Introduction to Electronic Commerce

1

Universidad
Carlos III de Madrid

Grupo SeTI · Dpto. Informática

Electronic (e-) Commerce

Def.:
Activity of offering and contracting products and services via electronic ways, including all actuations which takes place before, while or after concluding the contract, such as:

- Distribution of catalogues
- Delivery of commercial communications
- Electronic payments
- After-sale services (i.e. maintenance)

Electronic Contract

Def.:

Every signed contract with:

offer and acceptance transmitted via electronic equipment, which itself is

- used for data processing and storing and
- connected to a telecommunication network.

E-Commerce: Modalities

B2B Business-to-Business
B2C Business-to-Customer
C2C Customer-to-Customer

C2C Consumer-to-Consumer
B2G Business-to-Government
G2C Government-to-Consumer

E-Government

Def.

Activity of using information and communications technologies in public administrations to provide and improve public services, democratic processes and to reinforce public policies.

- pushing information over the Internet
- two-way communications between the agency and the citizen, a business, or another government agency
- conducting transactions
- governance

m-Commerce, t-Commerce

Def.

M-commerce is any transaction which is initiated and/or completed by using mobile access to computer-mediated networks with the help of an electronic device

T-commerce: television

E-Commerce: B2B

Electronic Data Interchange (EDI)

Emergence: 1980

Standards:

- EE UU: X.12 (ANSI)
- Europa: EDIFACT (UN)

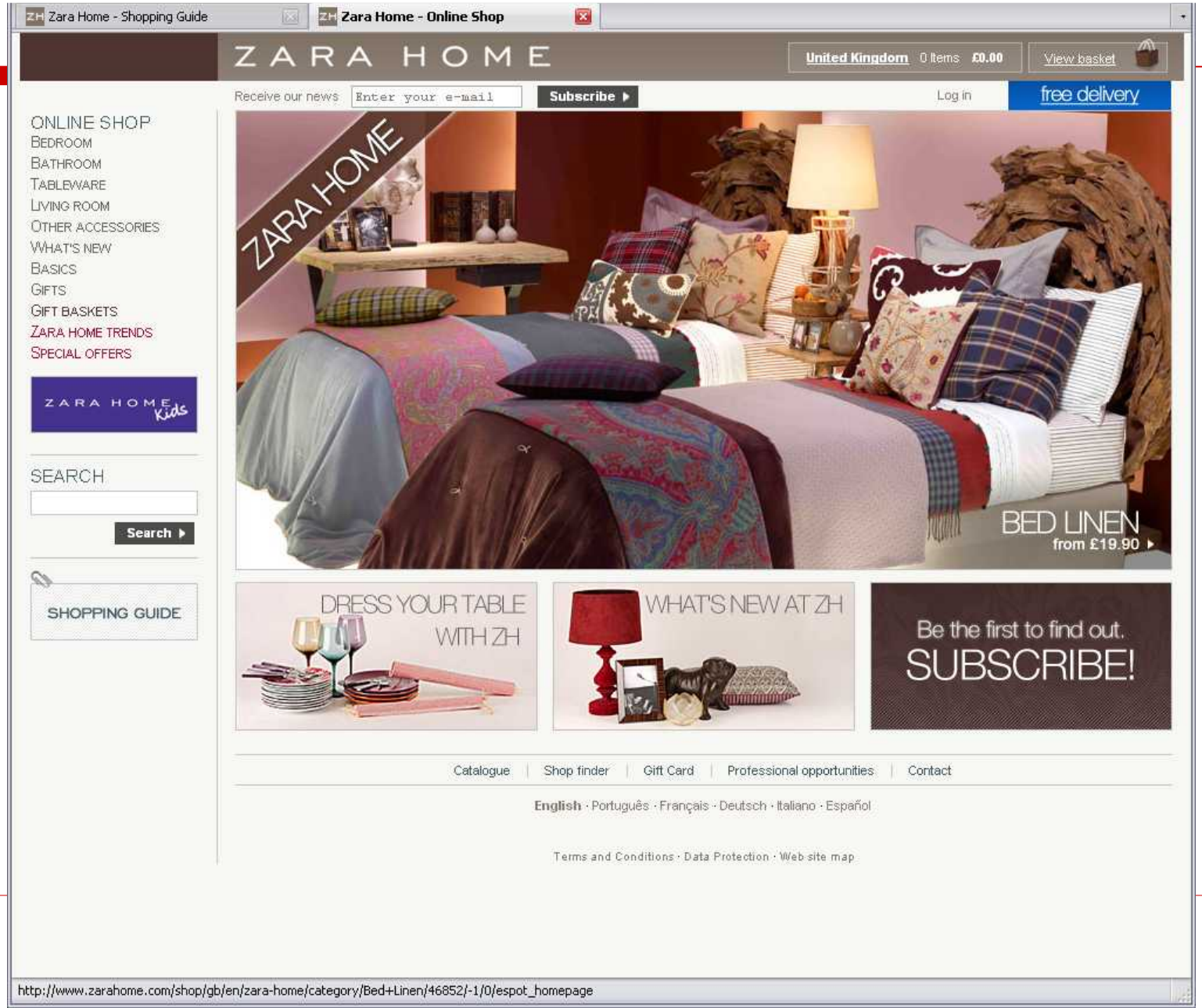
Protocols:

