



Digital Economics, Marketing & Commerce

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- ❑ Digital Commerce (Electronic Commerce → e-Commerce):
The activity of buying or selling of products on online services or over 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.

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 - E-business: A sector of e-Commerce that includes among others, customer service, inter-partner collaboration and transactions .

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E-Commerce

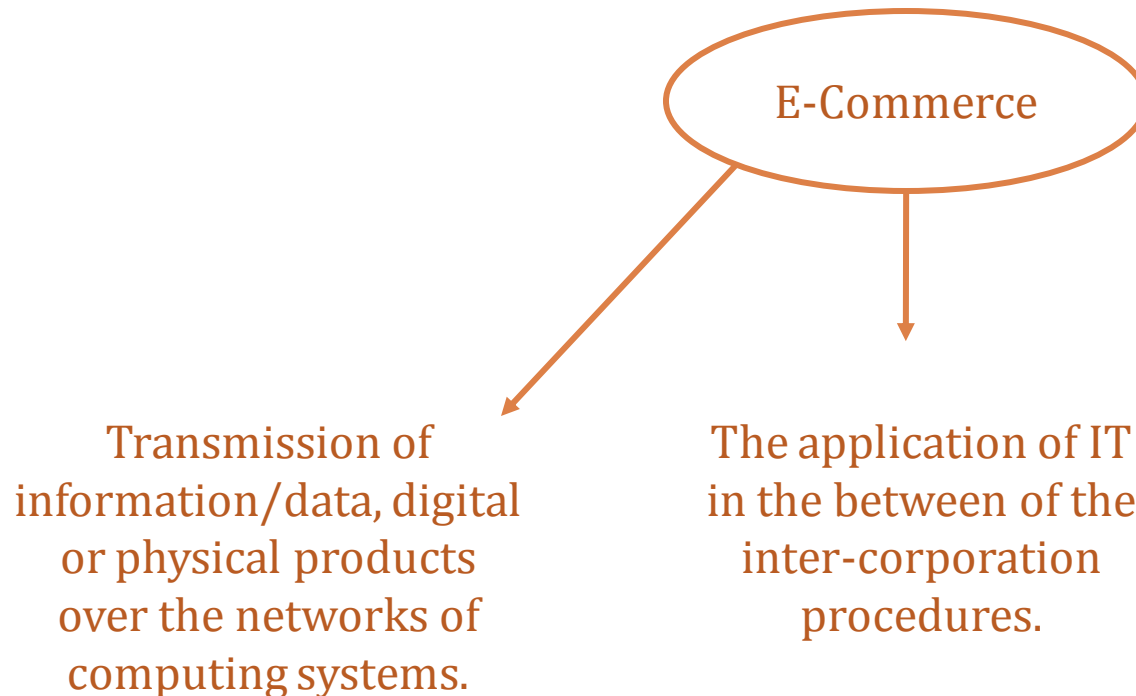
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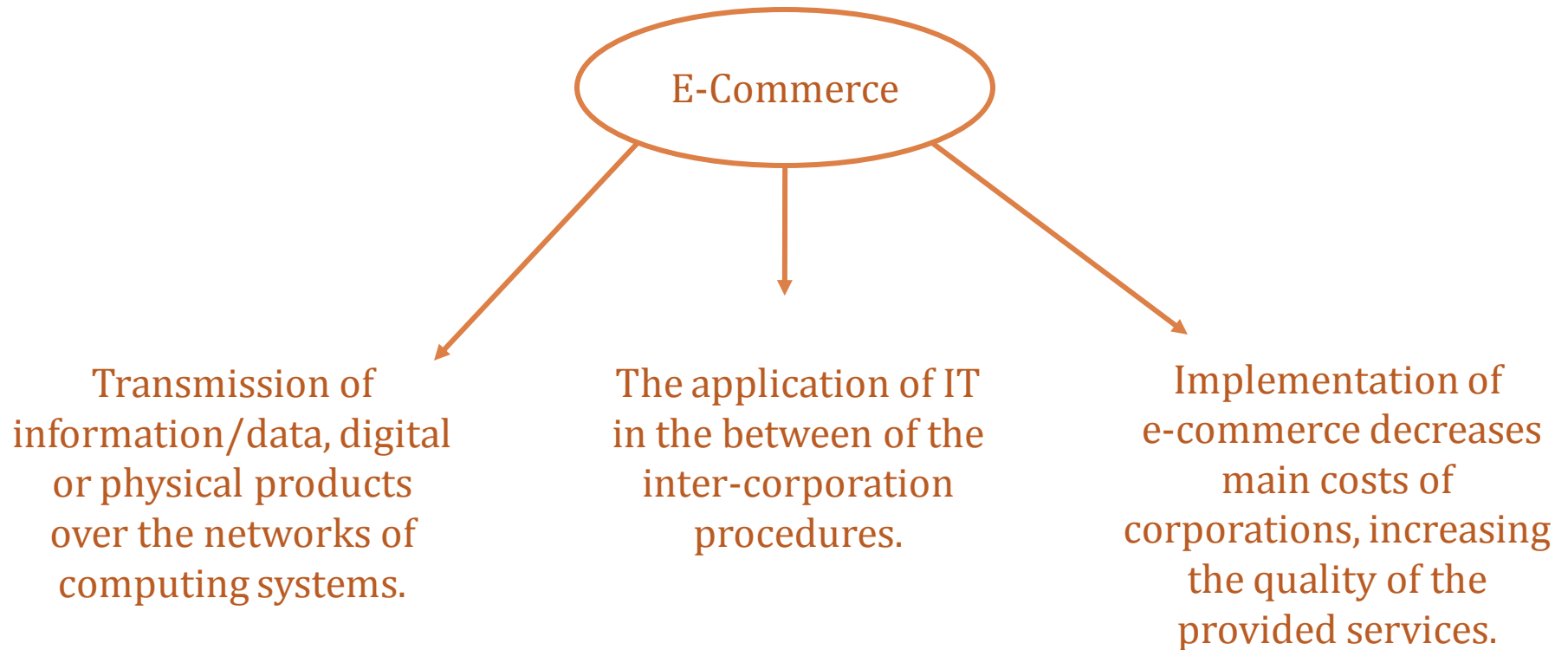
E-Commerce

