

E-Marketplaces

Electronic Commerce



- Code: 008023-01+02
- Course: Electronic Commerce
- Period: Autumn 2013
- Professor: Sync Sangwon Lee, Ph. D
- D. of Information & Electronic Commerce

00. Contents

- 01. E-Marketplaces
- 02. Types of E-Marketplaces & Mechanisms
- 03. Participants of E-Marketplaces
- 04. Transactions of E-Marketplaces
- 05. Mechanism of E-Marketplaces
- 06. Auction
- 07. Bargaining and Negotiating
- 08. Web 2.0 Mechanism

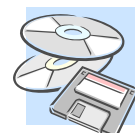
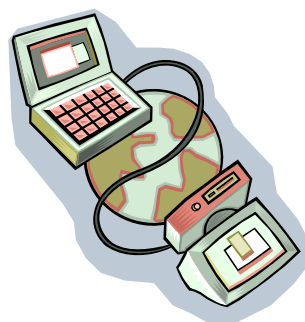
01. E-Marketplaces

- E-Marketplace
 - An online market, usually B2B, in which buyers and sellers exchange goods or services; the three types of e-marketplaces are private, public, and consortia.



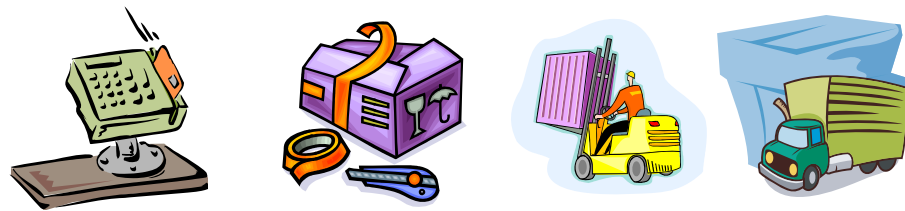
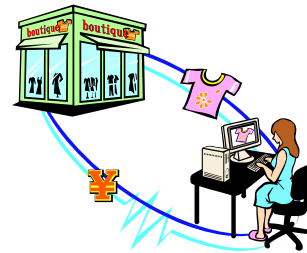
01. E-Marketplaces

- E-Marketplace Components and Participants
 - Customers
 - Sellers
 - Products and services
 - Digital products: Goods that can be transformed to digital format and delivered over the Internet.
 - Infrastructure



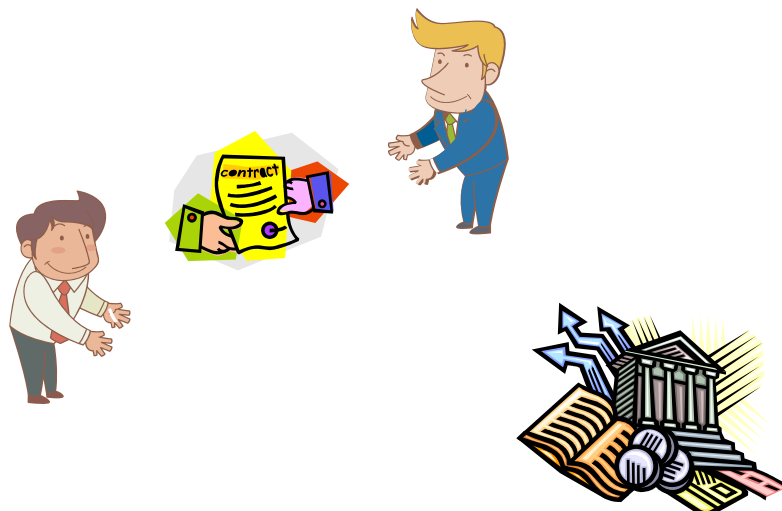
01. E-Marketplaces

- E-Marketplace Components and Participants
 - Front end
 - The portion of an e-seller's business processes through which customers interact, including the seller's portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway.
 - Back end
 - The activities that support online order fulfillment, inventory management, purchasing from suppliers, payment processing, packaging, and delivery.