- Propietary (VAN)
- Internet (VAN or not)

E-Commerce: Commercial Models

- Virtual shop
- Auctions (e-bay)
- Marketplaces

https://www.zarahome.com



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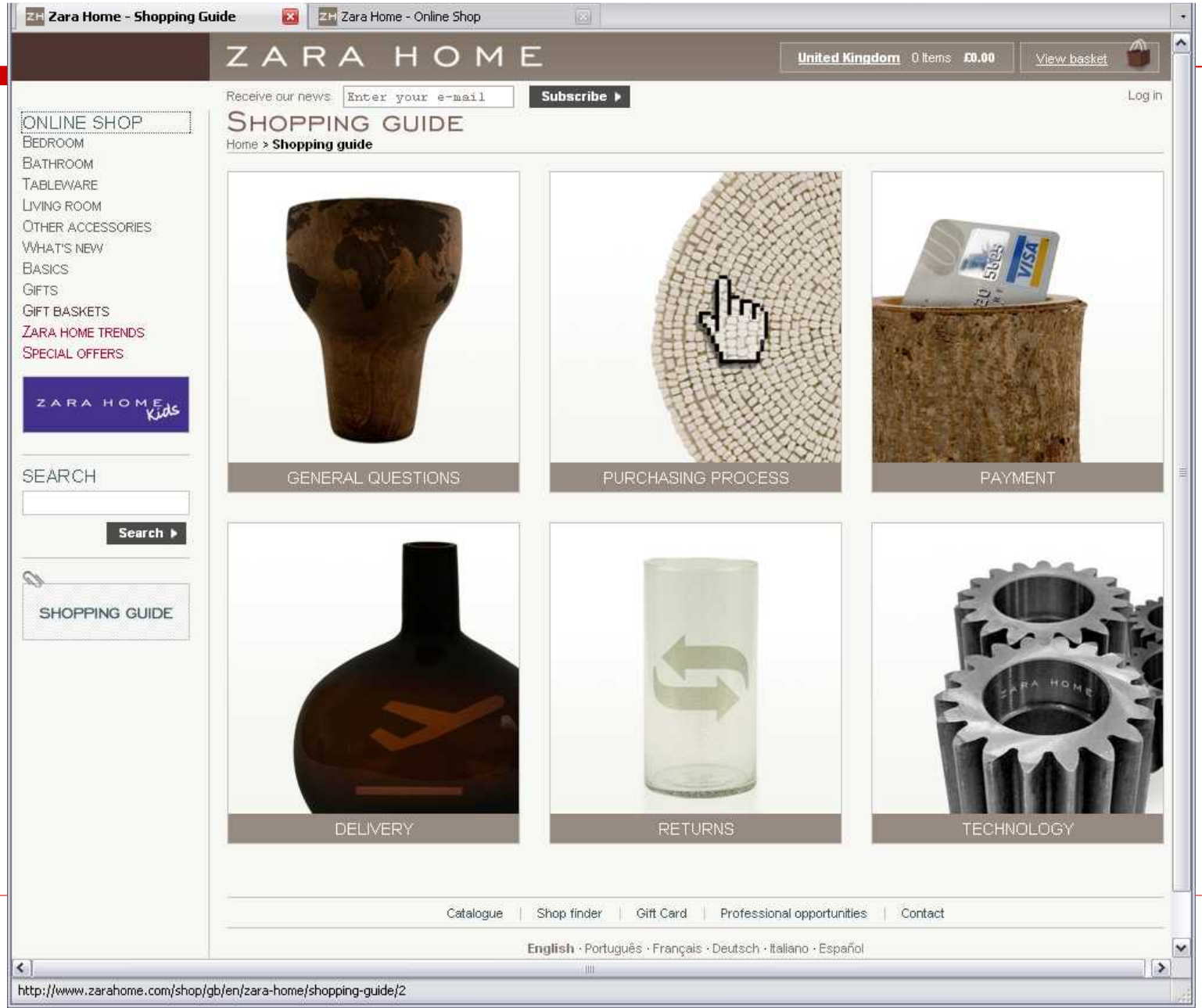
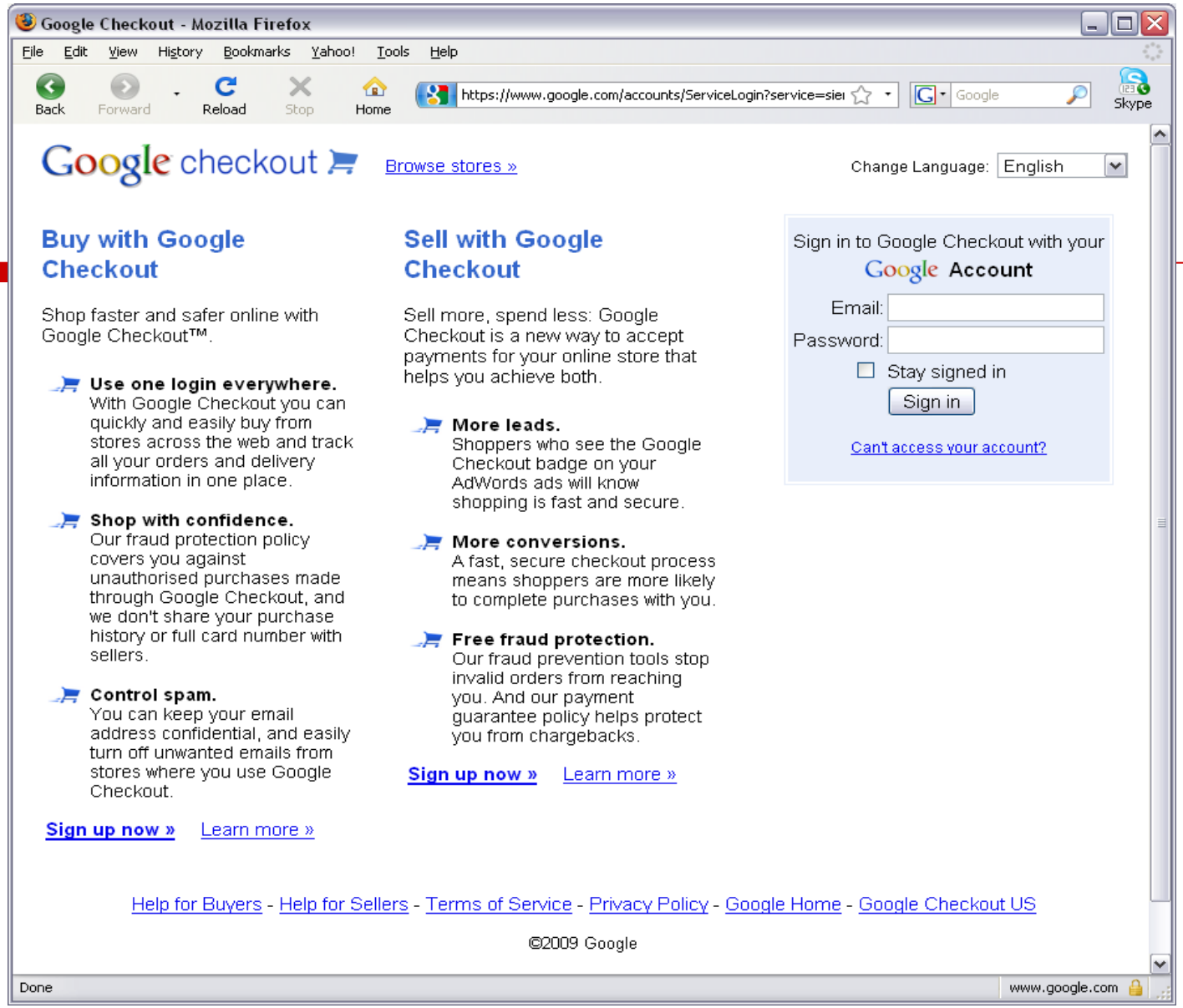


