# Innovative Systems

Electronic Commerce

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

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00. Contents

- 01. E-Government
- 02. E-Learning
- 03. Online Publishing
- 04. Knowledge Management
- 05. Customer-to-Customer EC

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01. E-Government

- E-Government
  - E-commerce model in which a government entity buys or provides goods, services, or information to businesses or individual citizens.
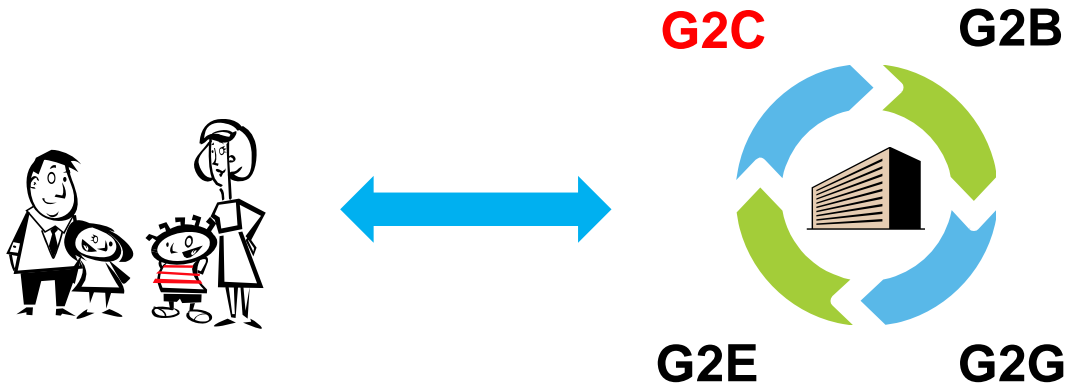
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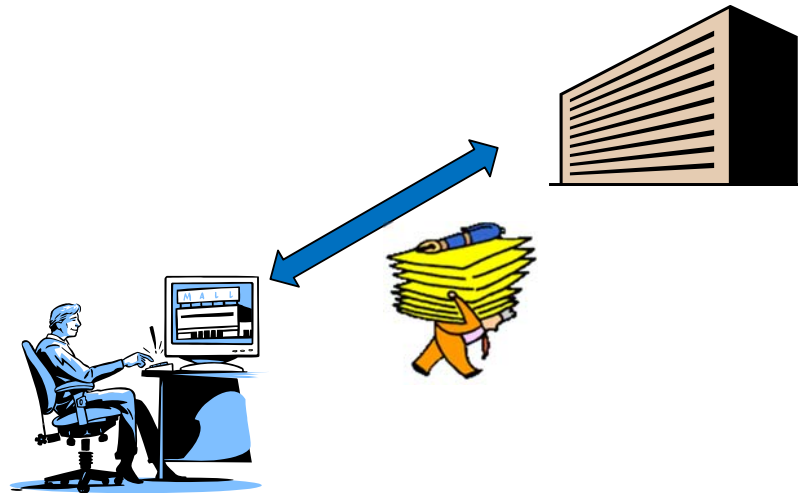
01. E-Government

- Scope of E-Government
  - Government-to-citizens (G2C)
  - Government-to-business (G2B)
  - Government-to-government (G2G)
  - Government-to-employees (G2E)

**G2C**   **G2B**

G2E   **G2G**

01. E-Government

- Scope of E-Government
  - Government-to-citizens (G2C)
    - E-government category that includes all the interactions between a government and its citizens.
    - Use by politicians
    - Ex. EBT(electronic benefits transfer)
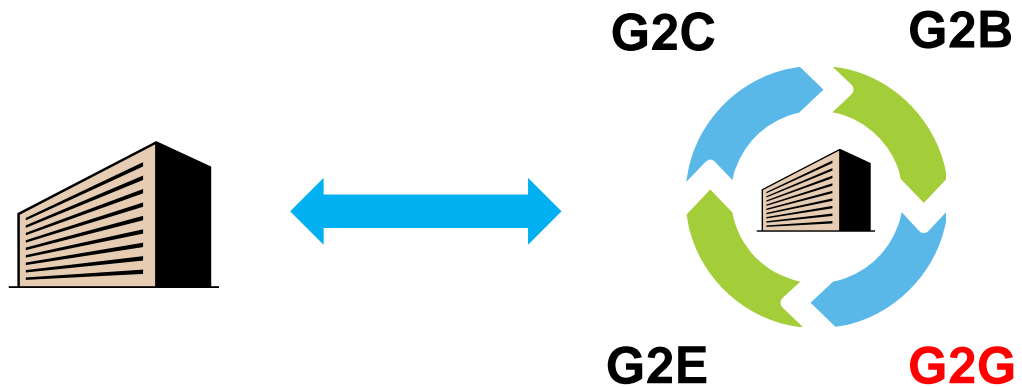
G2C G2B