01. E-Marketplaces

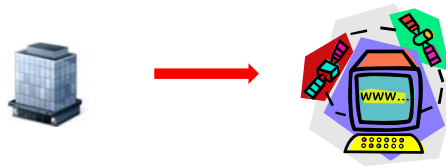
- E-Marketplace Components and Participants
 - Intermediary
 - A third party that operates between sellers and buyers.
 - Other business partners
 - Support services



02. Types of E-Marketplaces & Mechanisms

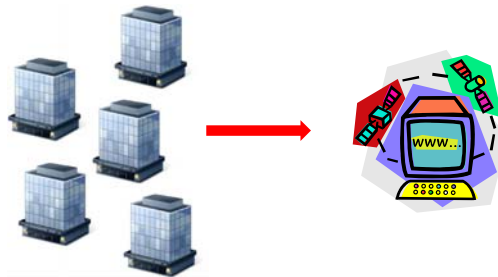
- Storefront

- A single company's Web site where products or services are sold.



- E-mall (online mall)

- An online shopping center where many online stores are located.



02. Types of E-Marketplaces & Mechanisms

- Types of Stores and Malls

- General stores/malls
- Specialized stores/malls
- Regional versus global stores
- Pure-play online organizations versus click-and-mortar stores

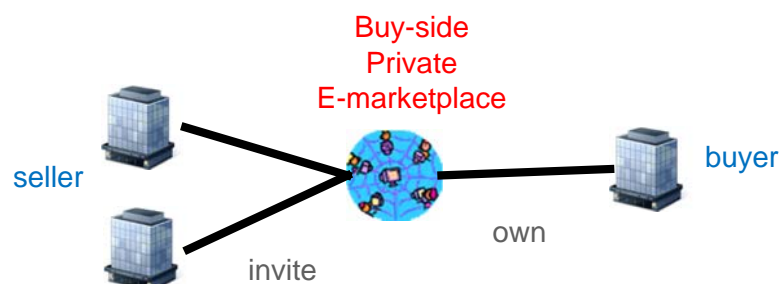
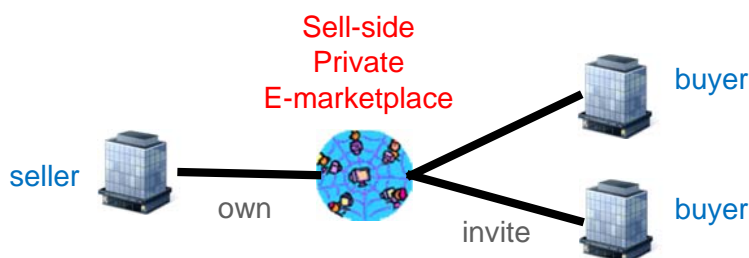


02. Types of E-Marketplaces & Mechanisms

- Types of E-Marketplaces
 - Private e-marketplaces (sell-side vs. buy-side)
 - Online markets owned by a single company; may be either sell-side and/or buy-side e-marketplaces.
 - Sell-side e-marketplace: A private e-marketplace in which one company sells either standard and/or customized products to qualified companies.
 - Buy-side e-marketplace: A private e-marketplace in which one company makes purchases from invited suppliers.
 - Public e-marketplaces
 - B2B marketplaces, usually owned and/or managed by an independent third party, that include many sellers and many buyers; also known as exchanges.

