

IT6506 - e-Business Technologies

2. Evolution of eMarketplaces

Level III - Semester 5

Intended Learning Outcomes

At the end of this lesson, you will be able to;

Obtain a good understanding of the evolution of eMarket places in eBusiness and

- Identify traditional business models and new business models and the differences of them
- Describe the technologies enabling new business models and eMarketplaces
- Understand the concept of Direct-to-customer interaction in eMarketplaces
- Learn what Mass customization means and its Advantages and Disadvantages
- Learn the Benefits, Issues and Concerns of working in a Virtual organization

Overview

eMarketplaces

- eMarketplaces, also known as online marketplaces, are digital platforms that connect buyers and sellers of goods and services. They allow businesses and individuals to list their products or services on a platform where potential customers can browse and purchase them.
- eMarketplaces come in various forms, such as **horizontal eMarketplaces** that offer a wide range of products and services like Amazon and eBay, or **vertical eMarketplaces** that specialize in a particular product or service category, like Airbnb for lodging or Etsy for handmade goods.

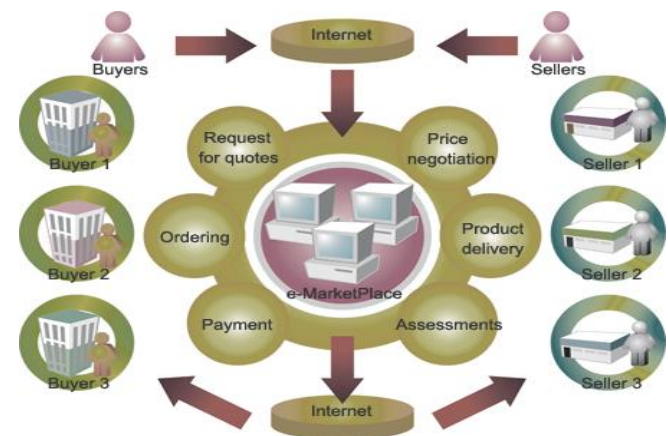


Overview

eMarketplaces

- Some eMarketplaces operate as **intermediaries**, where the platform facilitates the transaction and takes a commission on each sale, while others, like Alibaba, **connect buyers and sellers directly**.
- eMarketplaces have become increasingly popular in recent years, driven by the growth of e-commerce and the convenience they offer for both buyers and sellers. They have also enabled small businesses and independent sellers to reach a broader customer base and compete with larger retailers.

	PRODUCT	SERVICE
HETEROGENEOUS	    	  
HOMOGENEOUS		  



Overview

Evolution of eMarketplaces

eMarketplaces, also known as online marketplaces, have evolved significantly over the years. Here are some key milestones in their evolution:

- **Early days:** The first eMarketplaces were basic online marketplaces where buyers and sellers could connect and trade goods and services. Examples include eBay and Amazon, which both launched in the mid-1990s.
- **Expansion:** As eMarketplaces gained popularity, more companies started launching their own online marketplaces. Some of these were **specialized eMarketplaces focused on specific niches**, while others were more general. Examples of specialized eMarketplaces include Etsy and Daraz.lk, which focuses on handmade and vintage items, and Airbnb, which connects travelers with hosts who offer lodging.

Overview

Evolution of eMarketplaces

- **Mobile revolution:** The rise of mobile devices led to the creation of mobile-first eMarketplaces, which were designed specifically for mobile devices. Examples include Uber and PickMe, which are mobile apps that connect riders with drivers.
- **Digital transformation:** The digital transformation of businesses has led to the creation of B2B eMarketplaces, which enable businesses to buy and sell goods and services online. Examples include Alibaba, which connects businesses with suppliers in China, and ThomasNet, which connects businesses with suppliers in North America.
- **Platformization:** Some eMarketplaces have evolved into full-fledged platforms, offering a range of services beyond just buying and selling. For example, Amazon has expanded into streaming services, music, and cloud computing.

Overview

Evolution of eMarketplaces

- **Blockchain and cryptocurrency:** The rise of blockchain technology and cryptocurrency has led to the creation of decentralized eMarketplaces, which are designed to operate without a central authority. Examples include OpenBazaar and Bitify.

Potential applications



Automotive

Consumers could use the blockchain to manage fractional ownership in autonomous cars.



Financial services

Faster, cheaper settlements could shave billions of dollars from transaction costs while improving transparency.



Voting

Using a blockchain code, constituents could cast votes via smartphone, tablet or computer, **resulting in immediately verifiable results.**



Healthcare

Patients' encrypted health information could be shared with multiple providers without the risk of privacy breaches.



Overview

Electronic Market places

Markets Play a Central Role in the economy facilitating the exchange of :

- **Information**
- **Goods**
- **Services**
- **Payments**

Markets create economic value for:

- **Buyers**
- **Sellers**
- **Markets**
- **Intermediaries**
- **Society at large**

Overview

Some examples of eMarketplaces

- **Amazon:** Amazon is the world's largest e-commerce marketplace that offers a wide range of products and services, from books to electronics, clothing, and groceries.
- **Alibaba:** Alibaba is a Chinese e-commerce giant that provides a platform for businesses to buy and sell goods and services.
- **eBay:** eBay is an American multinational e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its website.
- **Etsy:** Etsy is an e-commerce website focused on handmade or vintage items and craft supplies.

Overview

Some examples of eMarketplaces

- **Walmart Marketplace:** Walmart Marketplace is an online platform that allows third-party sellers to offer their products to Walmart's online customers.
- **Zillow:** Zillow is an online marketplace for buying, selling, and renting real estate properties.
- **Airbnb:** Airbnb is an online marketplace for booking vacation rentals, homestays, and tourism experiences.
- **Fiverr:** Fiverr is an online marketplace that offers freelance services such as graphic design, writing, and programming.
- **Upwork:** Upwork is an online marketplace that connects businesses with freelancers and agencies for projects ranging from web development to content creation.
- **TaskRabbit:** TaskRabbit is an online marketplace that connects people with local freelancers to help with everyday tasks such as cleaning, moving, and handyman services.