G2E G2G

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01. E-Government

- Scope of E-Government
  - Government-to-business (G2B)
    - E-government category that includes interactions between governments and businesses (government selling to businesses and providing them with services and businesses selling products and services to government).
    - Ex. Government e-procurement
    - Ex. Group purchasing
    - Ex. Forward e-auctions
    - Ex. Tax collection and management

G2C G2B

G2E G2G

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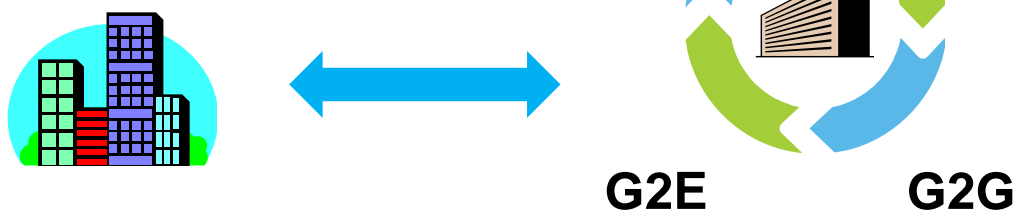
01. E-Government

- Scope of E-Government
    - Government-to-government (G2G)
        - E-government category that includes activities within government units and those between governments.

G2C   G2B

G2E   **G2G**

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01. E-Government

- Scope of E-Government
    - Government-to-employees (G2E)
        - E-government category that includes activities and services between government units and their employees.

G2C   G2B

G2E   G2G
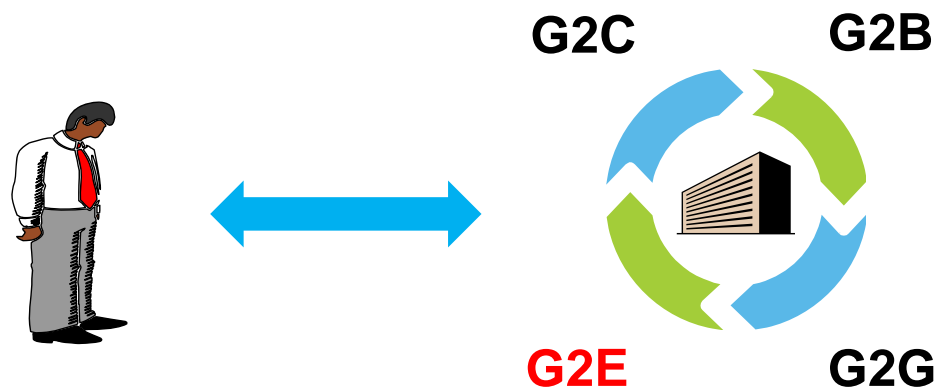
01. E-Government

- Implementing E-Government
  - Stage 1: Information publishing/dissemination
  - Stage 2: "Official" two-way transactions with one department at a time
  - Stage 3: Multipurpose portals
  - Stage 4: Portal personalization
  - Stage 5: Clustering of common services
  - Stage 6: Full integration and enterprise transformation

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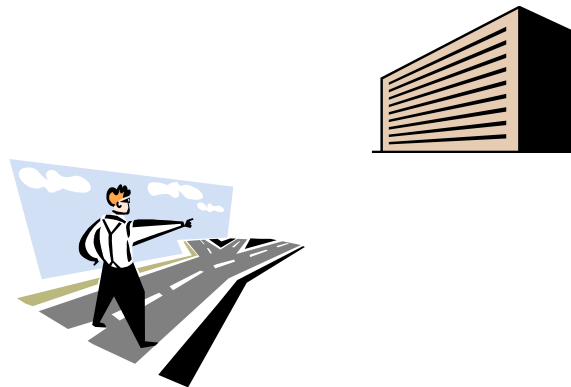
01. E-Government