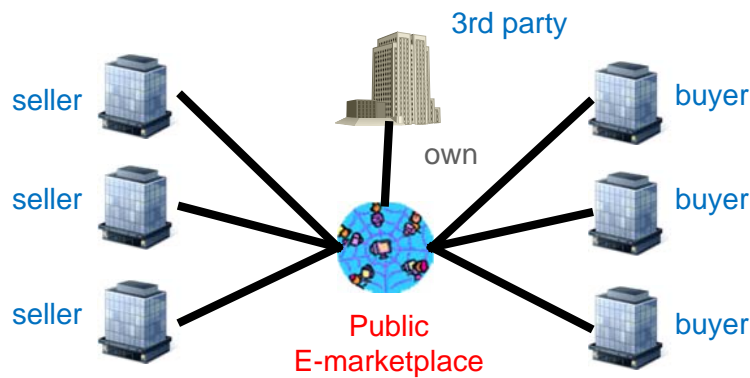
02. Types of E-Marketplaces & Mechanisms

- Types of E-Marketplaces
 - Private e-marketplaces (sell-side vs. buy-side)
 - Public e-marketplaces



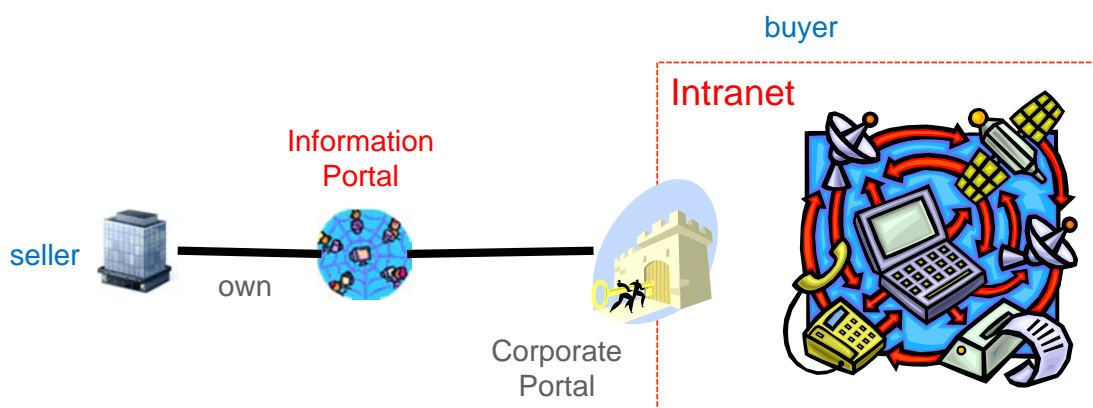
02. Types of E-Marketplaces & Mechanisms

- Types of E-Marketplaces
 - Private e-marketplaces (sell-side vs. buy-side)
 - Public e-marketplaces



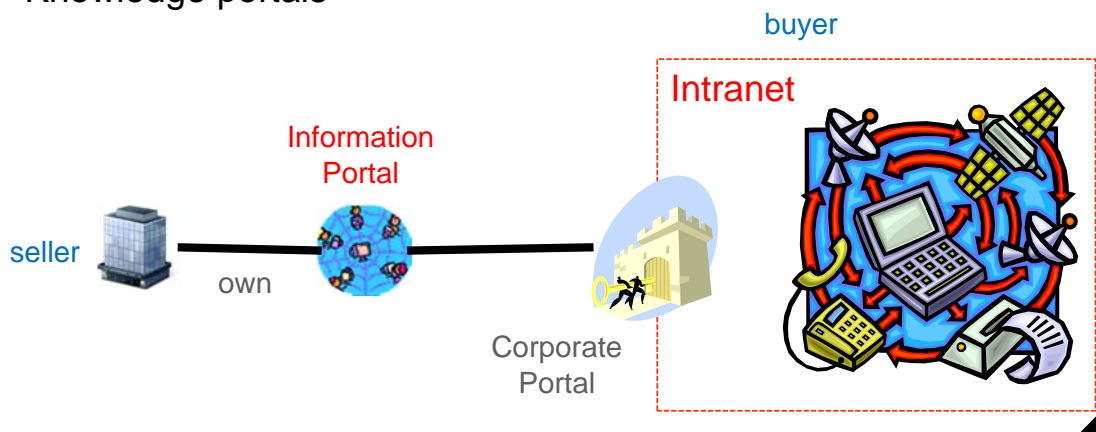
02. Types of E-Marketplaces & Mechanisms