Overview

Some examples of eMarketplaces in Sri Lanka

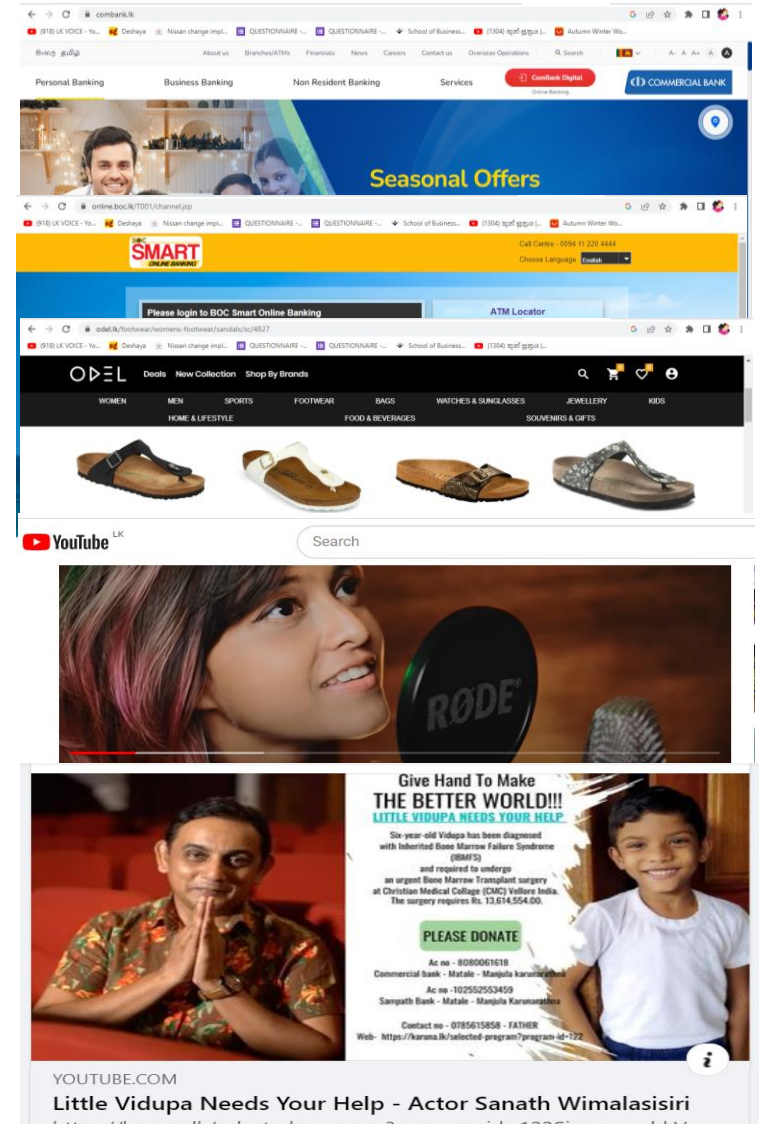
- **Daraz:** Daraz is one of the largest e-commerce platforms in Sri Lanka, offering a wide range of products, including electronics, fashion, beauty, and groceries.
- **Kapruka:** Kapruka is an online marketplace that offers a range of products and services, including gifts, flowers, food, and beverages, as well as healthcare products.
- **MyDeal.lk:** MyDeal.lk is an online marketplace that offers deals on a range of products, including electronics, home and garden, fashion, and beauty products.
- **Wow.lk:** Wow.lk is an online marketplace that offers a range of products and services, including electronics, fashion, beauty, and travel deals.
- **Takas.lk:** Takas.lk is an online marketplace that offers a range of products, including electronics, fashion, beauty, and home appliances.

Overview

Some examples of eMarketplaces in Sri Lanka

- **Clicknshop.lk:** Clicknshop.lk is an online marketplace that offers a range of products, including electronics, fashion, beauty, and home appliances.
- **Healthguard.lk:** Healthguard.lk is an online marketplace that specializes in healthcare and wellness products, including vitamins, supplements, and personal care items.
- **Ikman.lk :** This is a Sri Lankan online classifieds website, where people can buy and sell a wide range of products and services. The website offers a platform for people to post free classified ads for items such as electronics, vehicles, property, and household goods, as well as services such as job vacancies, education and training, and professional services.
- **Anything.lk:** Anything.lk is an online marketplace that offers a range of products and services, including fashion, beauty, and travel deals, as well as event management and web design services.

2.1 Identify traditional business models and new business models



2.1 Identify traditional business models and new business models

Validity of the Traditional Business Models in today's Context

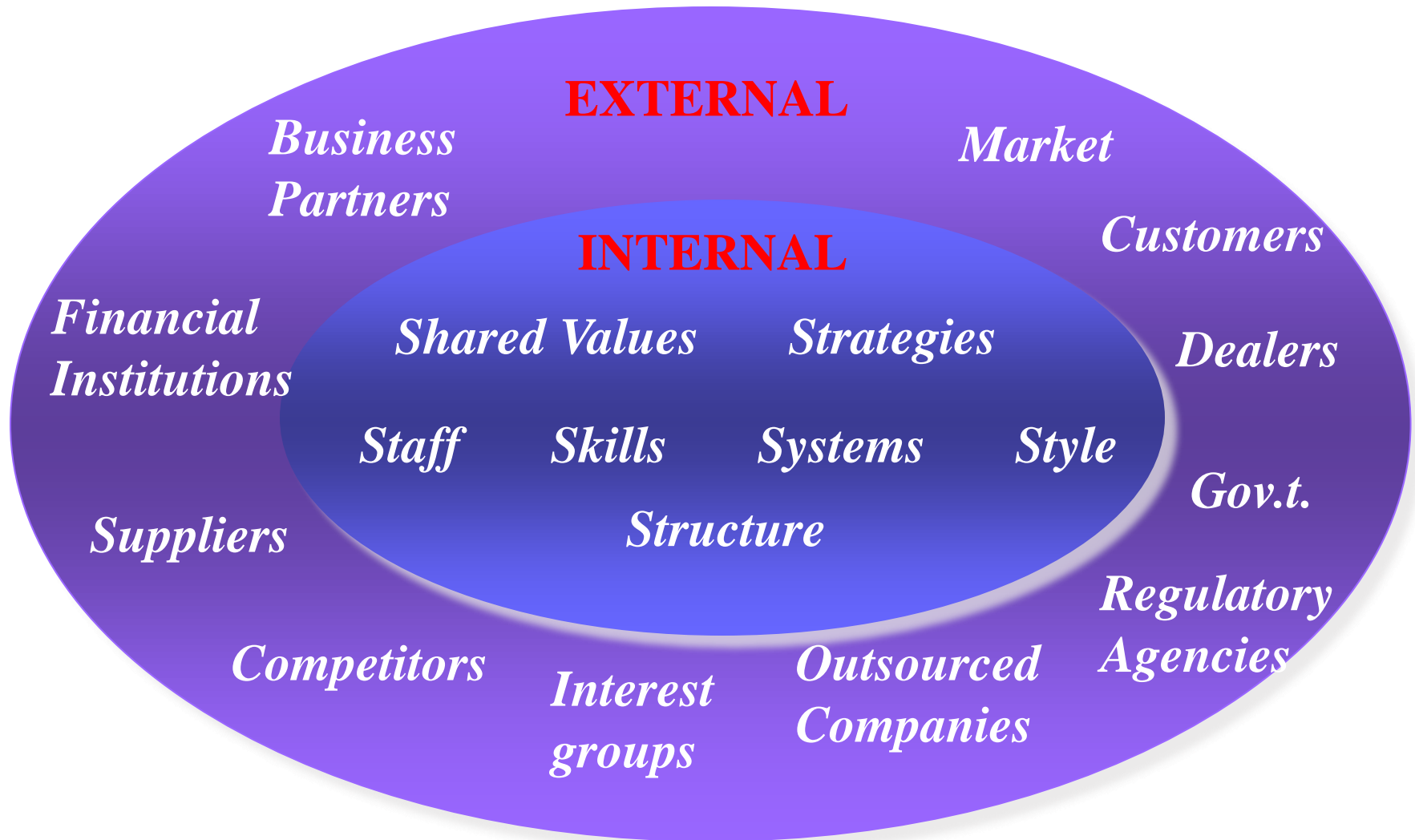
	Traditional Business Models	New Business Models
Production	Mass	Personalised (DELL)
Distribution	Middleman	Direct (DELL)
Communication	Chained / Closed	Networked / Open
Finance	Slow / Difficult	Faster / Easier (24/7)
Markets	Local / Geographical	Global / No boundaries
Assets	Tangible / Physical	Intangible / Virtual