- Implementing E-Government
  - Stages of e-government

Introduction to Electronic Commerce, Ed. 2, Efraim Turban et al., Pearson
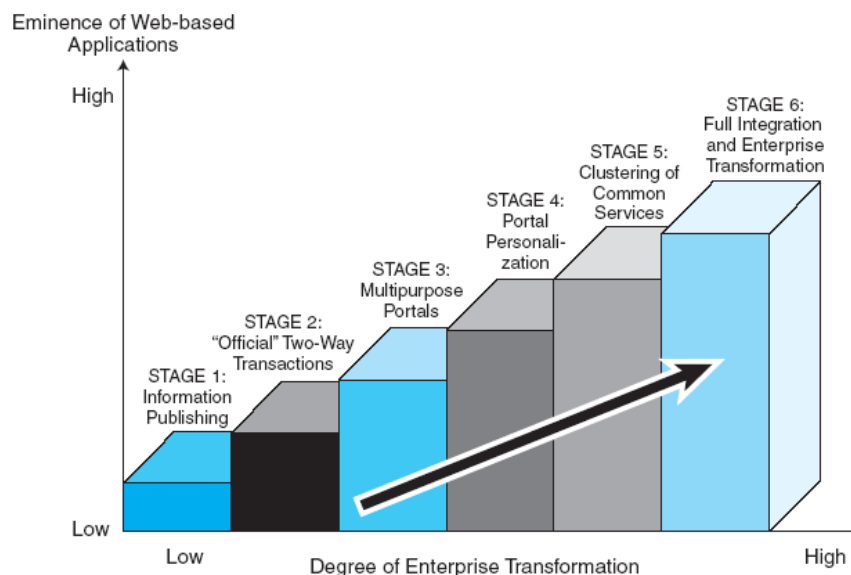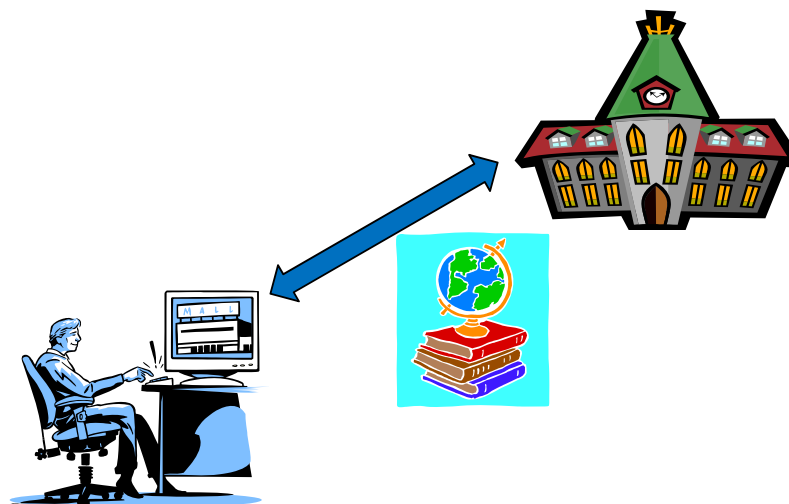
01. E-Government

- Implementation Issues of E-Government
  - Transformation speed
  - G2B implementation
  - Security and privacy issues
  - Wireless applications
  - Business aspects
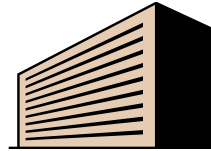
02. E-Learning

- E-Learning
  - The online delivery of information for purposes of education, training, or knowledge management.