- Types of E-Marketplaces
 - Information portal
 - A single point of access through a Web browser to business information inside and/or outside an organization



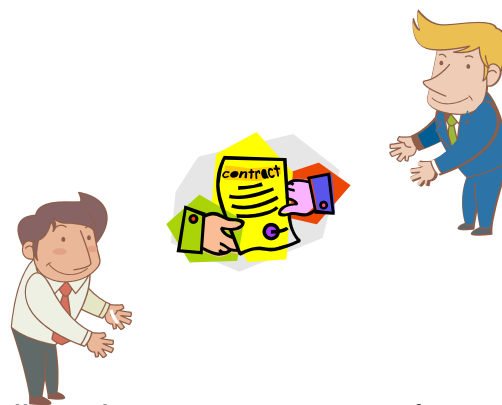
02. Types of E-Marketplaces & Mechanisms

- Types of E-Marketplaces
 - Types of Information portal
 - Commercial (public) portals
 - Corporate portals
 - Publishing portals
 - Personal portals
 - Mobile portal: A portal accessible via a mobile device.
 - Voice portal: A portal accessed by telephone or cell phone.
 - Knowledge portals



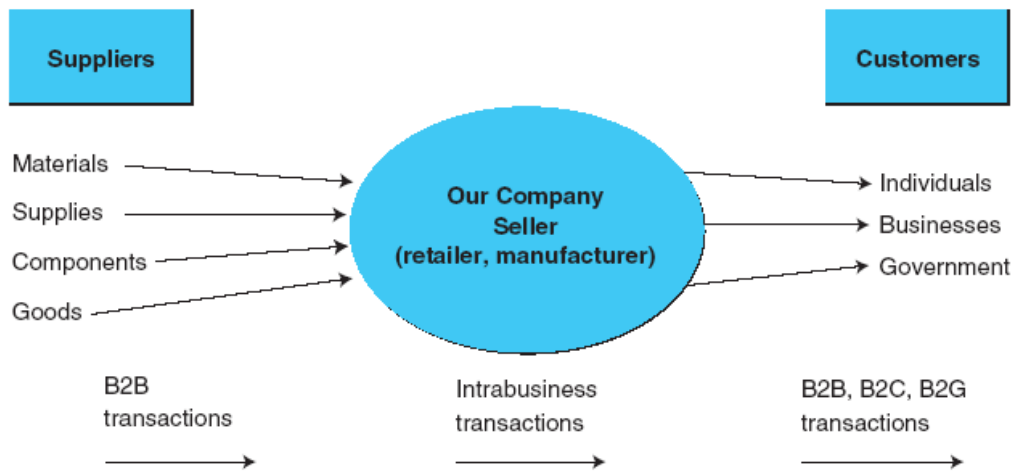
03. Participants of E-Marketplaces

- Participants
 - Sellers
 - Buyers
 - Intermediaries
- Roles of Intermediaries
 - Brokers
 - Infomediaries
 - e-distributor
 - An e-commerce intermediary that connects manufacturers with business buyers (customers) by aggregating the catalogs of many manufacturers in one place- the intermediary's Web site.