Def.: Marketplace

- Intermediary of goods and services in Internet between a community of numerous salespersons and buyers.

- Ideally, independent of both.

https://checkout.google.com/buyer/tour.html



Web Location

- In the merchant's facilities, with or without negotiated services
- Hosting: in Internet Service Providers (ISP) facilities (several levels and types of services)

Analysis of ITC and e-commerce in Spanish companies (2008)

Tecnologías de la Información y las Comunicaciones en la empresa española 2008. Departamento de Estudios del Observatorio Nacional de las Telecomunicaciones y de la Sociedad de la Información (ONTSI) de la Entidad Pública Empresarial Red.es (link)

http://www.ontsi.red.es/empresas/articles/id/3253/las-tecnologias-la-informacion-comunicacion-la-empresa-espanola-2008.html

[DOWNLOAD THE REPORT (OR THE MORE RECENT VERSION AVAILABLE) AND HAVE A LOOK AT IT]

Analysis of ITC and e-commerce in Spanish companies (2008)

Interesting facts:

- Sales in B2C
- Companies that sell/buy via electronic means [e-commerce] (% total companies)

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E-commerce back in fashion with investors
By Tim Bradshaw
Published: July 9 2009 23:16 | Last updated: July 9 2009 23:16
Ten years after the first dotcom boom, digital media investors have come full circle: e-commerce is again the buzzword on the lips of London's venture capital community.
When it comes to spotting the dotcom stars of the future, they are once again turning their attention to companies that sell goods or services, rather than those that hope to make money from advertising.
Revenues from social networking sites such as Twitter and Facebook are still lagging behind the rapid growth in their user bases, and even the mighty Google is still working out how to extract the most value from its $1.65bn (£1bn) acquisition of YouTube. While e-commerce might sound a little dated, for investors it offers the comfort of a familiar business model – selling things for more than they cost to make.
EDITOR'S CHOICE
In depth: Dotcom redefined - Jul-06
Ocado closes in on £40m refinancing - Jul-27
Electronics drive growth at Amazon - Jul-24
Online retailers resist state tax moves - Jul-02
Lex: Alice.com - Jun-23
Alice.com site to take on supermarkets - Jun-23
"People have a perception that e-commerce has been done but it's just starting," says Fred Destin, partner at venture capitalist Atlas Venture. He predicts the rise of "super-niche, high-quality sites" that sell a much greater range of products or services in their chosen niches than the high street could offer.
In addition, "the web gives people the ability to deliver a much more personalised experience", says Saul Klein, partner at Index Ventures.
Popular second-generation e-commerce sites include Richard Moross' Moo.com, which prints individually customised business and greeting
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Try an FTMoney Gym virtual workout to learn more about alternative personal investment strategies. New workouts include spread betting, covered warrants, CFDs and ETFs
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Head of HR - Corporate Centre