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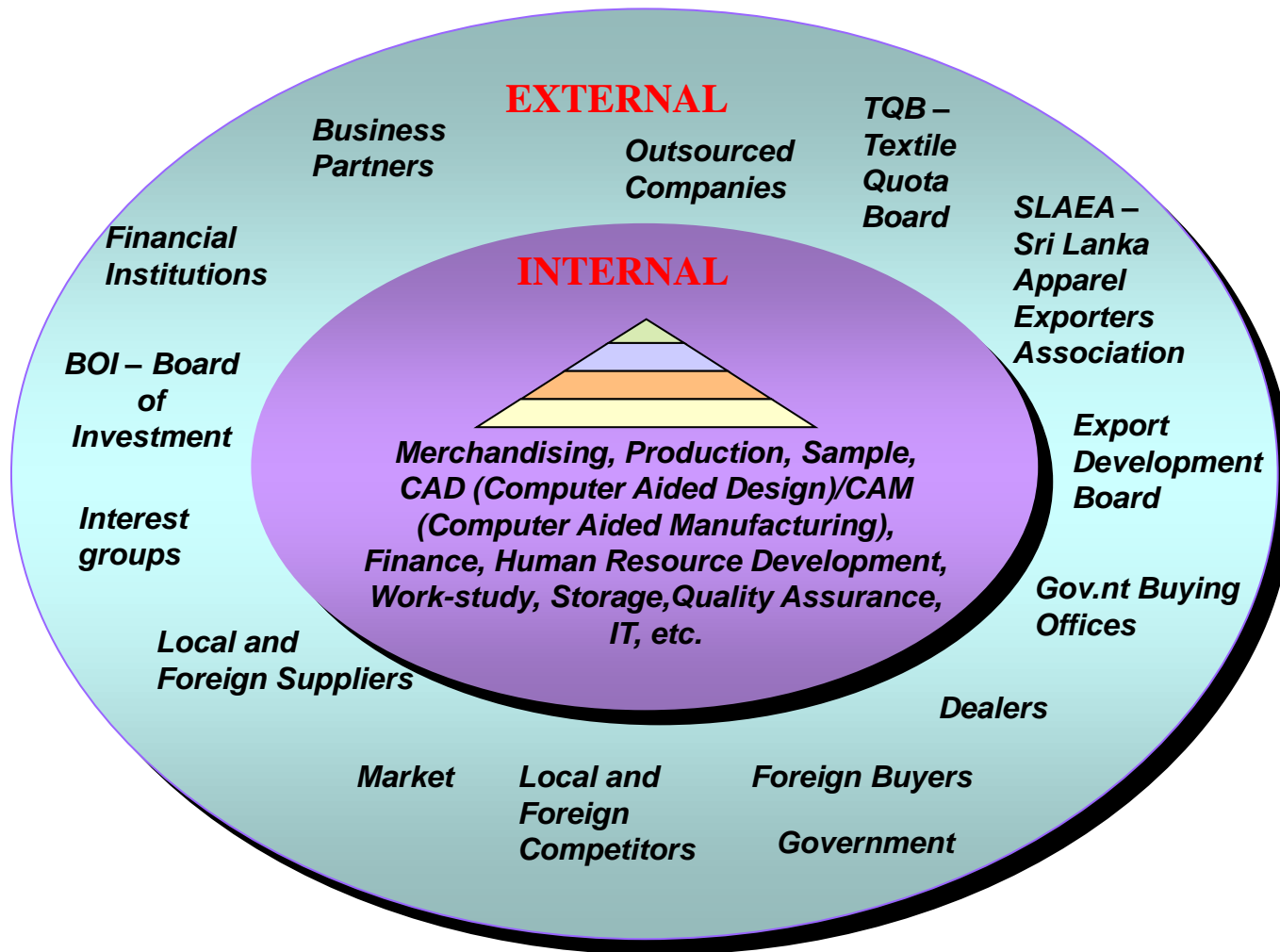
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2.1 Identify traditional and new business models