Transmission of
information/data, digital
or physical products
over the networks of
computing systems.

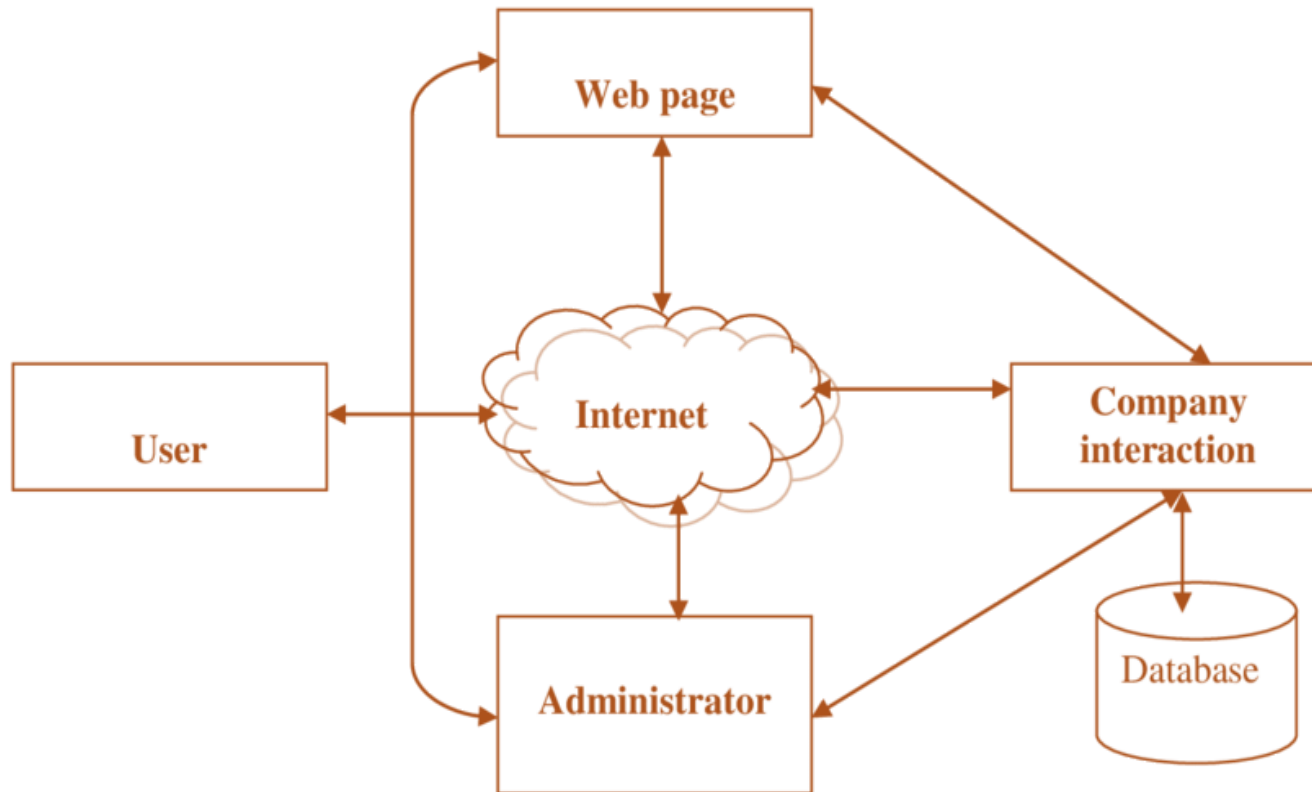
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