

Chapter 1

Overview of Electronic Commerce

Learning Objectives

Upon completion of this chapter, you will be able to:

1. Define electronic commerce (EC) and describe its various categories.
2. Describe and discuss the content and framework of EC.
3. Describe the major types of EC transactions.
4. Discuss e-commerce 2.0.
5. Describe social commerce and social software.
6. Understand the elements of the digital world.
7. Describe the drivers of EC as they relate to business pressures and organizational responses.
8. Describe some EC business models.
9. Describe the benefits of EC to organizations, consumers, and society.
10. List and describe the major limitations of EC.

Content

Opening Case: Net-a-Porter: Dress for Success

1.1 Electronic Commerce: Definitions and Concepts

1.2 The Electronic Commerce Field: Classification, Content, and a Brief History

1.3 E-Commerce 2.0: From Social Commerce to Virtual Worlds

1.4 The Digital World: Economy, Enterprises, and Society

1.5 The Changing Business Environment, Organizations' Response, and EC Support

1.6 Electronic Commerce Business Models

1.7 Benefits, Limitations, and Impacts of Electronic Commerce

1.8 Overview of This Book

Managerial Issues

Closing Case: E-Commerce at the National Football League (NFL)

Answers to Pause/Break Section Review Questions

Section 1.1 Review Questions

1. Define EC and e-business.

Electronic commerce is the process of buying, selling, or exchanging products, services, and information via computer networks. E-business is a broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners and conducting electronic transactions within an organization.

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