03. Participants of E-Marketplaces

- EC Activities
 - for B2B, B2C, B2G, and so on



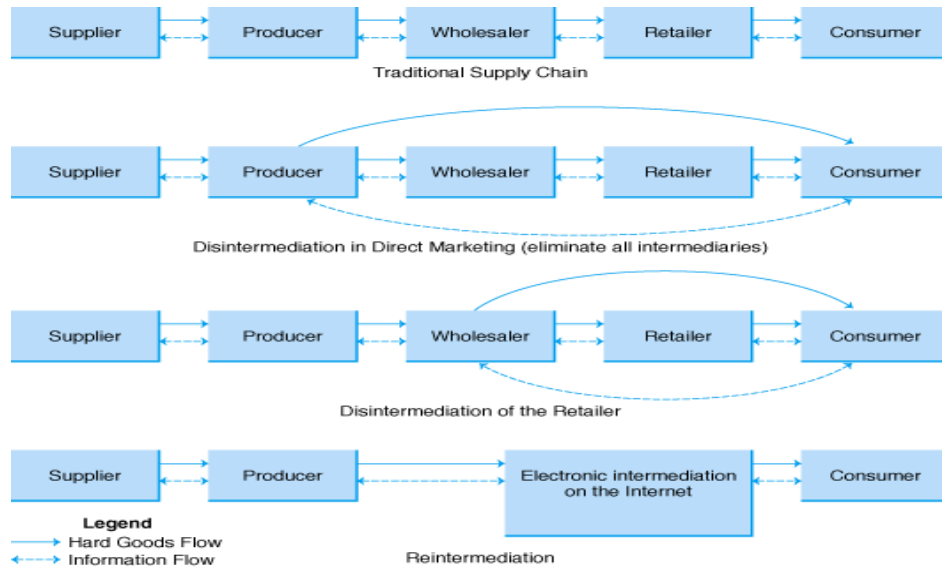
Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson

03. Participants of E-Marketplaces

- Intermediaries
 - Disintermediation
 - Elimination of intermediaries between sellers and buyers.
 - Reintermediation
 - Establishment of new intermediary roles for traditional intermediaries that have been disintermediated.

03. Participants of E-Marketplaces

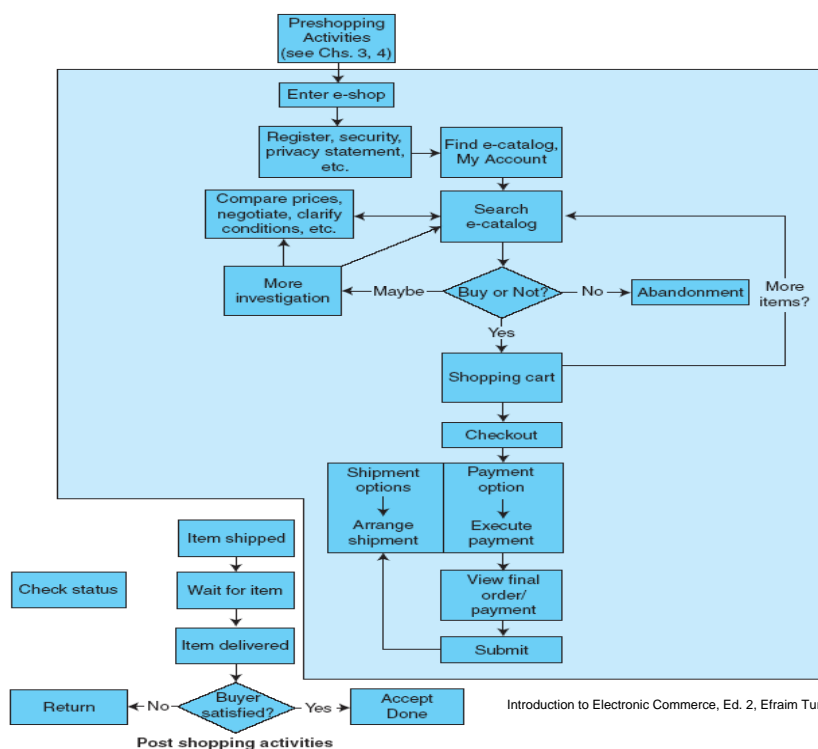
- Intermediaries
 - Disintermediation
 - Reintermediation



Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson

04. Transactions of E-Marketplaces

- Buying Process in an E-Marketplace



Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson

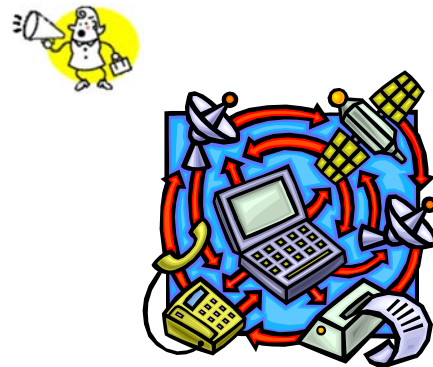
05. Mechanism of E-Marketplaces

- Electronic catalogs
 - The presentation of product information in an electronic form
 - The backbone of most e-selling sites.
 - Electronic catalogs can be classified on three dimensions:
 - The dynamics of the information presentation
 - The degree of customization
 - Integration with business processes
- Cf.
 - Online catalogs
 - Paper catalogs
 - Customized catalogs



