**Functions / Models of E-commerce:**

**Business to Consumer Ecommerce**

Business-to-consumer (B-to-C) electronic commerce is online retailing or e-tailing. It involves consumers shopping for and buying personal and household products. It involves merchants using electronic marketing and merchandising techniques to attract and retain customers as well as to promote products and services to them.

**Business to Business Ecommerce**

Business-to-business (B-to-B) electronic commerce covers a broad range of business activities. For example, B-to-B systems exchange business documents, such as purchase orders and invoices, between pairs of partners in a supply chain. They may implement a virtual marketplace (e-marketplaces or exchanges), wherein a single large manufacturer can consolidate the purchase of the goods that are the input to its manufacturing process from many smaller companies. Such a marketplace may enable a large retailer to purchase the goods that it sells in its stores. Or, marketplaces can become trading marts or exchanges for commodity products or the range of products of a given type or associated with a particular industry segment. B-to-B systems also automate the purchase of goods that support businesses’ maintenance, repair, and operation (MRO).

**Consumer-to-consumer (C2C) (or citizen-to-citizen)** [**electronic commerce**](http://en.wikipedia.org/wiki/Electronic_commerce) involves the electronically-facilitated transactions between consumers through some third party. A common example is the [online auction](http://en.wikipedia.org/wiki/Online_auction), in which a consumer posts an item for sale and other consumers bid to purchase it; the third party generally charges a [flat fee](http://en.wikipedia.org/wiki/Flat_fee) or [commission](http://en.wikipedia.org/wiki/Commission_(remuneration)). The sites are only intermediaries, just there to match consumers. They do not have to check quality of the products being offered.

## Examples of C2C:

* [Quikr.com](http://en.wikipedia.org/wiki/EBay)
* [OLX](http://en.wikipedia.org/wiki/Amazon.com).com
* [**Consumer-to-Consumer (C2C)** applications](http://wiki.media-culture.org.au/index.php?title=C2C_eCommerce&action=edit) within eBusiness. C2C applications are any transactions between and amongst consumers (QUT School of International Business, 2003, p. xv). They are often described as [Peer-to-Peer (P2P)](http://wiki.media-culture.org.au/index.php/P2P_file-sharing_networks) (QUT School of International Business, 2003, p. xv). When eCommerce was first introduced, it redefined the traditional structure of business by giving small firms and individuals the same opportunity as multi-national corporations. As a result, many individuals established online organizations that encouraged and assisted commerce between consumers.
* The most famous and successful example of a Consumer-to-Consumer application is [Ebay](http://wiki.media-culture.org.au/index.php/Online_Auctioning_Sites_-_eBay_%26_History).

Other examples of Consumer-to-Consumer applications are service and employment websites such as [Monster.com](http://www.monster.com/), Naukri.com. These websites provide a valuable service to consumers looking for jobs. Employers can advertise on these websites and potential employees can contact their organization for an interview.

**Consumer-to-Consumer** applications are a growing area of eCommerce. As online business expands, peer-to-peer transactions will continue to grow in popularity and the industry will become highly profitable.

Consumer-to-business (C2B) is an [electronic commerce](http://en.wikipedia.org/wiki/Electronic_commerce) [business model](http://en.wikipedia.org/wiki/Business_model) in which consumers (individuals) offer products and services to companies and the companies pay them. This business model is a complete reversal of traditional business model where companies offer goods and services to consumers ([business-to-consumer](http://en.wikipedia.org/wiki/Business-to-consumer) = B2C).

This kind of economic relationship is qualified as an inverted business type. The advent of the C2B scheme is due to major changes:

Connecting a large group of people to a bidirectional network has made this sort of commercial relationship possible. The large traditional media outlets are one direction relationship whereas the internet is bidirectional one.

* Decreased cost of technology : Individuals now have access to technologies that were once only available to large companies ( digital printing and acquisition technology, high performance computer, powerful software)

Business-to-employee (B2E) [electronic commerce](http://en.wikipedia.org/wiki/Electronic_commerce) uses an intrabusiness [network](http://en.wikipedia.org/wiki/Computer_network) which allows companies to provide products and/or services to their employees. Typically, companies use B2E networks to automate employee-related corporate processes.