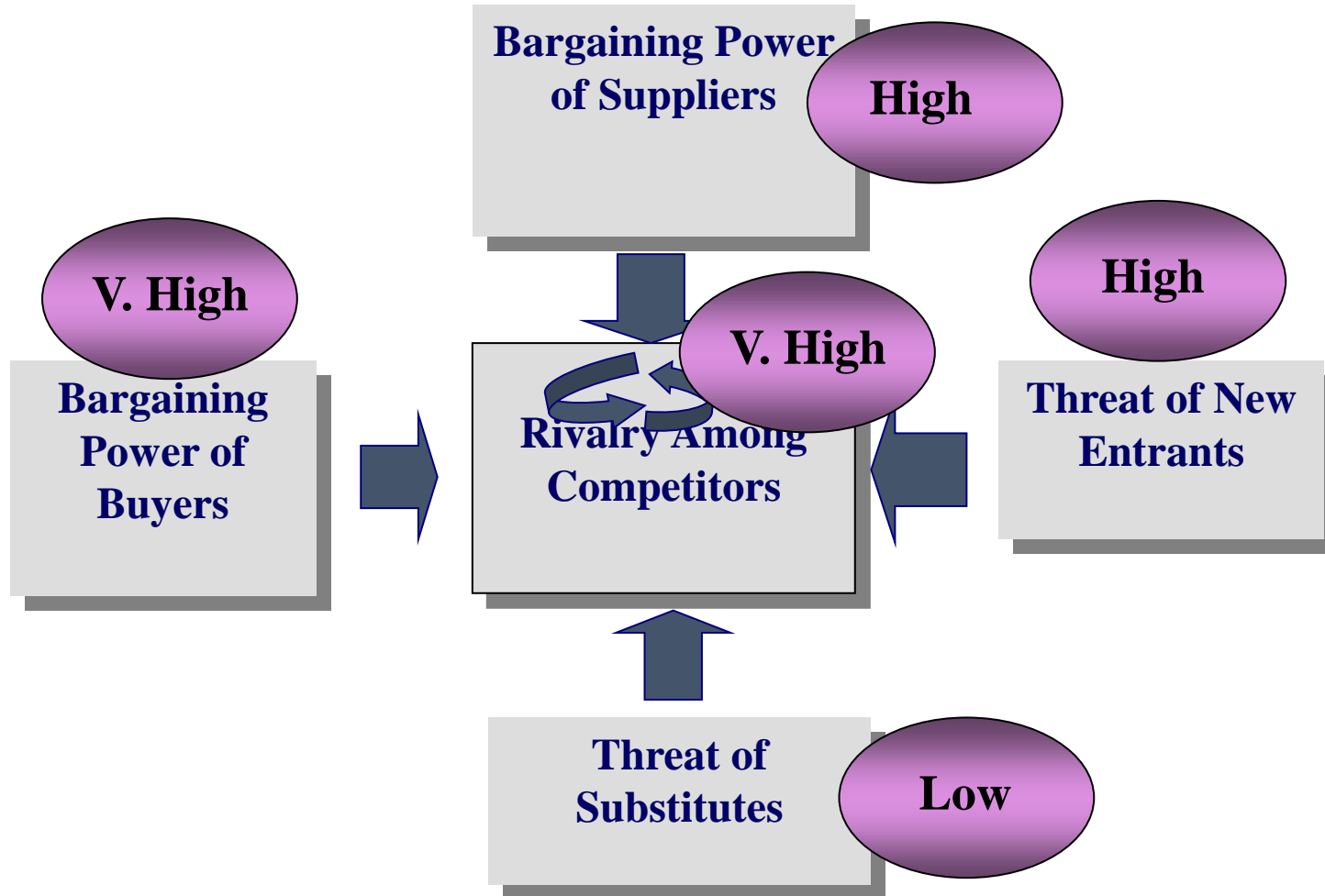
2.1 Identify traditional and new business models

The Natural Environment of Organizations Eg: Garment Sector



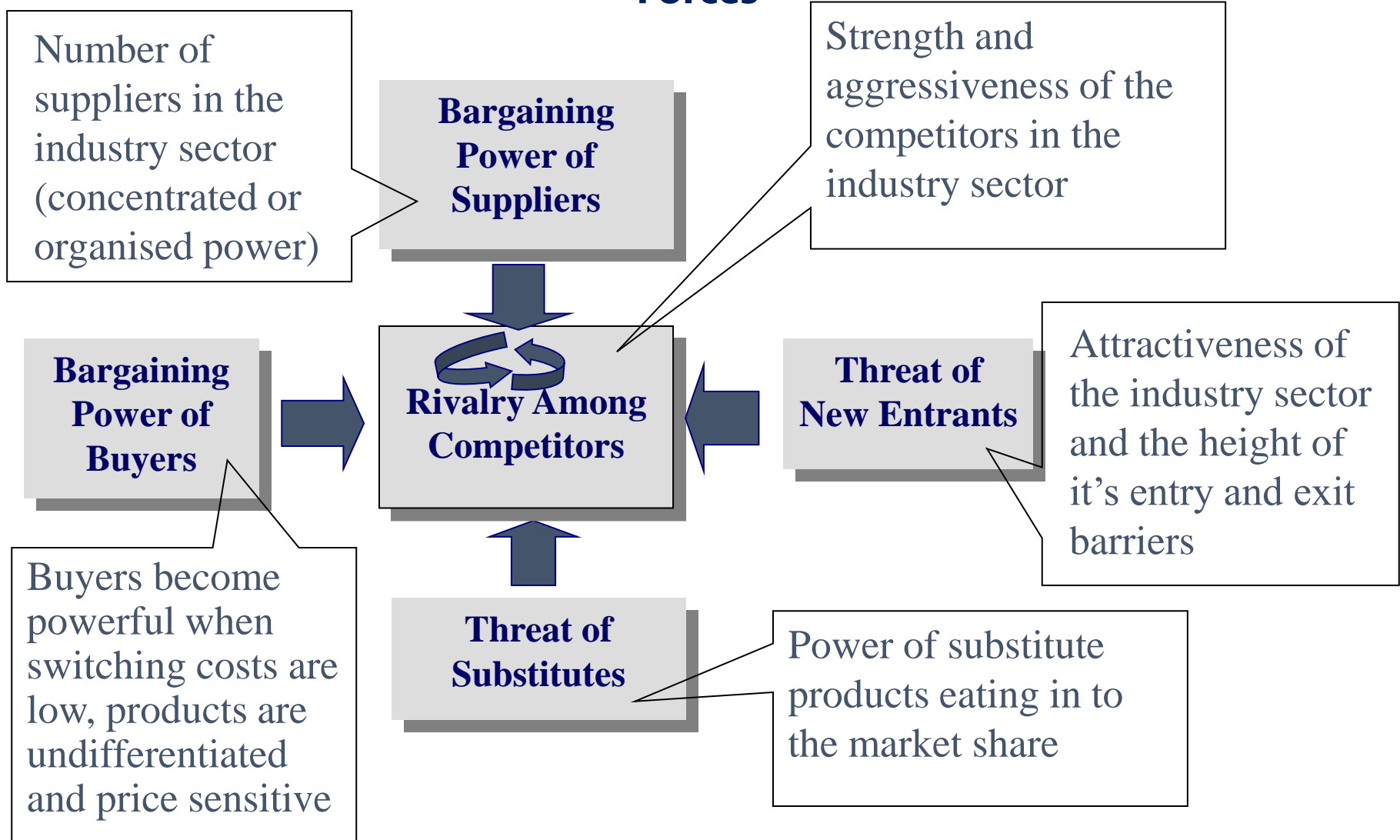
2.1 Identify traditional and new business models