Shop Direct Group
Buying Director – Retail
Read ds.serving-sys.com

Analysis of ITC and e-commerce in Spanish companies (2008)

More interesting facts:

- % Buyers over Internet users
- Profile of the buying Internet users
- Reasons for buying the first time(%)
- Place to buy in Internet (% over buying internet users)
- Payment method (% over buying internet users)
- Activity sectors (%)
- Problems when buying
- Desired improvements for future purchases (%)

Analysis of ITC and e-commerce in Spanish companies (2008)

More interesting facts:

- Products/services purchased through mobile phone (% Internet users)
- E-banking users (% buying Internet users)
- Buying Internet users in 2007 or before (%)
- Reasons for not buying (% non buying Internet users)
- Factors influencing future purchases via Internet (% non buying Internet users)
- Reasons for not buying (% buying Internet users that didn't buy in 2007)
- Requirements for buying again (% buying Internet users that didn't buy in 2007)

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EXPERT ADVICE
E-Commerce Innovations - What's Now and What's Next
By Pete Sheldon
E-Commerce Times
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If you're unsure which cutting-edge e-commerce innovations are right for your operation, plan, test and evaluate results -- and then move forward. Don't let that uncertainty bog you down. Take a look at what real-world retailers are doing, and figure out how to go them one better online. Better yet, offer customers something they could never hope to find in a brick-and-mortar store.
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Success is just a matter of knowing the right "secrets." Download the free eBook, "The Edge of Success: 9 Building Blocks to Double Your Sales." You will discover the fastest, most effective ways to grow your business and still have time to live your life.
Just as the evolution of the speed-skating boot set new standards for the sport, innovation in today's constantly evolving e-commerce landscape has worked as a catalyst to move it forward. E-commerce practitioners from all industries need to be ready to step up and embrace innovation as a means of staying ahead of the game.
For retailers looking to implement a first-generation e-commerce solution or replace existing systems, there are a number of cutting-edge products available. Determining which of these will drive revenue growth can be tricky to even the most experienced e-commerce practitioner, and it is wise to consider innovation as not only a tactile product but also as business process.
This article will explore nine such innovative advancements, both tactile and process-driven, that are present in today's interactive sphere, in the context of companies that have employed them.
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Most Popular | Spotlight Features | Exclusives
This Week on ECT News Network | Podcasts
Online Retail Transaction Performance Indices
Inside E-Commerce Times
Closing offices. Making workers more mobile.
1 week to connect
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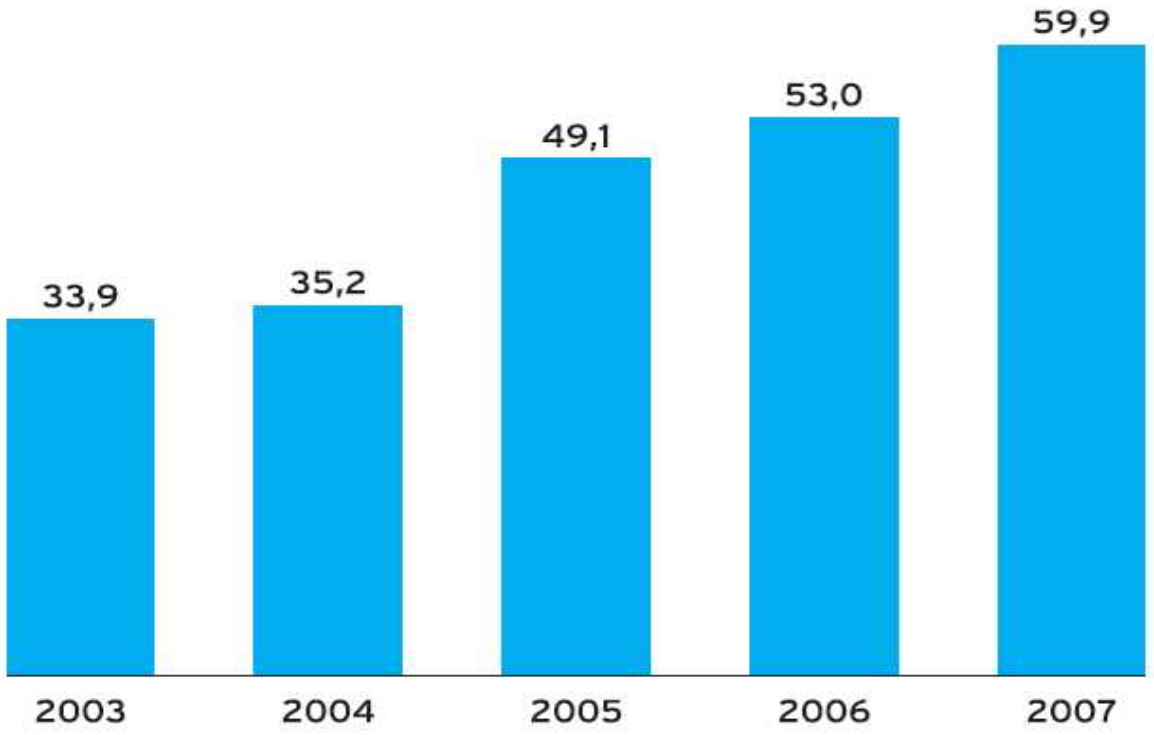
Trust seals