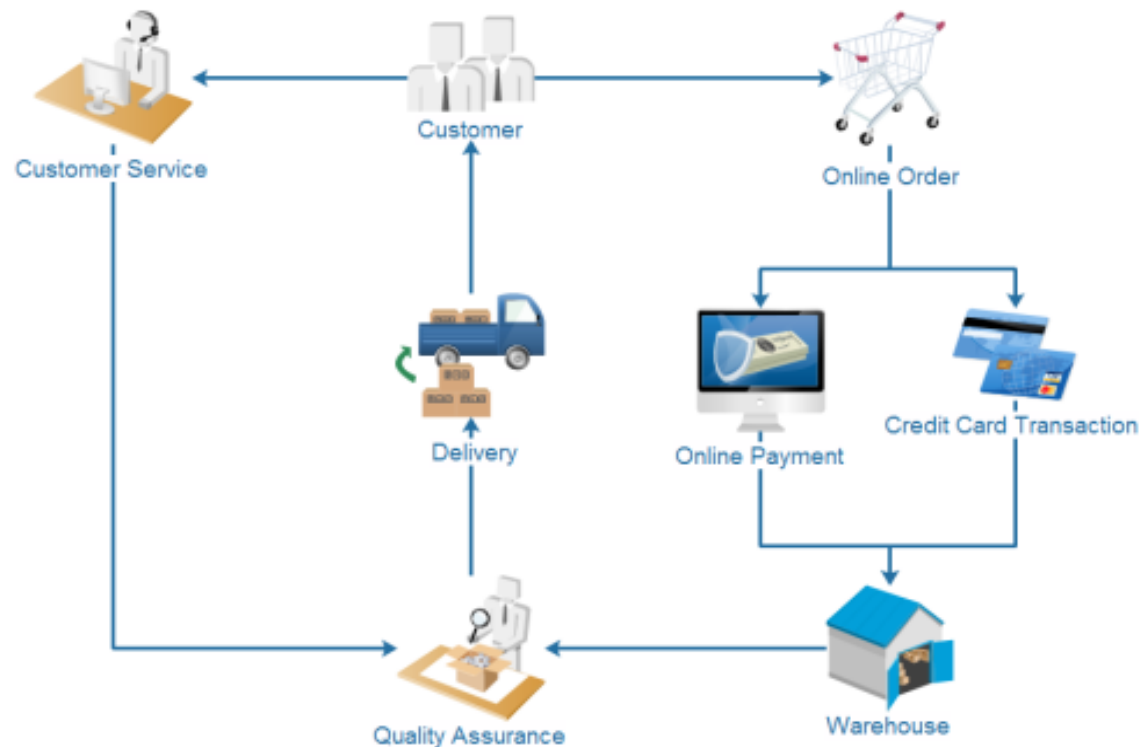
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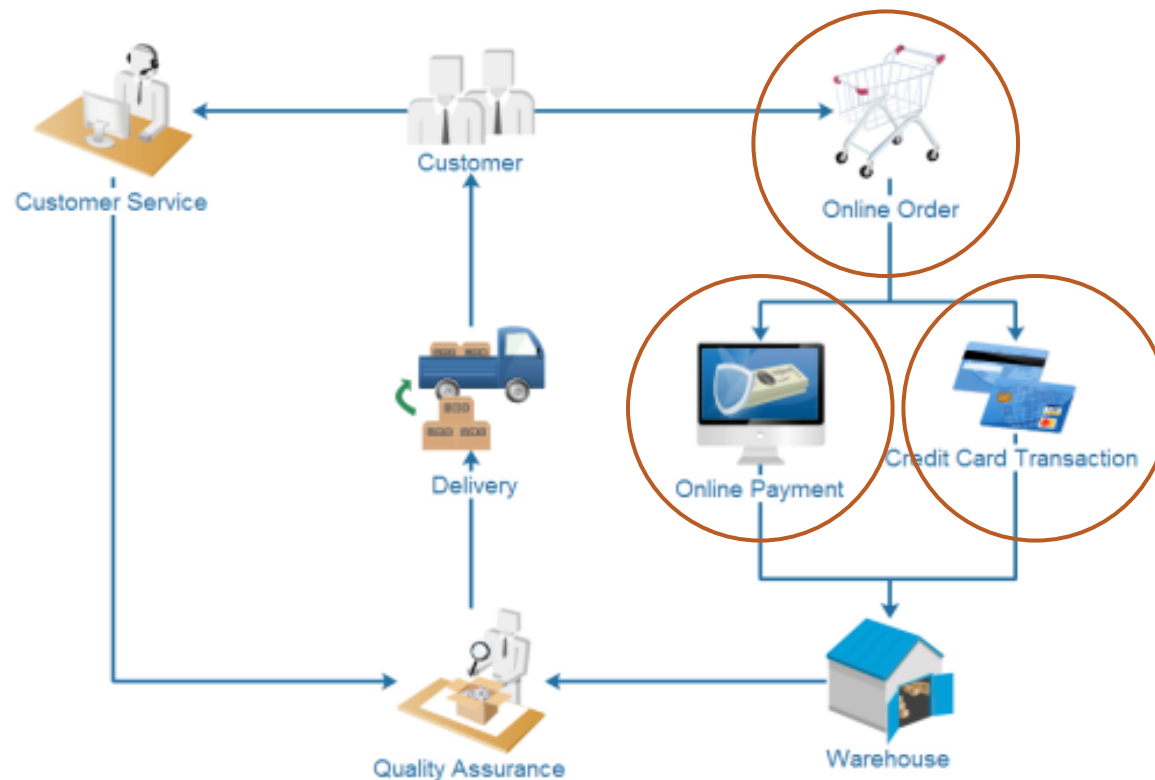
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E-Commerce Workflow Diagram