Analyzing the External Environment



2.1 Identify traditional and new business models

Analyzing the External Environment using Michael Porter's Five Forces



Bargaining Power of Suppliers

Suppliers have the most power over the company in the following instances:

- The inputs you require are available only from a small number of suppliers.
- The inputs you require are unique, making it costly to switch suppliers.
- Your input purchases don't represent a significant portion of the supplier's business.
- Suppliers can sell directly to your customers, bypassing the need for your business.
- It is difficult for you to switch to another supplier.
- You do not have a full understanding of your supplier's market.

Reducing the Bargaining Power of Suppliers

- Reduce inventory costs by providing just-in-time deliveries
- Enhance the value of goods and services supplied by making effective use of information about customer needs and preferences
- Speed the adoption of new technologies
- Forming a buying group of small producers to buy as one large-volume customer.
- choose to integrate back and produce your own inputs by purchasing one of your key suppliers or doing the production yourself.

Bargaining Power of Buyers

Buyers have the most power over the company in the following instances:

- They are large and purchase much of your output.
- Many small customers acting as a group creates force.
- Your industry has many small companies supplying the product and buyers are few and large.
- The products represent a relatively large expense for your customers
- Customers have access to and are able to evaluate market information.
- Your product is not unique and can be purchase from other suppliers.
- Customers could possibly make your product themselves.
- Customers can easily, and with little cost, switch to another product.

Reducing the Bargaining Power of Buyers

- By increasing their loyalty to your business through partnerships or loyalty programs,
- Selling directly to consumers
- Increasing the inherent or perceived value of a product by adding features or branding.
- select the customers who have little knowledge of the market and have less power, you can enhance your profitability.

Threat of New Entrants

The threat of new entrants is greatest when:

- Processes are not protected by regulations or patents.
- Customers have little brand loyalty.
- Start-up costs are low for new businesses entering the industry.
- The products provided are not unique.
- can easily liquidate their inventory & assets if the venture fails.
- Switching costs are low.
- The production process is easily learned.
- Access to inputs is easy.
- Access to customers is easy
- Economies of scale are minimal.

Reducing the Threat of New Entrants

- Enhancing your marketing/brand image,
- utilizing patents
- creating alliances with associated products
- demonstrating your ability and desire to retaliate to potential entrants
- setting a product price that deters entry

Threat of Substitutes

Substitutes are a greater threat when:

- Your product doesn't offer any real benefit compared to other products.
- It is easy for customers to switch.
- Customers have little loyalty.

Reducing the Threat of Substitutes

- by using tactics such as staying closely in tune with customer preferences
- differentiating your product by branding
- collective advertising for an industry
- Value added products taking your products to a different market
- Focus on ensuring anti-competitive behaviour

Rivalry Among Competitors

The most intense rivalries occur when:

- One firm or a small number of firms have incentive to try and become the market leader.
- The market is growing slowly or shrinking.
- There are high fixed costs of production
- Products are perishable and need to be sold quickly.
- Products are not unique or homogenous.
Undifferentiated products (commodities)
- Customers can easily switch between products.
- There are high costs for exiting the business

Reducing the Threat of Rivals

- distinguish your product from your competitors' by innovating or improving features.
- focusing on a unique segment of the market
- distributing your product in a novel channel
- trying to form stronger relationships
- Build customer loyalty.

Business Goals & Strategies

- **Survival** - Companies in deep trouble and need re-engineering, they have no choice.
- **Sustainability** - Not yet in trouble, but, has the foresight to see trouble coming. They need to be proactive.
- **Growth** - Ambitious and aggressive. Reengineering is an opportunity to further their lead over the competitors.