Def.

Seal awarded by proprietary companies to business web sites to display in an attempt to boost consumer confidence

Influence of trust seals in Internet purchases (% buying Internet users)



SOURCE: ONTSI / Red.es 2008 Report

Trust seals

- Leading Internet privacy services and seal provider since 1997
- TRUSTe privacy seals help thousands of businesses promote online safety and trust, and guide consumers to Web sites that protect their privacy online
- Companies can choose from
  - privacy and security certification
  - compliance services (the Web Privacy Seal, the EU Safe Harbor Privacy Seal and the COPPA Kid's Seal Program
- By displaying the TRUSTe privacy seal, Web sites can build trust with their customers and increase sales and registrations.
- Millions of internet users work, play and click with confidence on Web sites that rely on TRUSTe's online privacy services, including top-fifty sites like Yahoo, Facebook, Microsoft, PayPal, IBM, eBay, AOL, Disney, New York Times, Comcast and Apple.

SOURCE: http://www.truste.com/

European statistics

http://epp.eurostat.ec.europa.eu/portal/page/portal/statistics/search_database

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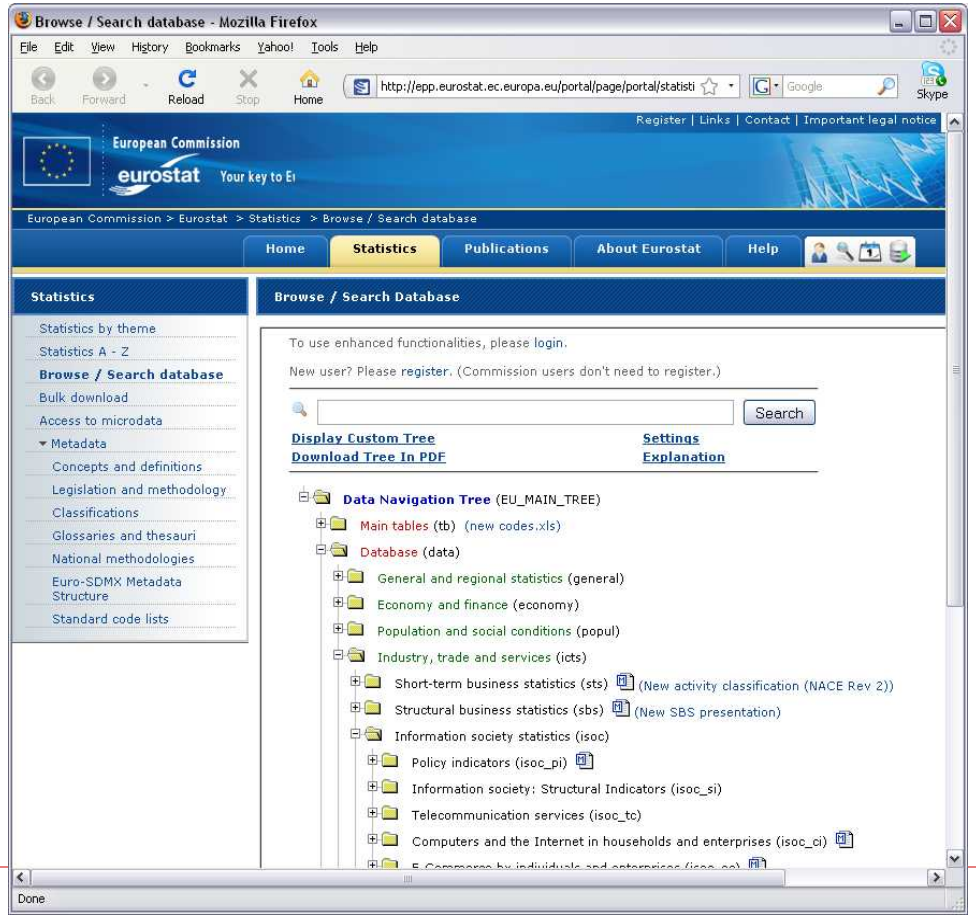