02. E-Learning

- The Effects of E-Commerce Forces in Education

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

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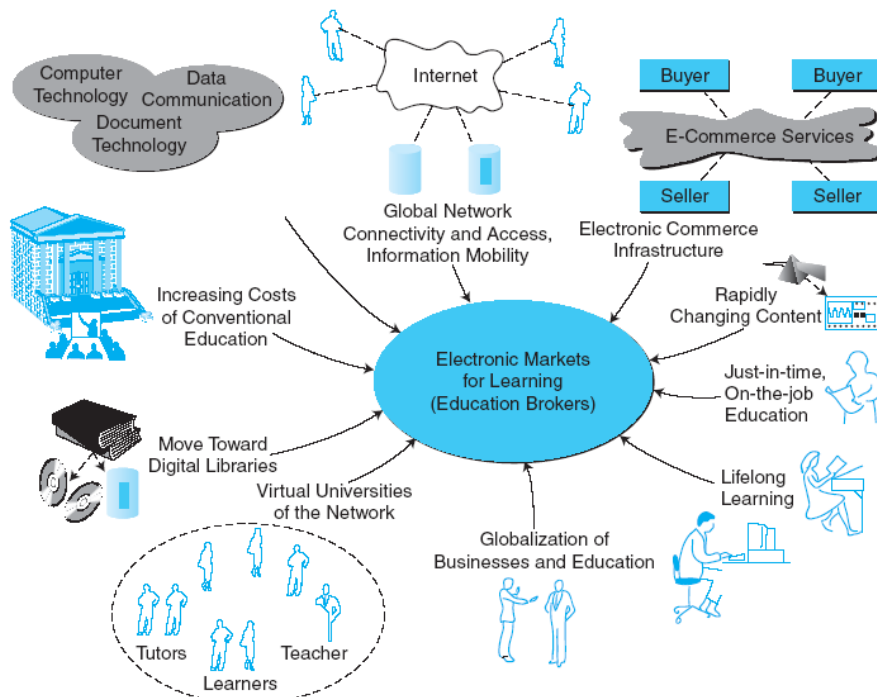
02. E-Learning

- Benefits of E-Learning
    - Time reduction
    - Large volume and diversity
    - Cost reduction
    - Higher content retention
    - Flexibility
    - Updated and consistent material
    - Fear-free environment

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02. E-Learning

- Drawbacks and Challenges of E-Learning
  - Need for instructor retraining
  - Equipment needs and support services
  - Lack of face-to-face interaction and campus life
  - Assessment
  - Maintenance and updating
  - Protection of intellectual property
  - Computer literacy
  - Student retention

02. E-Learning

- Preventing E-Learning Failures
  - Believing that e-learning is always a cheaper learning or training alternative
  - Overestimating what e-learning can accomplish
  - Overlooking the shortcomings of self-study
  - Failing to look beyond the course paradigms
    - The instructor needs to look at the entire problem in the area of teaching

02. E-Learning

- Preventing E-Learning Failures
  - Viewing content as a commodity
  - Ignoring technology tools for e-learning or fixating too much on technology as a solution
  - Assuming that learned knowledge will be applied
  - Believing that because e-learning has been implemented, employees and students will use it

02. E-Learning

- Types of E-Learning
  - Distance learning
    - Formal education that takes place off campus, usually, but not always, through online resources.

02. E-Learning

- Types of E-Learning
    - Virtual university
        - An online university from which students take classes from home or other off-site locations, usually via the Internet.
        - Social Networks, E-Learning, and the Second Life Experience

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02. E-Learning

- Types of E-Learning
    - E-training
        - Online corporate training
        - The drivers of e-training
            - Technological change
            - Competition and cost pressures
            - Globalization
            - Continual learning
            - Network connectivity

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02. E-Learning

- Types of E-Learning
  - Edutainment
    - = education + entertainment
    - The combination of education and entertainment, often through games.

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03. Online Publishing

- Online Publishing
  - The electronic delivery of newspapers, magazines, books, news, music, videos, and other digitizable information over the Internet.

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03. Online Publishing

- E-Zines
  - Electronic magazine or newsletter delivered over the Internet via e-mail.