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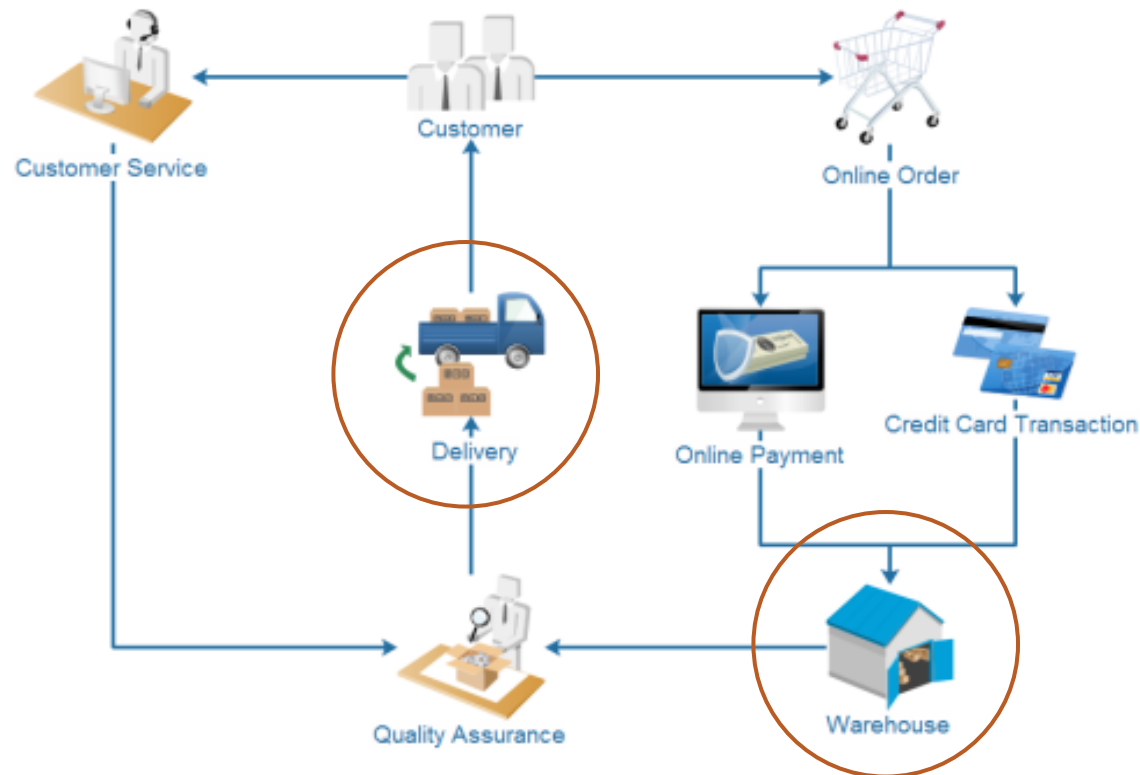
- Low cost of developing an e-shop