Spam

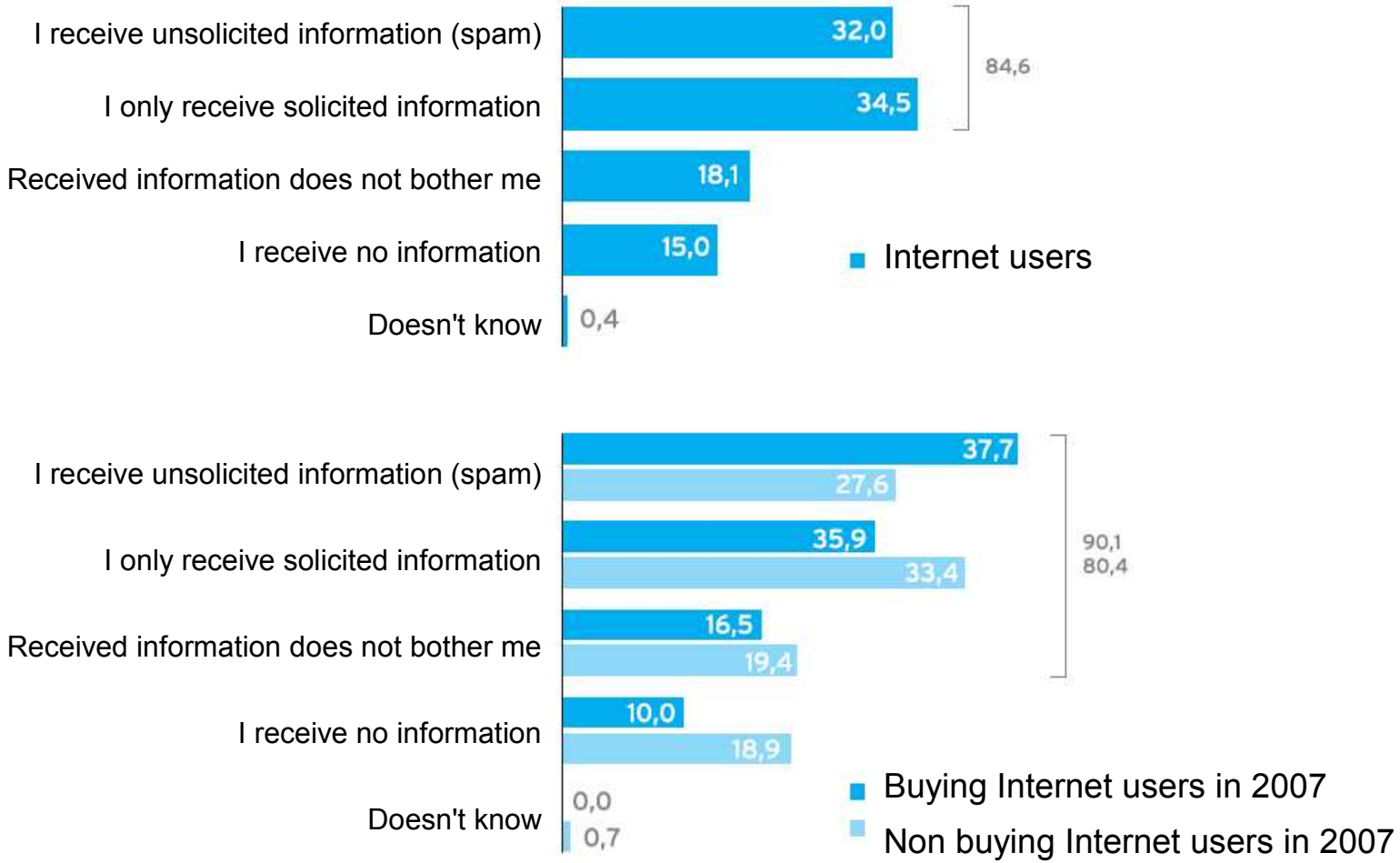
Also: junk mail

Def.:

Every type of unsolicited electronic communication.

- Spam is generally e-mail advertising for some product sent to a mailing list or newsgroup.
- Spam wants to offer, commercialize or wake interest on a product, service or company.

Do you receive product or service information through e-mail? (%)



SOURCE: ONTSI / Red.es 2008 Report

Spam

Opt-out

- All bulk email sent to recipients who have not expressly registered permission for their addresses to be placed on the specific mailing list.