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03. Online Publishing

- Approaches and Methods to Online Publishing
  - Online-archive approach
  - New-medium approach
  - Publishing-intermediation approach
  - Dynamic approach
  - Publishing of music, videos, games, and entertainment

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03. Online Publishing

- Approaches and Methods to Online Publishing
  - Webcasting
    - A free Internet news service that broadcasts personalized news and information, including seminars, in categories selected by the user.

http://www.americanvideo.com
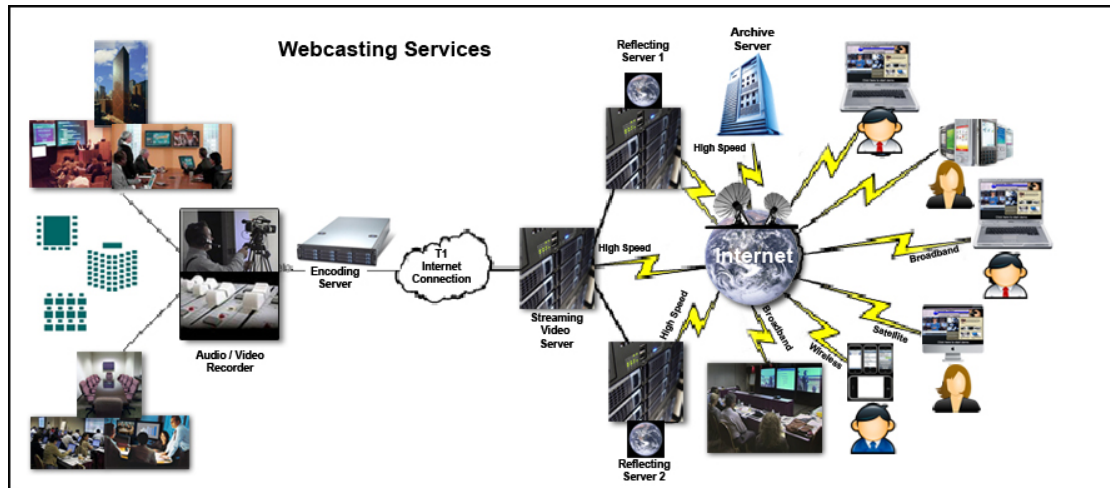
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03. Online Publishing

- Approaches and Methods to Online Publishing
  - Webinars
    - Seminars on the Web (Web-based seminars).

http://mavlyttle.thatmlmbeat.com

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03. Online Publishing

- E-Book
  - A book in digital form that can be read on a computer screen or on a special device.

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03. Online Publishing

- E-Book
  - E-book delivery via:
    - Web access
    - Web download
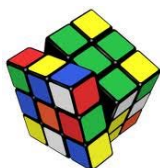   - A dedicated reader
    - A Web server

03. Online Publishing

- E-Book
  - Types of e-books
    - Traditional book format
    - Online bookshelf
    - The download
    - The Rubics-cube hyperlink book
    - The interactive, build-your-own (BYO) decision book
    - The online reference book model

http://www.promwad.com

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03. Online Publishing

- E-Book
  - Digital library
    - A library in which collections are stored in digital formats (as opposed to print, microform, or other media) and accessible by computers.

http://portal.unesco.org

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04. Knowledge Management
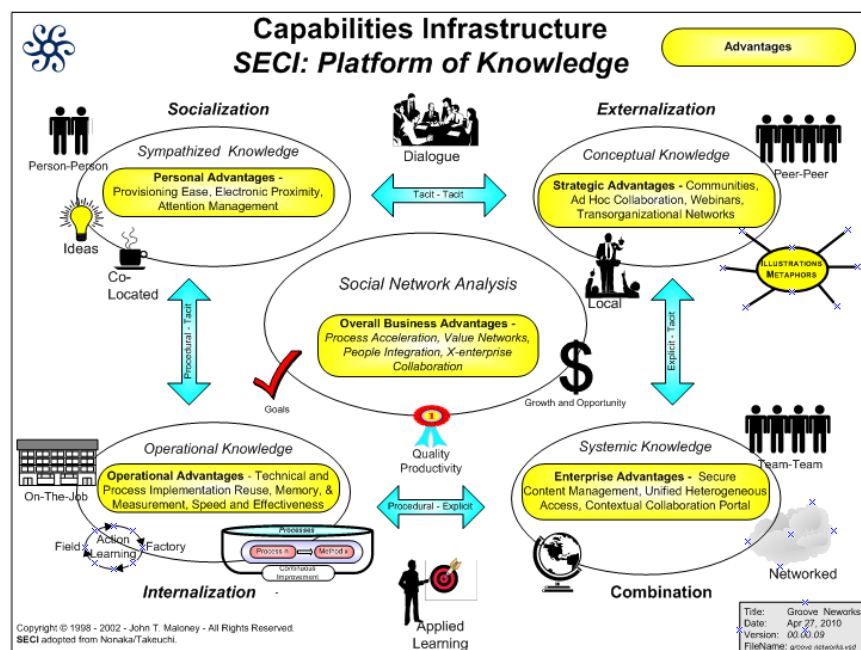
- Knowledge Management (KM)
  - The process of capturing or creating knowledge, storing it, updating it constantly, interpreting it, and using it whenever necessary.
  - KM activities
    - ➔ Knowledge sharing