E-Commerce Workflow Diagram

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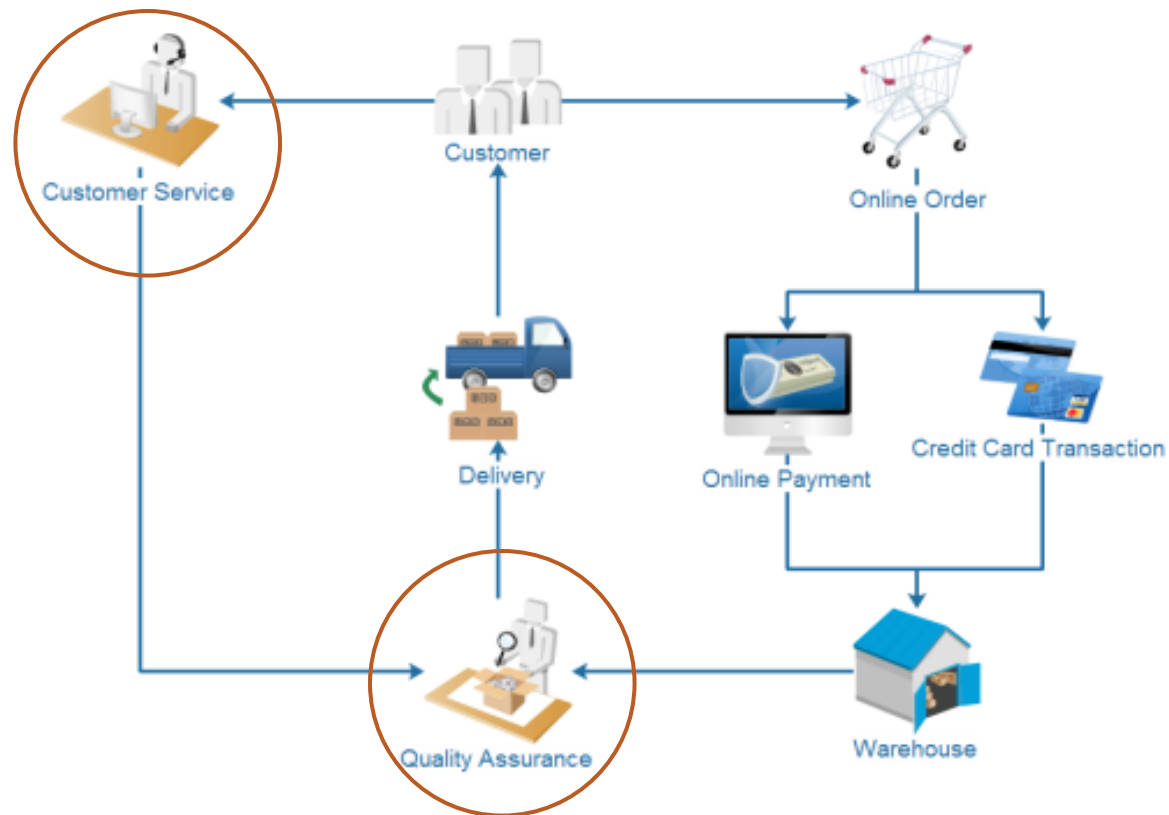
- Low operational costs (organized delivery & warehouse management)