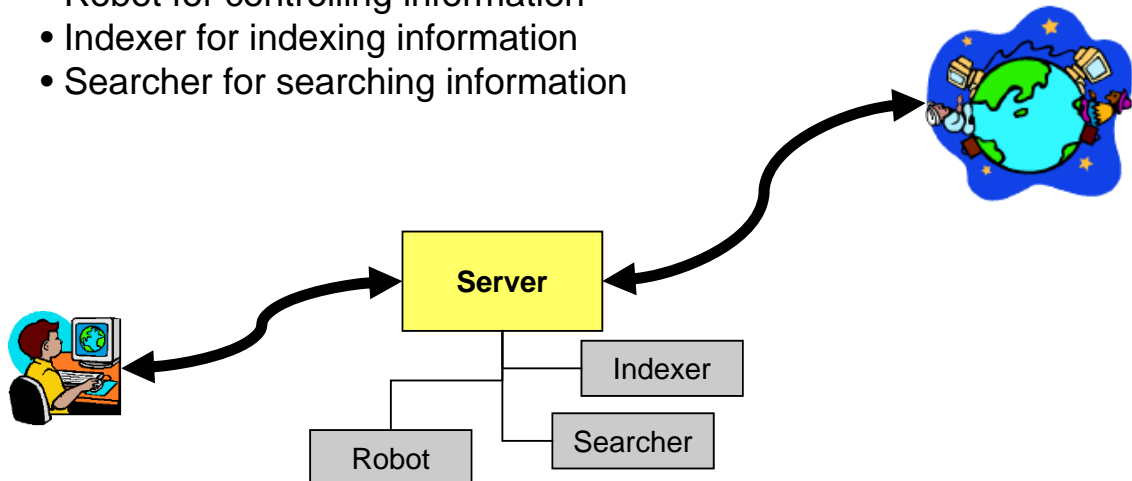
05. Mechanism of E-Marketplaces

- Electronic Shopping Cart
 - An order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.
- Online Classified Ads