Opt-In

- Also known as "Confirmed Opt-in" or "Verified Opt-in". The Recipient has verifiably confirmed permission for the address to be included on the specific mailing list, by confirming (responding to) the list subscription request verification.

Email Marketing !

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China(PRC) 80 Million Email Address
HongKong 3.25 Million Email Address
TaiWan 2.25 Million Email Address
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Australia 6 Million Email Address
Canda 10 Million Email Address
Russia 38 Million Email Address
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German 20 Million Email Address
France 38 Million Email Address
India 12 Million Email Address
other Country or Area

Category Name total emails

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100 million bulk email
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* We go all-out to make sure our customers are completely satisfied
* If any emails fail to make delivery, we replace them free of charge
* 100% Spam free, rest assured you will not be accused of spamming
* Almost all of our emails are sent to valid email addresses
* No software required, we do all the mailing from our own server
* Don't be fooled in signing up with similar sites offering services that cannot compare to ours
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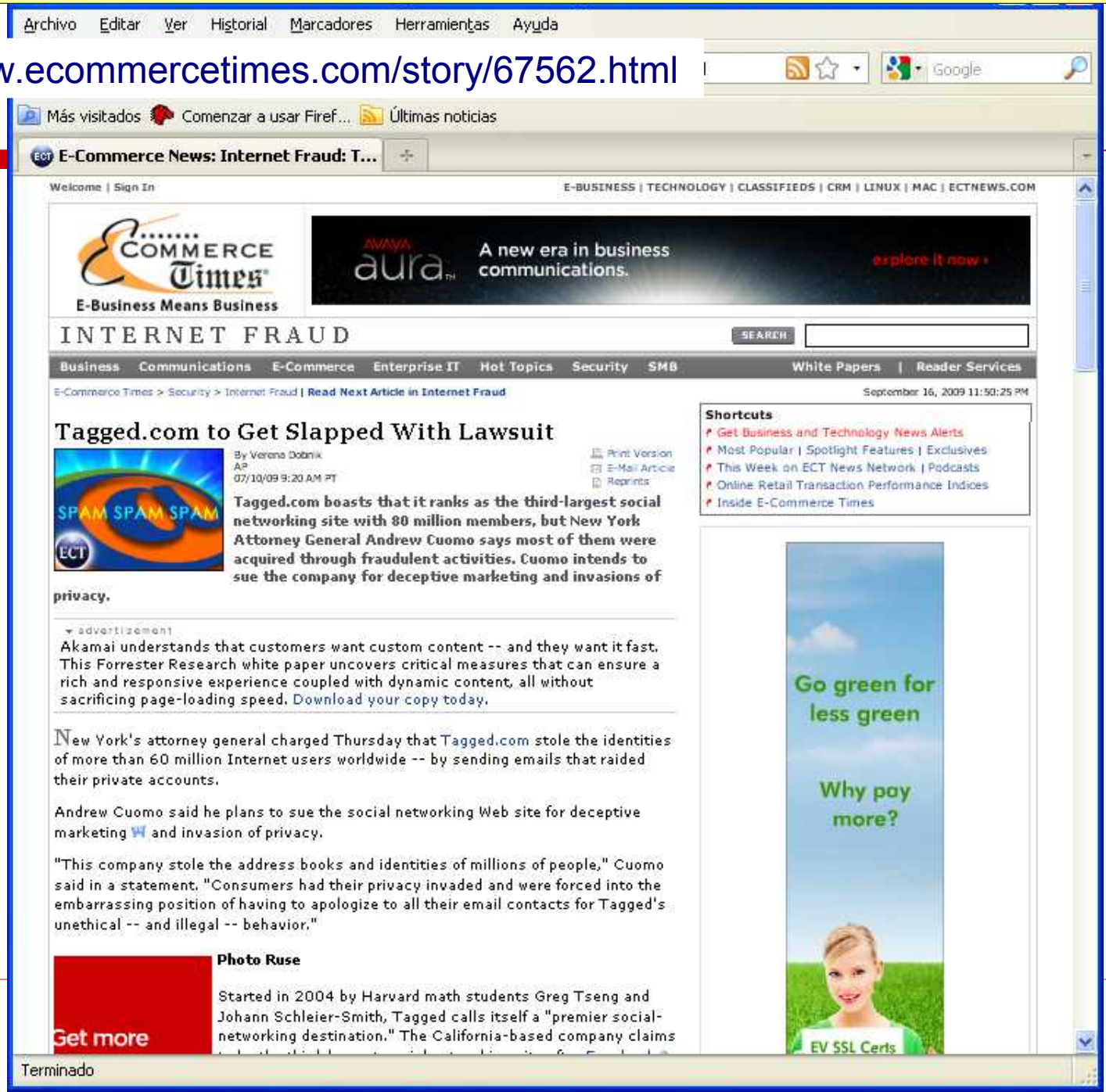

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Critics Smell Spam in White House Healthcare Email Effort

By Erika Morphy
E-Commerce Times
08/17/09 12:09 PM PT

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The White House has emailed thousands of messages to Americans detailing its stance on the contentious issue of healthcare reform, but some recipients say the messages were unsolicited. Critics are questioning whether the White House used address-gathering tactics similar to those employed by spammers.

