**MIS 310 Week 6 Homework (30 points)** Name: Megan Leonard

You will not be given credit for answers that are copies or near verbatim transcripts – please use your own words and document sources where appropriate using proper APA guidelines. Apply the principles learned in this chapter (chapter 5) or previous chapters to answer the questions for this assignment.

**Chapter 5 Learning Outcomes**

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| * Describe the current status of various forms of e-commerce, including B2B, B2C, C2C, e-government, and m-commerce. * Identify several advantages and challenges associated with e-commerce and m-commerce. * Identify and briefly describe several current e-commerce applications. * Identify the key components of technology infrastructure that must be in place for e-commerce and m-commerce to work. * Discuss the key features of the electronic payment systems needed to support e-commerce and m-commerce. * Identify the basic activities and business objectives common to all transaction processing systems. * Describe the transaction processing systems associated with the order processing, purchasing, and accounting business functions. * Identify the basic functions performed and the benefits derived from the implementation of an enterprise resource planning system, customer resource management, and product lifecycle management system. * Describe the hosted software model for enterprise systems and explain why this approach is so appealing to SMEs. * Identify the challenges that organizations face in planning, building, and operating their enterprise systems. * Identify tips for avoiding many of the common causes for failed enterprise system implementations. |

**Week 6 Review Questions (10 points)**

Answer the following questions in one or more paragraphs using proper APA format as required**:**

1. [2 points] Why is the market for m-commerce in North America maturing much later than in other regions of the world?

The market for m-commerce in North America is maturing later than others because the network infrastructure is split between many providers and consumers will make purchases by credit cards.

1. [2 points] Identify three key Web site performance measures.

Three key web site performance measures are response time, transaction success rate, and system availability.

1. [2 points] Identify and briefly describe six basic transaction processing activities performed by all transaction processing systems.

Six basic transaction processing activities are entering orders, planning shipment, executing shipment, invoicing, accounts receivability, and general ledger.

1. [2 points] What is a Tier I ERP software vendor? Explain.

A Tier 1 ERP software vendor is a highly complex and expensive software that is aimed for large firms with multiple locations around the world.

1. [2 points] Identify the basic business processes included within the scope of product lifecycle management.

The processes in the scope of product lifestyle are sales and marketing, research and development, concept development, product design, prototypes and testing, manufacturing, process design, production and assembly, delivery and installation, service and support, and finally product retirement and replacement.

**Week 6 Critical Thinking Exercise (10 points)**

Read the following and answer the questions in one or more paragraphs using proper APA format as required**:**

***Implementing CRM***

*iProspect is a global digital performance marketing firm. It works to increase Web site traffic for its clients through services such as search engine optimization, lead generation, Web site analytics, and Web site conversion enhancement. Its clients include such firms as Adidas, American Express, Coca-Cola, Ford Motor Company, General Motors, and Sharp Electronics. The firm needs a formal means of capturing information about its customers and their interactions with the company. It also hopes to implement a CRM system that will capture its best business practices to enable it to build on sales and customer satisfaction successes.*

1. [2 points] What specific tasks must this CRM software perform?
2. [2 points] What are the potential benefits that iProspect might capture from use of a CRM system?
3. [3 points] The CFO has asked you to lead a team to assess the potential benefits associated with this system. Who would you choose to make up this team (job title and organization)? How could your team attempt to quantify the potential benefits of such a system?
4. [3 points] What are the pros and cons of choosing a hosted software solution to “test drive” a potential CRM solution?

**Week 6 Case Study (10 points)**

Read the following and answer the questions in one or more paragraphs using proper APA format as required**:**

***Facebook Moves into E-Commerce***

*On the social networking site Facebook, users create profiles that allow them to connect with friends, organizations, and companies through posts and ads that appear in their personal News Feed as well as through Pages that are designed to help organizations and companies connect with interested users. And with more than 1.4 billion active users, including 900 million who visit the site every day, Facebook represents a huge potential online marketplace.*

*Over the years, Facebook has experimented with many different features designed to help marketers connect with prospective customers—from banner ads to sponsored links to highly visual engagement ads that allow advertisers to show several clickable images or videos within a single News Feed ad. Although Facebook has incorporated ads for some time, it is now focusing more intently on tools that make it easier for customers to purchase something immediately based on an ad they see—ideally, all while staying within Facebook’s site. In particular, the company is concentrating on ways it can streamline mobile purchasing, currently an often slow and cumbersome process. According to Emma Rodgers, Facebook’s head of product marketing for commerce, “We’re looking to give people an easier way to find products that will be interesting to them on mobile, make shopping easier and help businesses drive sales.”*

*For starters, Facebook is testing a new Shopping tool within the Favorites section that will aggregate a personalized mix of products users are likely to be interested in based on their Facebook likes and connections. In addition, Facebook has begun experimenting with “conversational commerce,” a highly personalized form of e-commerce in which consumers and retailers conduct entire transactions within a messaging application—in this case, Facebook’s Messenger app.*