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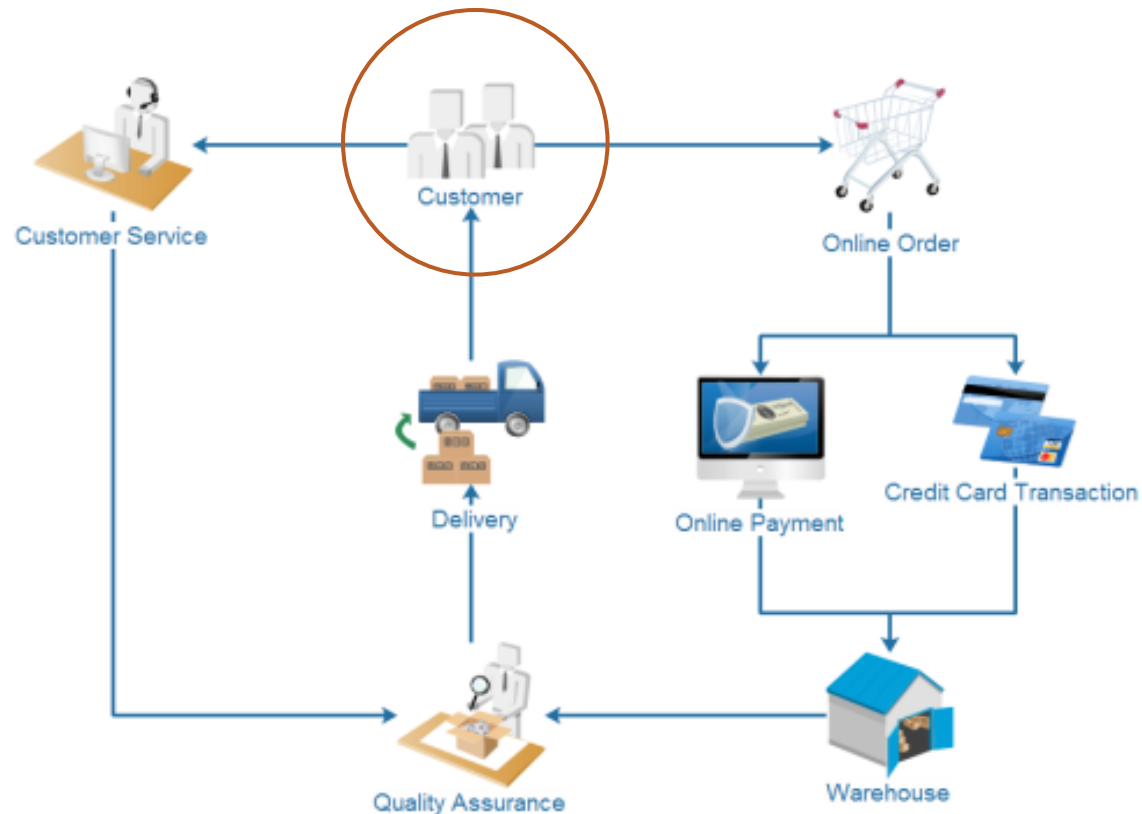
- Interconnection – Immediate feedback



