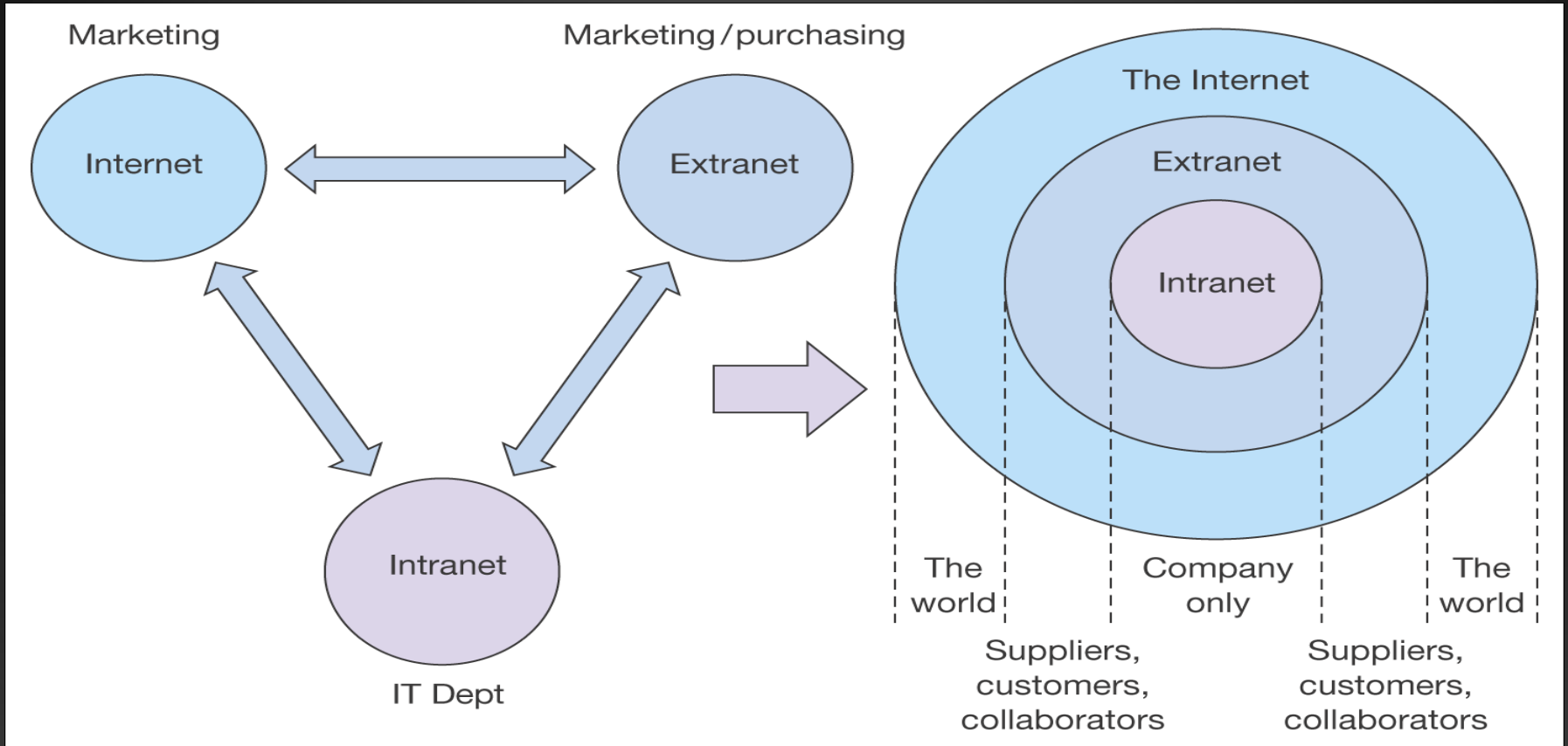
Electronic commerce is broadly equivalent to electronic business

(c)



Electronic commerce is a subset of electronic business

# THE RELATIONSHIP BETWEEN INTRANETS, EXTRANETS AND THE INTERNET WITH SIMPLE DIAGRAM



- **E-Marketplaces:** An E-marketplace is a website where buyers and sellers come together to communicate, share ideas, advertise, bid in auctions, and co-ordinate and fulfill inventory.

# *THE E-MARKETPLACE TYPES*

- Buyer-Driven.
- Supplier-Driven.
- Third-Party-Driven.

# *THE VARIETIES OF E-MARKETPLACES*

- **Vertical Marketplaces:** deal with a single industry; e.g., metals, chemicals, energy, autos, etc.
- **Horizontal Marketplaces:** cut across industries & deal with a certain function; e.g., marketing, human resources, finance, etc.
- **Buy-side Marketplaces:** gathers a large number of buyers onto a site to drive price down.

## CONT..

- **Sell-side Marketplaces:** purpose to gather multiple sellers onto online catalogue and information center's; ability to group purchases as a package.
- **Neutral Marketplaces:** true open markets, favoring neither buyer nor seller; third-party brokers' deal between buyer & seller.

# THE E-MARKETPLACE MODELS

- **Online Catalogue Model:** accumulation of a number of companies' catalogues on one website.
- **Auction Model:** Online auctions are computerized versions of traditional auctions where buyers bid against each other. What makes online auctions so powerful is that vast numbers of businesses or individuals can bid allowing sellers to get the best price.

## CONT..

- **Market Exchanges Model:** deals with specific commodity market, e.g., natural gas, electricity, communications bandwidth, etc., numerous buyers & sellers involved.
- **Community Market Model:** buyers and sellers from a specific industry gather online, whose websites feature industry-specific content, such as relevant news articles, market information and job postings.



# A COMPARISON BETWEEN PRIVATE E-MARKETPLACES PUBLIC E-MARKETPLACES

| Private E-Marketplaces                                                                                                                                                                              | Public E-Marketplaces                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <p>Usually operated by large firms such as Wal-Mart; its Supplier Link has 10,000 suppliers online; advantages: better volume pricing, instant inventory checks, (OCS) online customer service.</p> | <p><b>Owned by a third party, not involved in buying goods/services.</b></p> |

## *E-MARKETPLACES HAVE SO MANY FAILED, BECAUSE OF:*

- Unrealistic expectations.
- User resistance.
- Lack of value-added provided.
- Ineffective marketing.

# *THE KEY SUCCESS FACTORS OF E-MARKETPLACES*

- Supplier enablement (enhance opportunities for suppliers).
- Liquidity.
- Offered services to customers' needs.
- Strategic alliances.
- Effective marketing and customer relationship management (CRM).