*Facebook has also been rolling out a new mobile ad feature it calls Canvas, which offers marketers a customizable space where they can use video, images, text, and “call-to-action buttons” (such as Book Now, Sign Up, and Shop Now) to engage with consumers. When Facebook users click on a Canvas, they will almost instantaneously see a full-screen ad that lives within Facebook’s infrastructure—rather than being redirected to an advertiser’s Web site, which may be slow to load and not always optimized for mobile devices. Canvas appeals to marketers looking for a new way to engage customers without losing them as they are being redirected to an outside Web site, and it offers Facebook the chance to keep more of a user’s online activity within its site.*

*Recently, Facebook has been testing a “shop” concept that goes one step further—allowing companies using Shopify’s e-commerce platform to build what amounts to a mini e-commerce site within their Page through the use of a Buy button. For now, retailers involved in the test can choose between an option that directs shoppers to their own sites and one that keeps the entire shopping experience—from product discovery to checkout—within Facebook.*

*A recent study found that 13 percent of all the time spent on mobile apps is spent within Facebook’s apps, and according to a Facebook survey, nearly half of its users come to Facebook to actively look for products. Facebook clearly intends to capitalize on these trends with e-commerce and m-commerce initiatives that will likely continue to evolve and expand. And marketers looking for new ways to extend customer engagement to online purchases will certainly be paying attention.*

1. [3 points] What are some of the privacy concerns that consumers might have in terms of shopping on a social network such as Facebook, which already has access to so much personal information?  
   A privacy concern would be buying something without facebook trying to make a post on it to the user’s friends. There is also the concern of targeted products and how it could be too targeted to be comfortable. Adding in a credit card is also worrying as Facebook is known to collect data. Facebook already tends to have enough data that a hack could use their system to commit identity fraud, adding in the credit card information could let a hacker take over a person’s entire life.
2. [3 points] Are people likely to use Facebook’s current e-commerce offerings the same way they might shop on Amazon?  
   It is unlikely that people will use Facebook’s e-commerce in a similar way as Amazon. This is because there have been known problems with Facebook and their collection of data. Amazon is an already known and reliable e-commerce site that has fast delivery and not as many data leaks as Facebook. It also does not collect the social data as Facebook does like the personalized questions that we use for password recovery. Facebook has access to the information that was shared new and old so if a person started younger then Facebook could know the answers to those questions such as mother’s maiden name or the name of your first pet.
3. [4 points] Do research online to find out more about some of the e-commerce initiatives of other social networks, such as Instagram, Pinterest, and Twitter. What features do they offer that differentiate them from Facebook? Do you think any of these sites will ever be a strong competitor to Amazon in terms of total e-commerce sales? If not, what niche could they succeed at?

The other sites have not stepped as heavily into the e-commerce as Facebook has. Pinterest is an example as it runs the sales in a similar manner of Etsy. You can get the items from individual people as well as on Instagram and the site uses the e-commerce to connect people more than being an actively involved middleman.

SOURCES: “Easy and Effective Facebook Ads,” Facebook, www.facebook.com/business/products/ads, accessed February 29, 2016; “Facebook Pushes Shopping Features in Move to E-Commerce,” Reuters, October 12, 2015, http://uk.reuters.com/article/us-facebook-retail-idUKKCN0S61N720151012; “FB Moves into E-Commerce, Challenges Amazon with New In-App,” Money Control, October 13, 2015, www.moneycontrol.com/news/technology/fb-moves-into-e-commerce-challenges-amazonnew-in-app\_3559061.html; Stambor, Zak, “Facebook Makes a Major E-Commerce Move,” Internet Retailer, October 12, 2015, www.internetretailer.com/2015/10/09/facebook-makes-major-e-commerce-move; Mac, Ryan, “Facebook Goes All in On E-Commerce by Bringing Businesses onto Messenger, Forbes, March 25, 2015, www.forbes.com/sites/ryanmac/2015/03/25/facebook-goes-all-in-on-e-commerce-by-bringing-businesses-onto-messenger/#132d7acd4747; Plummer, Quinten, “Facebook May Launch Risky Messenger Ad Program,” E-Commerce Times, February 22, 2016, www.ecommercetimes.com/story/83139.html; “Introducing Canvas, A Full-Screen Ad Experience Built for Bringing Brands and Products to Life on Mobile,” Facebook, February 25, 2016, www.facebook.com/business/news/introducing-canvas; Plummer, Quinten, “Facebook Gives Marketers a Blank Canvas,” E-Commerce Times, February 27, 2016, www.ecommercetimes.com/story/83165.html; Kantrowitz, Alex, “Facebook Takes Big Step Forward On Commerce, Builds Shops into Pages,” BuzzFeed, July 15, 2015, www.buzzfeed.com/alexkantrowitz/facebook-takes-big-step-forward-on-commerce-builds-shops-int#.kxovdqa3V; Stambor, Zak, “Facebook Launches Another Buy Button Test,” Internet Retailer, July 17, 2015, [www.internetretailer.com/2015/07/17/facebook-launches-another-buy-button-test](http://www.internetretailer.com/2015/07/17/facebook-launches-another-buy-button-test).