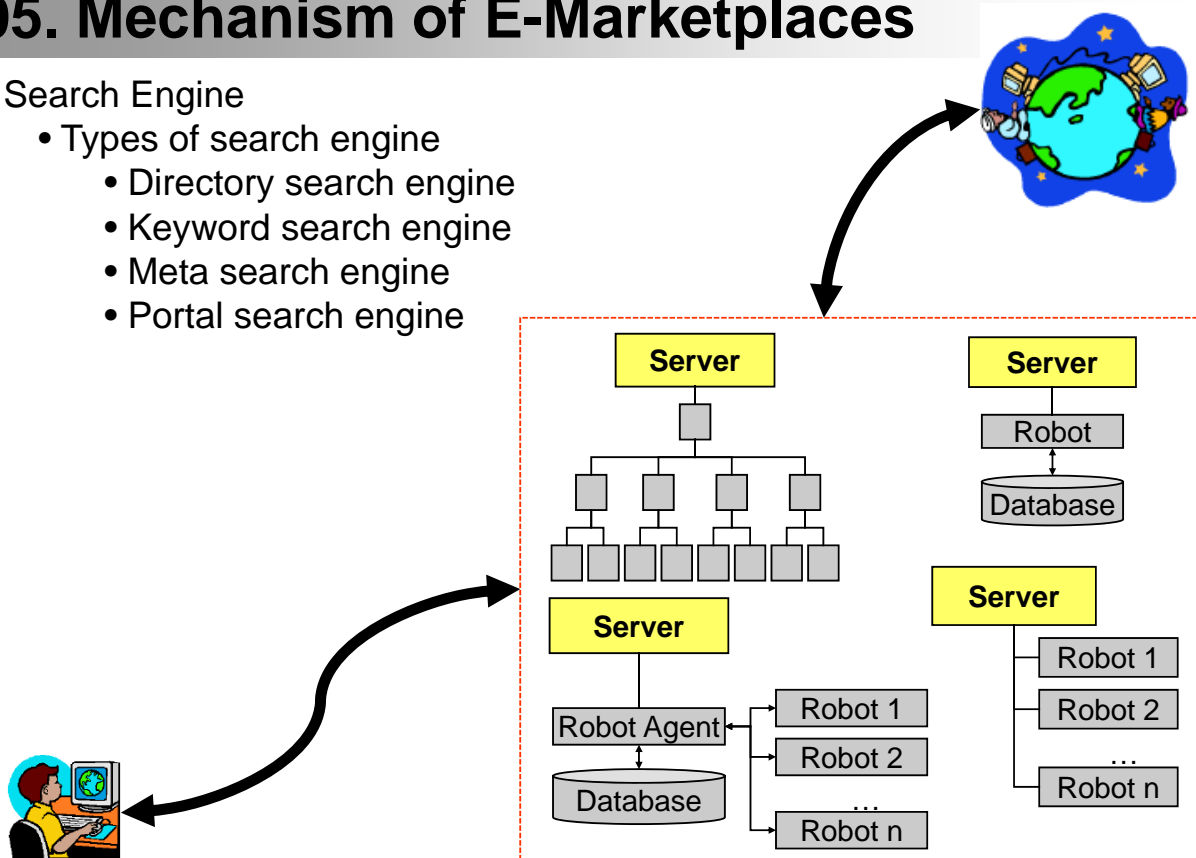
05. Mechanism of E-Marketplaces

- Search Engine
 - A computer program that can access databases of Internet resources, search for specific information or keywords, and report the results.
 - Structure
 - Robot for controlling information
 - Indexer for indexing information
 - Searcher for searching information



05. Mechanism of E-Marketplaces

- Search Engine
 - Types of search engine
 - Directory search engine
 - Keyword search engine
 - Meta search engine
 - Portal search engine



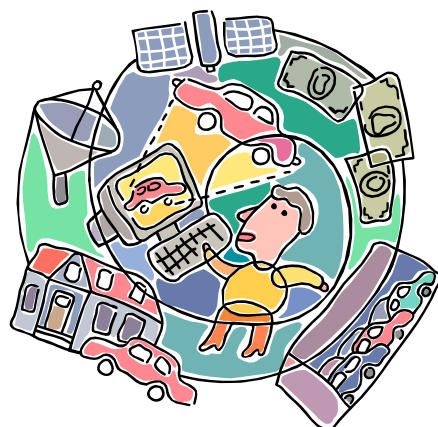
06. Auction

- Auction
 - A competitive process in which a seller solicits consecutive bids from buyers (forward auctions) or a buyer solicits bids from sellers (backward auctions). Prices are determined dynamically by the bids.



06. Auction

- Types of Auction
 - E-Auctions
 - Limitations of traditional offline auctions
 - Electronic auction (e-auction)
 - Auctions conducted online.



06. Auction

- Types of Auction
 - Dynamic pricing
 - Prices that change based on supply and demand relationships at any given time.