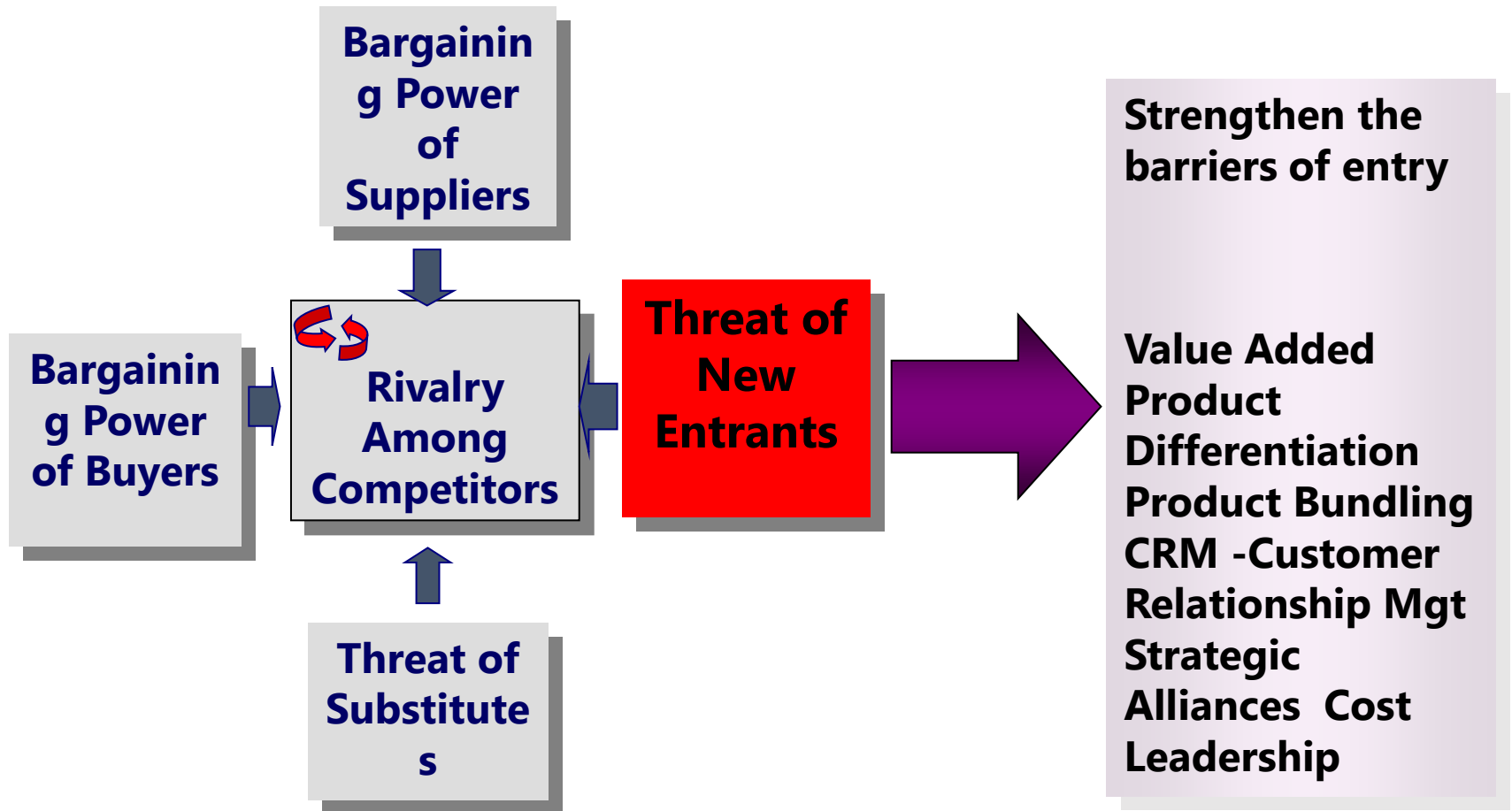
What are Business Strategies ?

- **Product Differentiation (Value-added)**
- **Strategic Alliances**
- **Product Bundling**
- **Horizontal Integration**
- **Marketing**
- **Pricing Strategies**
- **Customer Relationship Mgt. (CRM)**
- **Expand Product Line,**
- **etc.**

Business Strategies and Models – Old and New

Old Model	Online Model
Physical Operations Own core competencies Geographical Coverage Physical location is critical	Online Operations Collaborative competencies Global/International coverage Online location is critical
Distribution, retail, wholesale, etc.	E-intermediaries such as market, Information, service 'mediaries'
Barriers to entry – Brand, costs, channels, locations, relationships	Barriers to entry – Brand name, 1 : 1 relationships, Quality of service
High switching costs – specialised technology, skills	Low switching costs – standardised online technology and skills, short Product Life Cycle.
Difficult to attain global presence	Relatively easy to attain global presence
Organisation has IT as function	Organisation has IT as strategy

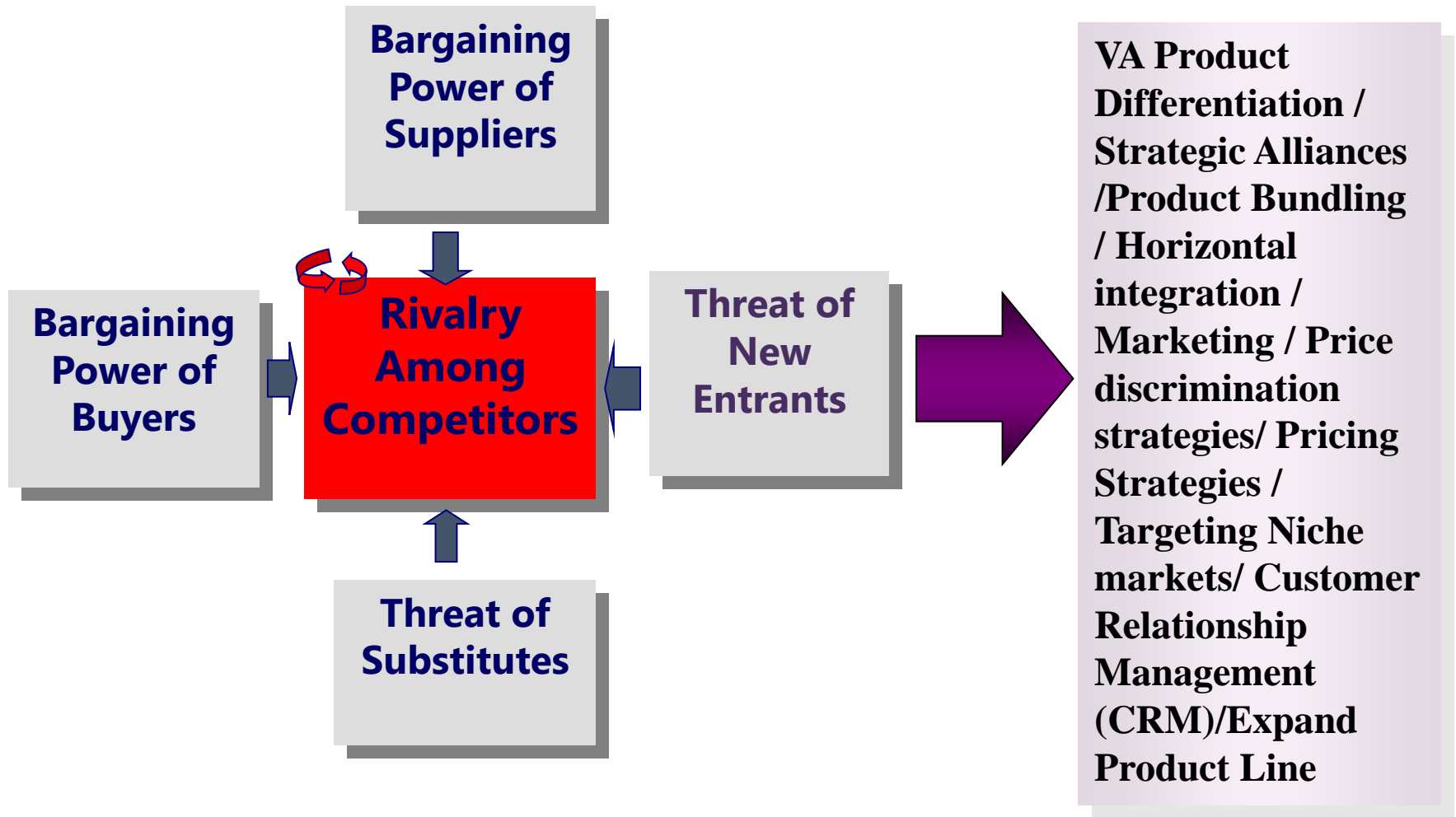
Strategies to adopt for **Threat of New Entrants**