http://www.karolienselhorst.be
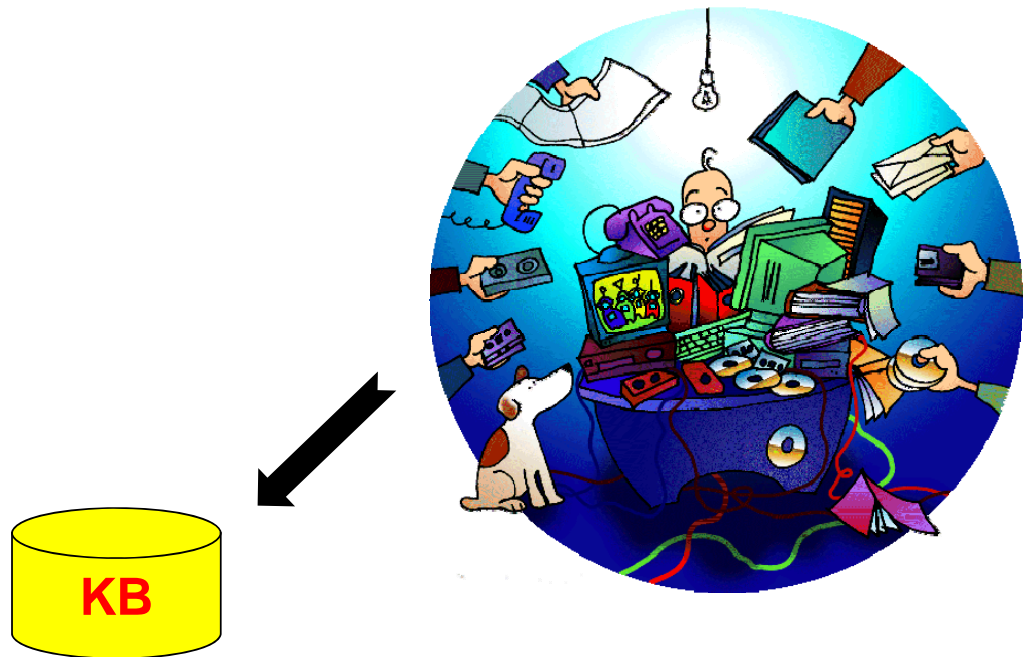
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04. Knowledge Management

- Knowledge Management (KM)
  - SECI for knowledge sharing

http://www.relationship-economy.com

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04. Knowledge Management

- Organizational Knowledge Base (KB)
  - The repository for an enterprise's accumulated knowledge.

KB

http://www.pc.gov.pk

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04. Knowledge Management

- Types of Knowledge Management
  - Knowledge portal (KP)
    - A single-point-of-access software system intended to provide timely access to information and to support communities of knowledge workers.