Buyers	One	Negotiation, Bartering, Bargaining B2B	Reverse auctions, RFQ, Tendering B2B, C2C, Name your own price (C2B)
	Many	Forward (regular) auctions Liquidation, Market efficiency, B2C, B2B, G2B, C2C	Dynamic exchanges
		One	Many
		Sellers	

Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson

25

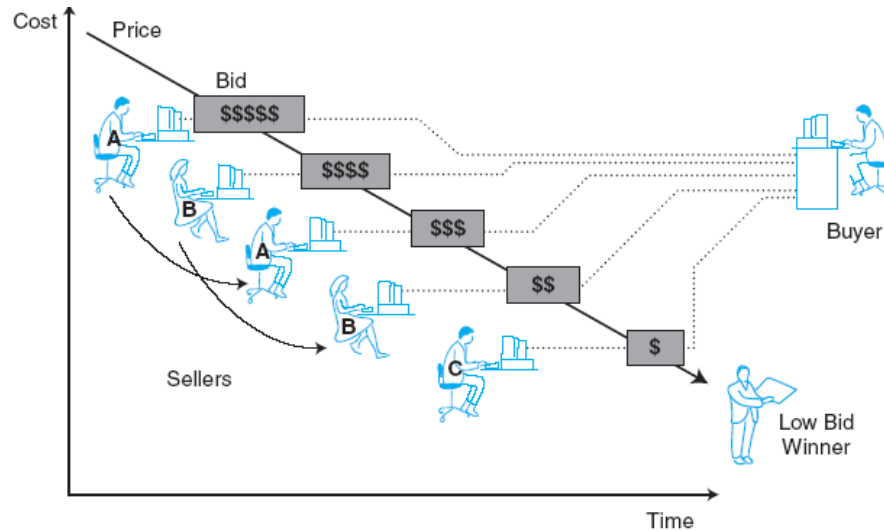
06. Auction

- Types of Auction
 - Dynamic pricing
 - One seller, many potential buyers
 - Forward auction
 - An auction in which a seller entertains bids from buyers. Bidders increase price sequentially.
 - One buyer, many potential sellers
 - Reverse auction (bidding or tendering system)
 - Auction in which the buyer places an item for bid (tender) on a request for quote (RFQ) system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins; primarily a B2B or G2B mechanism.
 - “Name-your-own-price” model: Auction model in which a would-be buyer specifies the price (and other terms) he or she is willing to pay to any willing and able seller. It is a C2B model that was pioneered by Priceline.com.

26

06. Auction

- Types of Auction
 - Dynamic pricing
 - One buyer, many potential sellers
 - Process of reverse auction



Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson

27

06. Auction

- Types of Auction
 - Dynamic pricing
 - Many sellers, many buyers
 - Double auction
 - Auctions in which multiple buyers and their bidding prices are matched with multiple sellers and their asking prices, considering the quantities on both sides.
 - Vertical auction
 - Auction that takes place between sellers and buyers in one industry or for one commodity.
 - Auction vortal: Another name for vertical auction portal.



28

06. Auction

- Benefits of E-Auctions
 - A coordination mechanism
 - A social mechanism to determine a price
 - A highly visible distribution mechanism
- Limitations of E-Auctions
 - Minimal security
 - Possibility of fraud
 - Limited participation



07. Bargaining and Negotiating

- Online Bargaining
 - Bartering
 - The exchange of goods or services.
 - E-bartering (electronic bartering)
 - Bartering conducted online, usually in a bartering exchange.
 - Bartering exchange
 - A marketplace in which an intermediary arranges barter transactions.
 - Consumer-to-consumer barter exchanges
- Online Negotiating



08. Web 2.0 Mechanism

- Weblogging
 - Technology for personal publishing on the Internet.
- Blog
 - A personal Web site that is open to the public to read and to interact with; often dedicated to specific topics or issues.



08. Web 2.0 Mechanism

- Wikilog (wikiblog or wiki)
 - A blog that allows everyone to participate as a peer; anyone can add, delete, or change content.
- RSS (really simple syndication or rich site summary)
 - An XML format for syndicating and sharing Web content.



08. Web 2.0 Mechanism

- Podcast
 - A media file that is distributed over the Internet using syndication feeds for playback on mobile devices and personal computers. As with the term radio, it can mean both the content and the method of syndication.



Apple pod

- Mashup
 - A Web site that combines content data from more than one source to create a new user experience.

Map + traffic information

