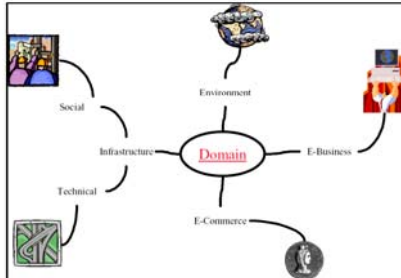
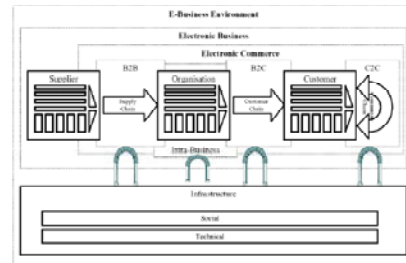


Beynon Davies - The E-Business domain



Modell



Tre nivåer, överst:

- "E-business. Business can either be considered as an entity or as the set of activities associated with a commercial organisation. Electronic business or e-Business might be defined as the utilisation of information and communication technologies to support all the activities of business" (Beynon-Davies).

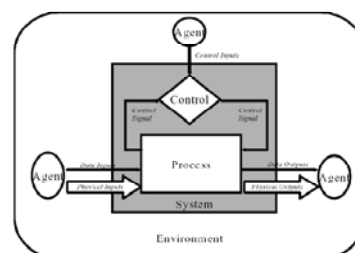
Tre nivåer, mellan:

- E-Commerce. Commerce constitutes the exchange of products and services between businesses, groups and individuals. Commerce or trade can hence be seen as one of the essential activities of any business. E-Commerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses. (Beynon-Davies).

Tre nivåer, lägst:

- I-Commerce. Internet commerce is the use of Internet and Web technologies to enable e-Commerce. Such technologies are becoming the key standards for intra and inter-organisational communication. (Beynon-Davies).

Konceptuell modell: System



HAS, "Human Activity System"

- **Organisations** are **human activity systems**
- often: complex chains of human activity systems.
- A human activity system (HAS) is a **social system**
- "A logical collection of activities performed by some group of people"

Information och informationssystem:

- Information is data interpreted in some meaningful context.
- Information is interpreted data.
- Information is data placed within a meaningful context.

Information och informationssystem:

- An information system is a system of communication between people.
- Information systems are systems involved in the gathering, processing, distribution and use of information.
- Information systems support human activity systems in the sense that information is important for the coordination of human activity to meet established goals.

Control and Performance - Att styra och att mäta...

- Control is the mechanism that...
- maintain the systems in some form of equilibrium and
- enables the system to adapt to changes in its environment.
- A monitoring subsystem may only work effectively if there are defined levels of performance for the system.

Main types of performance measures:

- **Efficacy** is a measure of the extent to which a system achieves its intended transformation.
- **Efficiency** is a measure of the extent to which the system achieves its intended transformation with the minimum use of resources.
- **Effectiveness** is a measure of the extent to which the system contributes to the purposes of a higher-level system.
- (Checkland 1987):

Information and Communication Technology

- Information and communication technology (ICT) is any technology used to support information gathering, processing, distribution and use.
- Modern ICT consists of hardware, software, data and communications technology.
- Computer hardware.
- This comprises the physical (hard) aspects of ICT consisting of processors, input

ICT System

- Interface subsystem "user interface", human-computer interface (HCI).
- Rules subsystem, "business rules".
- Transaction subsystem, link between the data subsystem and the rules and interface subsystems.
- Data subsystem, managing the underlying data needed by the ICT system.

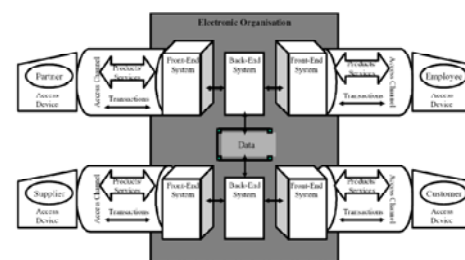
ICT System II

- Note: Each of the parts of an application may be distributed on different machines, perhaps at different sites. This means that each part usually needs to be connected together in terms of some communications backbone.

Infrastructure, hierarchical view

- HAS Infrastructure. This constitutes the organisation of activity supporting the creation and distribution of value.
- Information Infrastructure. This comprises the information necessary to support the HAS infrastructure.
- Information Systems Infrastructure. This consists of the information systems needed to support organisational activity in the HAS infrastructure.

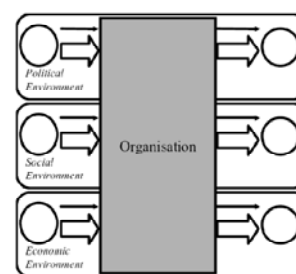
ICT, Information and Communication Technology"



Infrastructure, horisontal view:

- horizontal division between those processes and technologies.
- Referred to as the front-end or front-office of the organisation and the back-end or back-office of the organisation.

Omgivning, "environment"



The Economic Environment

- Commercial organisations; economic environment is most important.
- Two major activities: production and distribution.
Production and distribution are activities that deliver value.
- Economies can be seen as chains of value; within and between organisations.

Commerce of whatever nature can be considered...

- **as a process** with the following phases:
- pre-sale,
- sale execution,
- sale settlement
- after sales

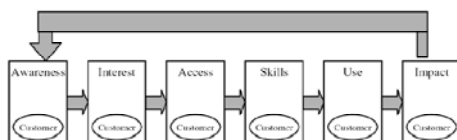
Electronic Commerce

- relationships of the business with individuals, groups and other businesses. Generally we may
- distinguish between
- three major forms of e-commerce:
- B2C e-Commerce,
- B2B e-Commerce and
- C2C e-Commerce.

The Social Environment

- concerns the cultural life of some grouping such as a nation state. In recent times it has been popular to collude notions of society with the increasing impact of ICT under the umbrella-term, Information Society. There are a number of indicators of changes in Western
- societies that provide evidence for the Information Society including changes to work structures, the growing use of

Social Environment Factors



Social environment factors, explained

- Awareness of the benefits of using various remote access mechanisms.
- Interest in using various remote access mechanisms for their purposes.
- Access to remote access devices from some convenient location.
- Skills necessary to use access mechanisms such as the Internet enabled PC effectively.

Social environment factors, explained II

- Use remote access mechanisms on a regular basis in core areas of life such as work and leisure.
- Impact - to approach a threshold that encourages the provision of more content and services delivered electronically.

The Political Environment

- ... concerns issues of power.
- ... is concerned with government and legal frameworks within nation-states
- ... is a major constraint for organisational behaviour.

The Political Environment II

- Development of the Internet has brought challenges to legal systems
- Internet commerce lacks geographical boundaries and there is no centralised authority controlling the Internet.
- enforcement of contracts and intellectual property rights.

The social infrastructure for e-Business

- human activity systems central to the conduct of e-business. As well as the **conventional competencies** the e-Business must develop **informatics competencies**. These include
 - **competencies in e-Business planning,**
 - **management,**
 - **development**
 - **evaluation.**

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