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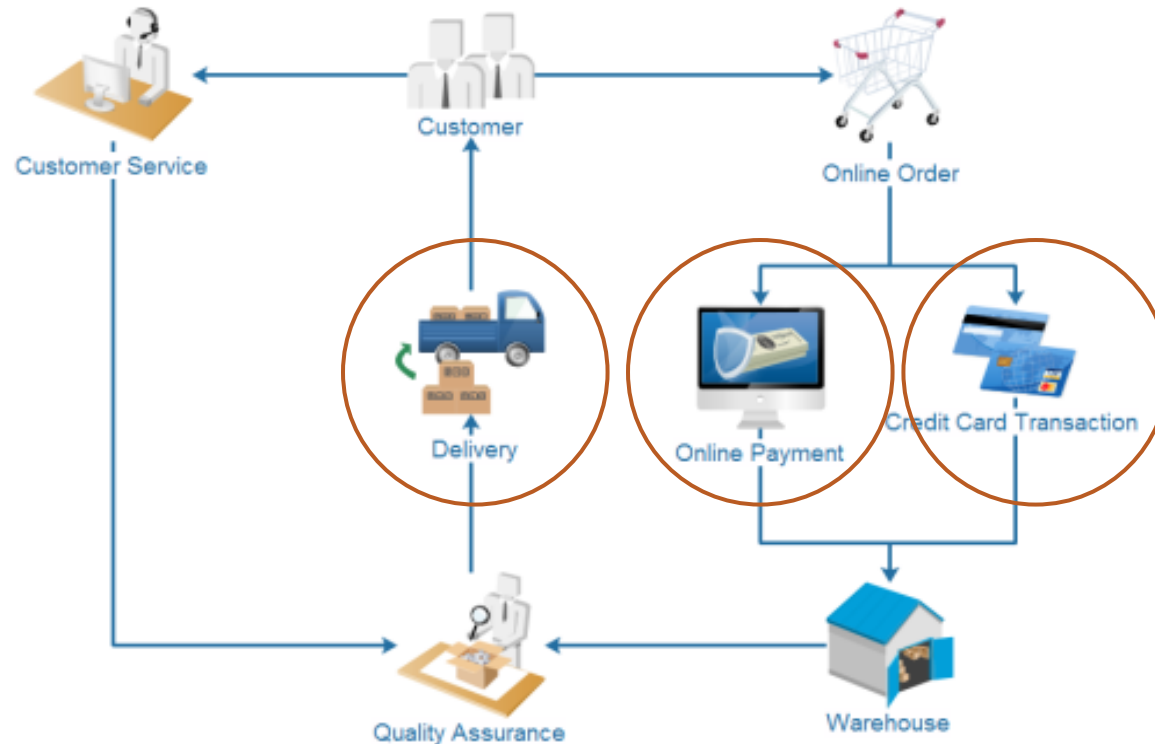
- Critical portion of markets