Micheal Porter's Five Forces

Business Strategies

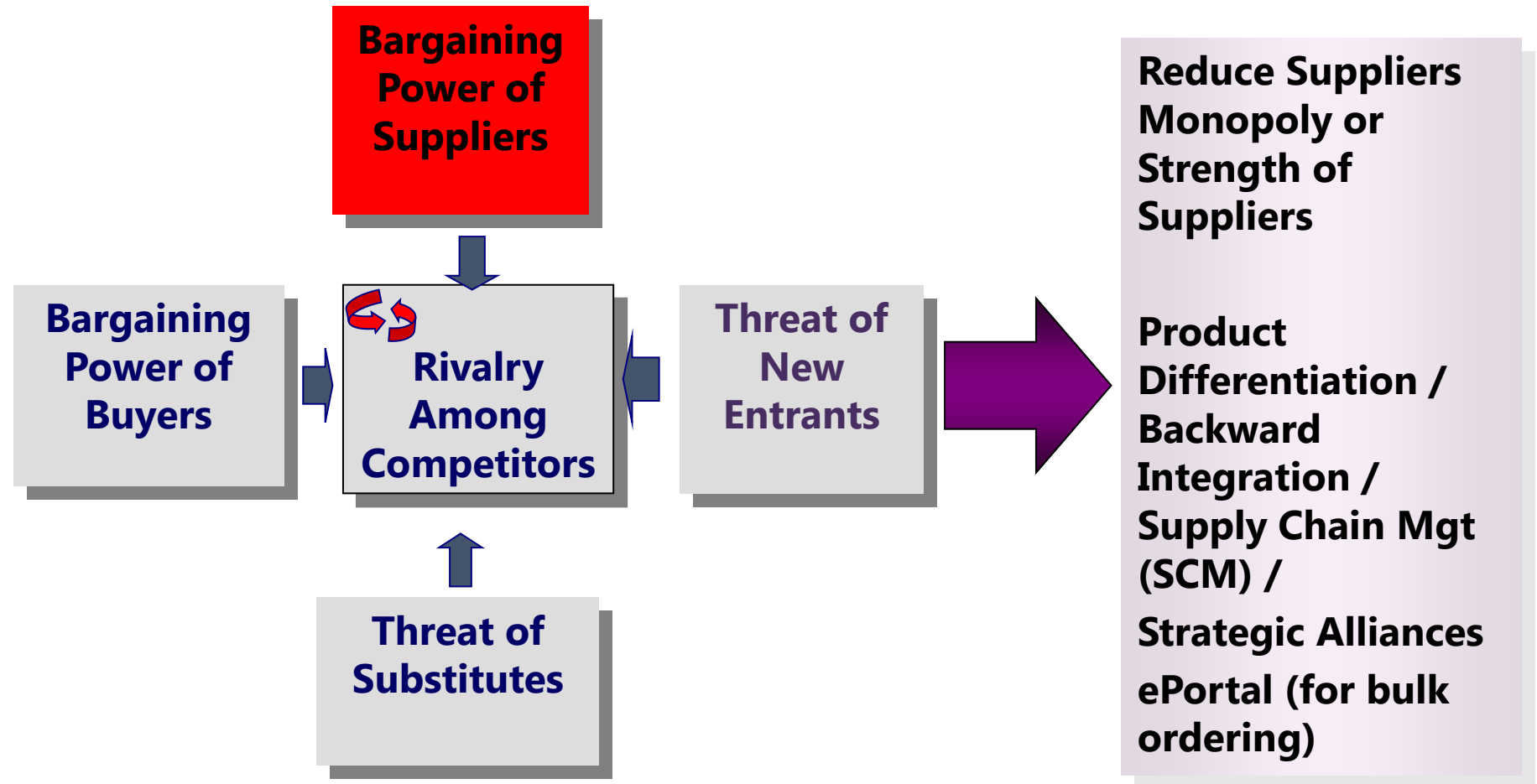
Strategies to adopt for Rivalry Among Existing Firms