Examples of B2E applications include:

* Online insurance policy management
* Corporate announcement dissemination
* Online supply requests
* Special employee offers
* [Employee benefits](http://en.wikipedia.org/wiki/Employee_benefits) reporting

**Business-to-business (B2B)** describes commerce transactions between businesses, such as between a [manufacturer](http://en.wikipedia.org/wiki/Manufacturer) and a [wholesaler](http://en.wikipedia.org/wiki/Wholesaler), or between a wholesaler and a retailer. Contrasting terms are business-to-consumer ([B2C](http://en.wikipedia.org/wiki/Business-to-consumer)) and business-to-government ([B2G](http://en.wikipedia.org/wiki/Business-to-government)).

* The volume of B2B transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical [supply chain](http://en.wikipedia.org/wiki/Supply_chain) there will be many B2B transactions involving subcomponent or [raw materials](http://en.wikipedia.org/wiki/Raw_materials), and only one B2C transaction, specifically sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windscreens, and rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single ([B2C](http://en.wikipedia.org/wiki/Business-to-consumer)) transaction

**Business-to-government (B2G)** is a derivative of [B2B marketing](http://en.wikipedia.org/wiki/Business-to-business) and often referred to as a market definition of "public sector marketing" which encompasses marketing products and services to various government levels - including federal, state and local - through integrated marketing communications techniques such as strategic public relations, branding, marcom, advertising, and web-based communications.

* **B2G** networks provide a platform for businesses to bid on government opportunities which are presented as solicitations in the form of [RFPs](http://en.wikipedia.org/wiki/RFP) in a [reverse auction](http://en.wikipedia.org/wiki/Reverse_auction) fashion. Public sector organizations (PSO's) post [tenders](http://en.wikipedia.org/wiki/Call_for_bids) in the form of RFP's, RFI's, RFQ's, Sources Sought, etc. and suppliers respond to them.
* Government agencies typically have pre-negotiated standing contracts vetting the vendors/suppliers and their products and services for set prices. These can be state, local or federal contracts

**Government-to-Citizen (abbreviated G2C)** is the communication link between a government and private individuals or residents. Such G2C communication most often refers to that which takes place through Information Communication Technologies (or ICTs), but can also include direct mail and media campaigns. G2C can take place at the federal, state, and local levels. G2C stands in contrast to G2B, or [Government-to-Business](http://en.wikipedia.org/wiki/Government-to-business) networks.

**Government-to-Business (abbreviated**[**G2B**](http://en.wikipedia.org/wiki/G2B_(disambiguation))**)** is the online non-commercial interaction between local and central government and the commercial business sector, rather than private individuals ([G2C](http://en.wikipedia.org/wiki/G2C)). For example <http://www.dti.gov.uk> is a government web site where businesses can get information and advice on e-business 'best practice'. <http://g2b.perm.ru> is another example.

**Government-to-Government (abbreviated**[**G2G**](http://en.wikipedia.org/wiki/G2G)**)** is the online non-commercial interaction between Government organisations, departments, and authorities and other Government organisations, departments, and authorities. Its use is common in the [UK](http://en.wikipedia.org/wiki/UK), along with [G2C](http://en.wikipedia.org/wiki/G2C), the online non-commercial interaction of local and central Government and private individuals, and[G2B](http://en.wikipedia.org/wiki/Government-to-business) the online non-commercial interaction of local and central Government and the commercial business sector.

**B2A = Business to Administration (B2G = Business to Government)**

B2A refers to the e-commerce activities between the administrative agencies and business institutions. For example, the government releases the purchasing details on the internet, and then invites bids via online auction; enterprises also need to submit bids via electronic way. Currently, this way is still in the initial stage of experiment.

**C2A = Consumer to Administration (C2G = Citizen to Government)**

C2A refers to the e-commerce activities between administrative agencies and consumer. In fact, this mode doesn’t really form. However, in some developed countries, such as Australia, its governmental tax administration has reported tax returns in electronic way via appointing private sector or financial accounting firms. Although this kind of activity does not achieve real electronic tax returns reporting, it has rudiment of consumer to administrative agencies this e-commerce mode.

# **B2E (Business2Employee or Business-to-Employee)**

B2E is business-to-employee, an approach in which the focus of business is the employee, rather than the consumer (as it is in business-to-consumer, or B2C) or other businesses (as it is in business-to-business, or B2B). The B2E approach grew out of the ongoing shortage of information technology (IT) workers. In a broad sense, B2E encompasses everything that businesses do to attract and retain well-qualified staff in a competitive market, such as aggressive recruiting tactics, benefits, education opportunities, flexible hours, bonuses, and employee empowerment strategies.