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Success is just a matter of knowing the right "secrets." Download the free eBook, "The Edge of Success: 9 Building Blocks to Double Your Sales." You will discover the fastest, most effective ways to grow your business and still have time to live your life.

It is surprising -- albeit perhaps inevitable -- that the Obama Administration, which so ably navigated the Internet and Web 2.0 technologies during its presidential campaign, has stumbled using those same tools now that it is in office W.

The White House has received a large number of complaints from people who say that they have received unsolicited emails about the ongoing debate over healthcare reform.

This most recent outcry follows an earlier controversy in which Obama spokespeople asked for "fishy" emails about healthcare reform to be forwarded to flag@whitehouse.gov.

The White House said it set up that account -- which apparently is now disabled -- in order to set straight rumors circulating about the various proposals. Critics, though, claimed a different motivation, however: that the government was collecting email addresses, including those in the email chain, to keep track of protestors.

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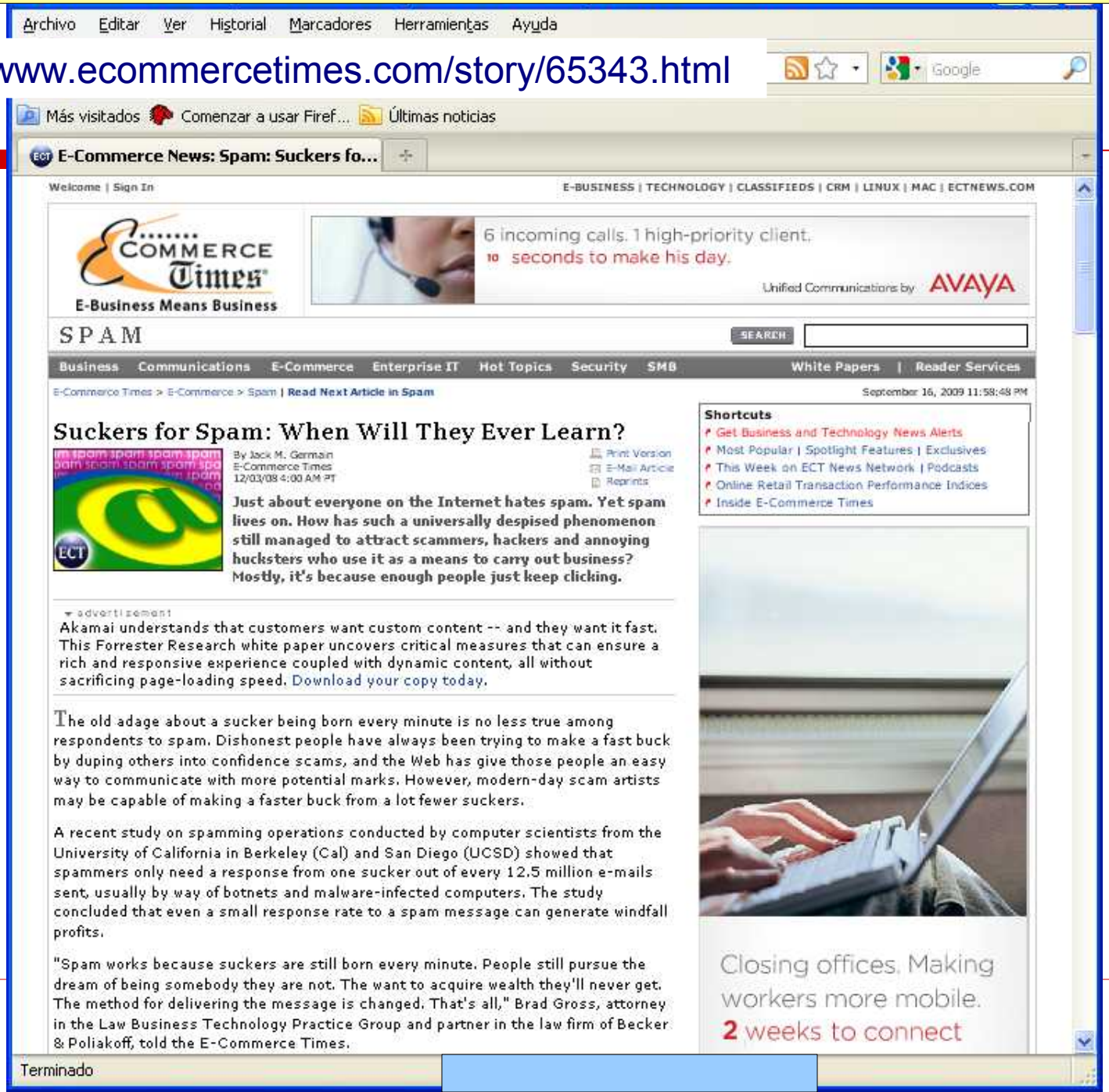
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