E-Commerce Workflow Diagram

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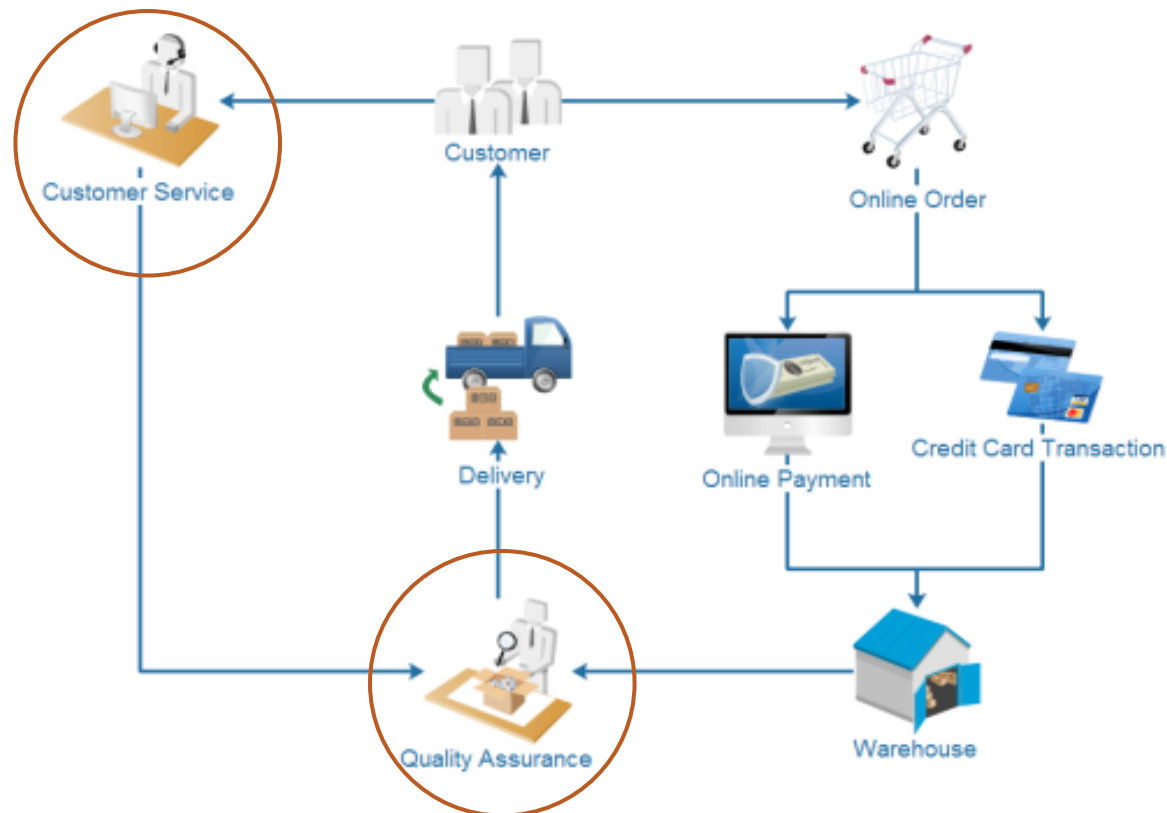
- World Wide Availability



E-Commerce Workflow Diagram

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- 24/7 Operation



E-Commerce Workflow Diagram

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- e-Commerce provides several benefits for both corporations and customers:

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Corporation

- e-Commerce widens the market range (world wide)
- Decrease the operational costs
- Provides the ability to modify inter-corporation procedures
- Advances the development of novel business plans and models

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Customer

- 24/7 Transactions
- More options
- Competitiveness leads to beneficial practices
- Time-saving and Informative
- Improves the quality of the provided service

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- System integration and interoperability among different subsystems

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Customer

- e-Commerce is based on the persistency of a high-speed network connection.
- Is what you see what you get?
- Security/Law issues (privacy/confidentiality)

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- e-Commerce may be redesigned to adapt to various marketing models:
 - ✓ B2B → (Business - to - Business)
 - Transactions performed between corporations.
 - Transactions performed inside corporations.
 - ✓ B2C → (Business - to - Customer)
 - Transactions performed between corporations and customers.
 - ✓ B2E → (Business - to - Employee)
 - Transactions performed between business and their employees.

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- e-Commerce may be redesigned to adapt to various marketing models:
 - ✓ C2C → (Customer - to - Customer)
Transactions performed between customers, i.e., peer-to-peer.
 - ✓ G2C → (Government - to - Citizen)
Transactions performed between governments and their citizens.
 - ✓ G2B → (Government - to - Business)
Transactions performed between governments and businesses that logistically located inside these countries.