Creating the E-Business

Part A- Foundations of E-Business

(2)
E-Business and the Web

Creating the e-Business by Rafat Abushaban
New Internet-based communications approaches which change the way in which information about products is exchanged, which impact the basis for competition in a marketplace.

What is the Status-Quo?
What is Innovation?
What is Disruption?
Disruption And Innovation

What is the Status-Quo?
A Latin term meaning the existing state of affairs

What is Innovation?
The process of translating an idea or invention into a good or service that creates value. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need.
http://www.businessdictionary.com/definition/innovation.html

What is Disruption?
Disruption takes a left turn by literally uprooting and changing how we think, behave, do business, learn and go about our day-to-day
Disruptive Internet Technologies

Prepare half a page report on a disruptive project

Why are some Internet Technologies Disruptive?
Disruptive Internet Technologies

Opposite of Disruption?

Soft lock-in

Customers or suppliers continue to use online services because of the switching costs (They have invested a lot of time in learning the service or integrating it with their systems)
Digital marketing

Describes the **management and execution** of **marketing** using **electronic media** such as the web, e-mail, interactive TV and wireless media in conjunction **with digital data about customers’ characteristics and behavior**

in order to

**support marketing activities** aimed at **achieving profits and other business benefits**
Digital marketing

**Multi-channel marketing**
Customer communications and product distribution are supported by a combination of **digital and traditional channels** at different points in the buying cycle.

**Customer-centric marketing**
An approach to marketing **based on detailed knowledge of customer behavior** within the target audience which seeks to fulfill the individual needs and wants of customers.
Social Networks

What are those?
Social Networks

Sites that *facilitate peer to-peer communication* within a group or between individuals through providing facilities to *develop user-generated content (UGC)* and to *exchange messages and comments* between different users.

**Features of Social Networks**

http://socialnetworking.lovetoknow.com/Characteristics_of_Social_Networks

1. **User-based**
   Users populate the network with conversations and content. The direction of that content is determined by *anyone* who takes part in the discussion

2. **Interactive**
   Network-based gaming applications
Features of Social Networks

3. Community-driven
   Have sub-communities of people who share commonalities, such as alumni of a particular high school

4. Relationships
   When you have just 20 contacts and publish an update on that page, that content proliferates out across a network of contacts and sub-contacts that's much larger than you may realize

5. Emotion over content
   When suffering, people are finding that the ability to jump online and communicate directly with a circle of friends provides a great deal of support
Blogs

Personal online diary, journal or news source compiled by one person, an internal team or external guest authors.
Blogs

Features of Blogs:

• Easy for users to write and upload posts with rich media contents
• Allows users to save drafts prior to final posting
• Design your online brand by having full customizability rather than just plain text
• Gaining exposure and potential customers using Search Engine Optimization SEO practices
• Users can post comments and provide feedback
• The ability to assign categorize posts and to assign tags to a post which links up information easily
• An easy way to share your business updates

Who uses those?
Blogs

• [https://blog.facebook.com/](https://blog.facebook.com/)
• [https://blog.dropbox.com/](https://blog.dropbox.com/)
• [https://blog.twitter.com/](https://blog.twitter.com/)

VLOG?
Feed or RSS feed

Blog, news or other content is published by an XML standard and syndicated for other sites or read by users in RSS reader services such as Google Reader, personalized home pages or e-mail systems. RSS stands for ‘really simple syndication’.
Virtual Worlds

An electronic environment which simulates interactions between online characters known as avatars. Also known as Massively Multiplayer Online Roleplaying Games (MMORPG).
Podcasts

Individuals and organizations post online media (audio and video) which can be viewed in the appropriate players (including the iPod which first sparked the growth in this technique). The latest podcast updates can be automatically delivered by really simple syndication.
E-government

The application of e-commerce technologies to government and public services for citizens and businesses.

Covers:

- **Citizens**— facilities for dissemination of information and use of online services at local and national levels (filling tax returns).
- **Suppliers**— government departments have a vast network of suppliers.
- **Internal communications** – this includes information collection, dissemination, e-mail and workflow systems for improving efficiency within government departments.
(M-Commerce) Electronic transactions and communications conducted using mobile devices such as laptops, PDAs and mobile phones, and typically with a wireless connection

**We will discuss this in details later**
E-Business Risks

Opportunities have to be balanced against the risks of introducing e-business services which vary from strategic risks to practical risks, like:

• Web sites that fail because of a spike in visitor traffic after a peak-hour TV advertising campaign.
• Hackers penetrating the security of the system and stealing credit card details.
• A company e-mails customers without receiving their permission (annoying customers)
• Privacy and data protection issues.
• Problems with fulfillment of goods ordered online (customer orders go missing)
• Customer-service enquiries from the web site are ignored.