KNOWLEDGE PORTAL

Collaborative Portal	Information Portal	Application Portal
Team rooms Discussions forums E-mail integration Workflow ...	Document Management Research Categorization Authorization ...	Integration of enterprise applications

Knowledge Portal

Cooperation	Information	Applications
Virtual team rooms	Intelligent search	Project management
Discussions forums	Info service	Time management
Wikis	Knowledge database	Skill management
Yellow Pages	WebMind	Link-up to financial accounting
Chat	Flexible categorization	Link-up to SAP
Web conferences	CMS / DMS	Business applications
Team calendar	Presentation of feeds	
Workflow	Company Thesaurus	
Blogs	E-Mail integration	

BLUEPRINT KNOWLEDGE PORTAL

http://www.usu.de

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04. Knowledge Management

- Types of Knowledge Management
    - Information intelligence
        - Information, data, knowledge, and semantic infrastructure that enable organizations to create more business applications.

http://connectedsocialmedia.com

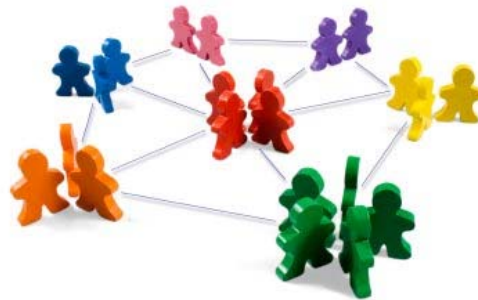
04. Knowledge Management

- Types of Knowledge Management
    - Online advice and consulting
        - Medical advice
        - Management consulting
        - Legal advice
        - Gurus and answers to questions
        - Financial advice
        - Other advisory services

04. Knowledge Management

- Types of Knowledge Management
  - Employees' knowledge networks
    - Finding experts electronically
    - Expert location systems
      - Interactive computerized systems that help employees find and connect with colleagues who have expertise required for specific problems—whether they are across the country or across the room—in order to solve specific, critical business problems in seconds.

http://corp.oyogi.com/

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04. Knowledge Management

- Types of Knowledge Management
  - Employees' knowledge networks
    - How to location systems work

Step 1:
An employee submits a question into the expertise location management system.

Step 2:
The software searches its database to see if an answer to the question already exists. If it does, the information (research reports, spreadsheets, etc.) is returned to the employee. If not, the software searches documents and archived communications for an "expert."

Step 3:
Once a qualified candidate is located, the system asks if he is able to answer a question from a colleague. If so, he submits a response. If the candidate is unable (perhaps he is in a meeting or otherwise indisposed), he can elect to pass on the question. The question is then routed to the next appropriate candidate until one responds.

Step 4:
After the response is sent, it is reviewed for accuracy and sent back to the querist. At the same time, it is added to the knowledge database. This way, if the question comes up again, it will not be necessary to seek real-time assistance.

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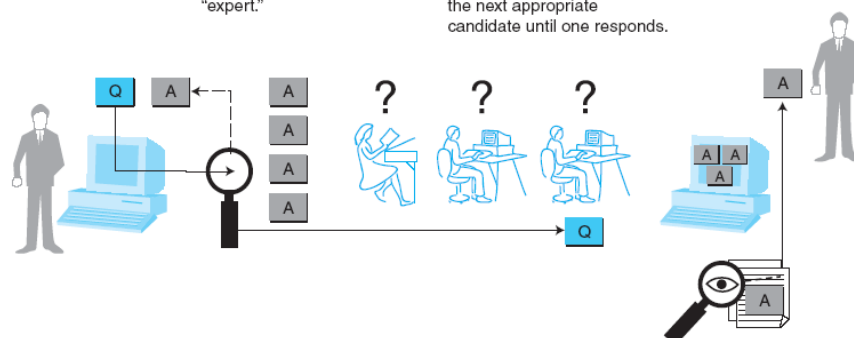
04. Knowledge Management

- Types of Knowledge Management
    - Desktop search
        - Search tools that search the contents of a user's or organization's computer files rather than searching the Internet.
        - The emphasis is on finding all the information that is available on the user's PC, including Web browser histories, e-mail archives, and word processor documents, as well as in all internal files and databases.

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05. Customer-to-Customer EC

- Customer-to-Customer (C2C)
    - E-commerce model in which consumers sell directly to other consumers.

C2C
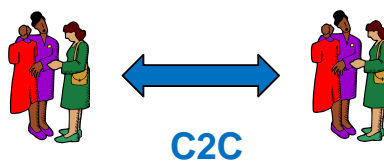
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05. Customer-to-Customer EC

- Types of Customer-to-Customer
  - C2C auctions
  - Classified ads
  - Personal services
  - C2C exchanges
  - Selling virtual properties

http://awad2010.wordpress.com

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