Michael Porter's Five Forces

Business Strategies

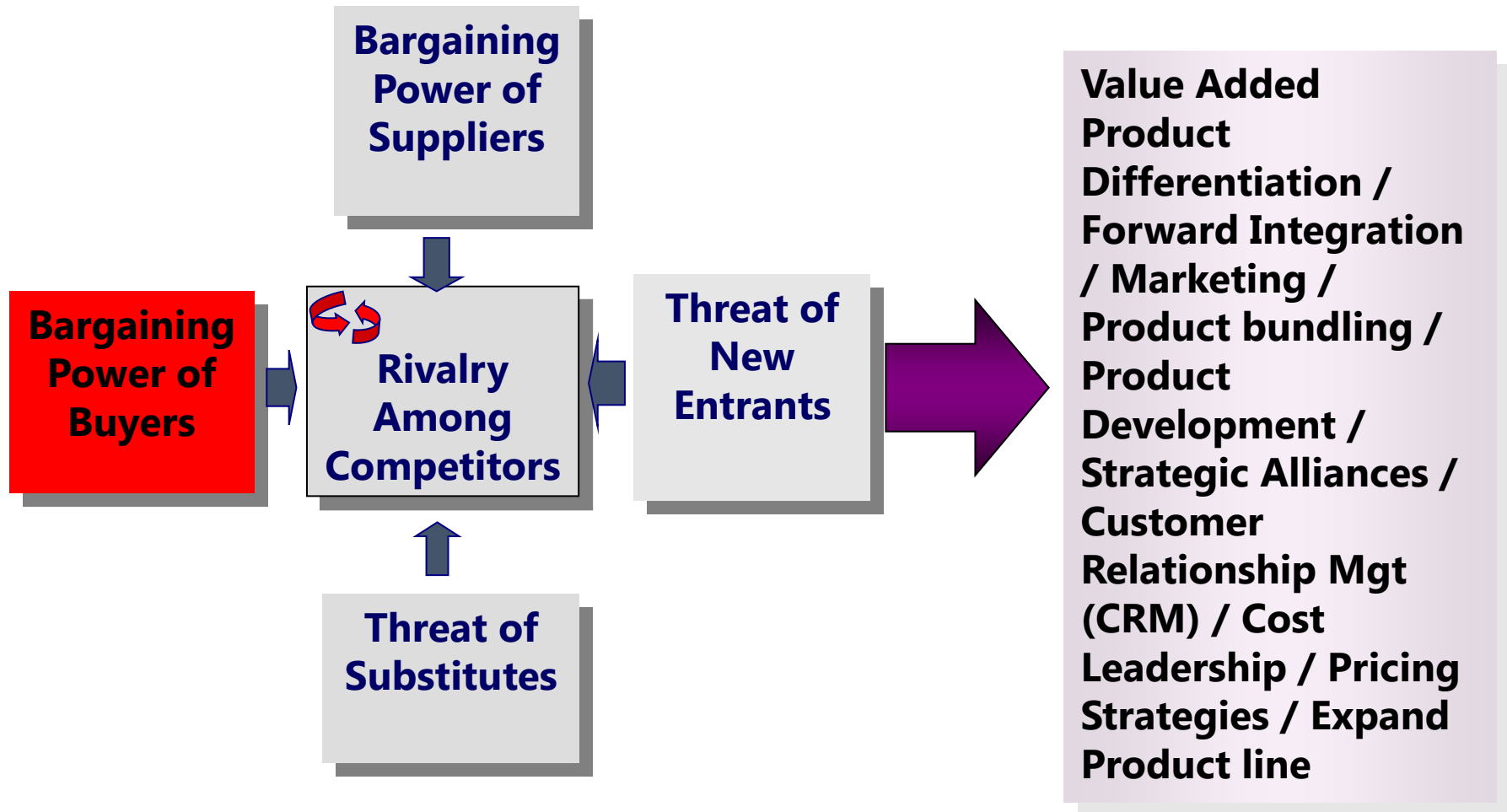
Strategies to adopt for Bargaining Power of Suppliers



Micheal Porter's Five Forces

Business Strategies

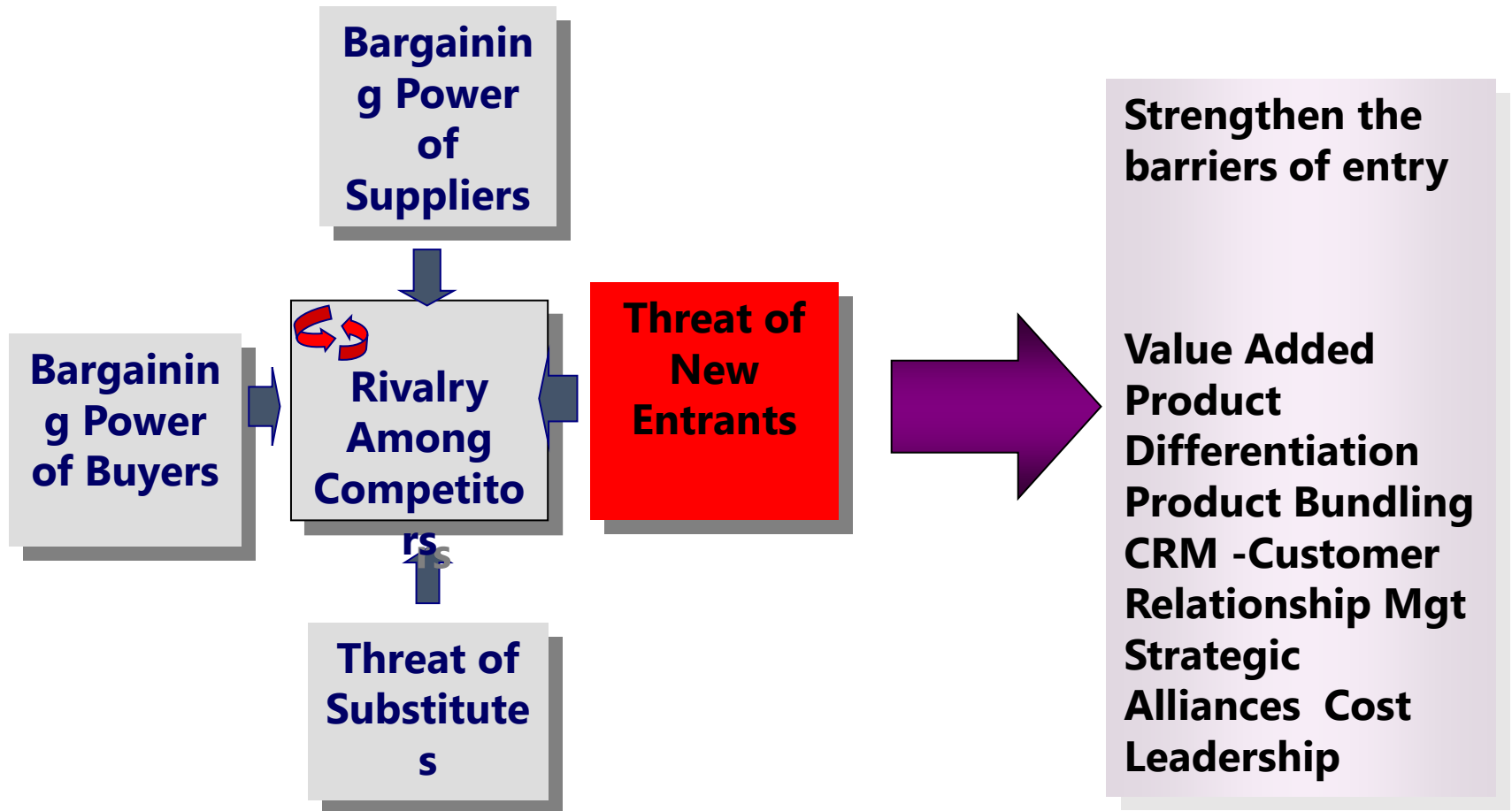
Strategies to adopt for **Bargaining Power of Buyers**



Michael Porter's Five Forces

Business Strategies

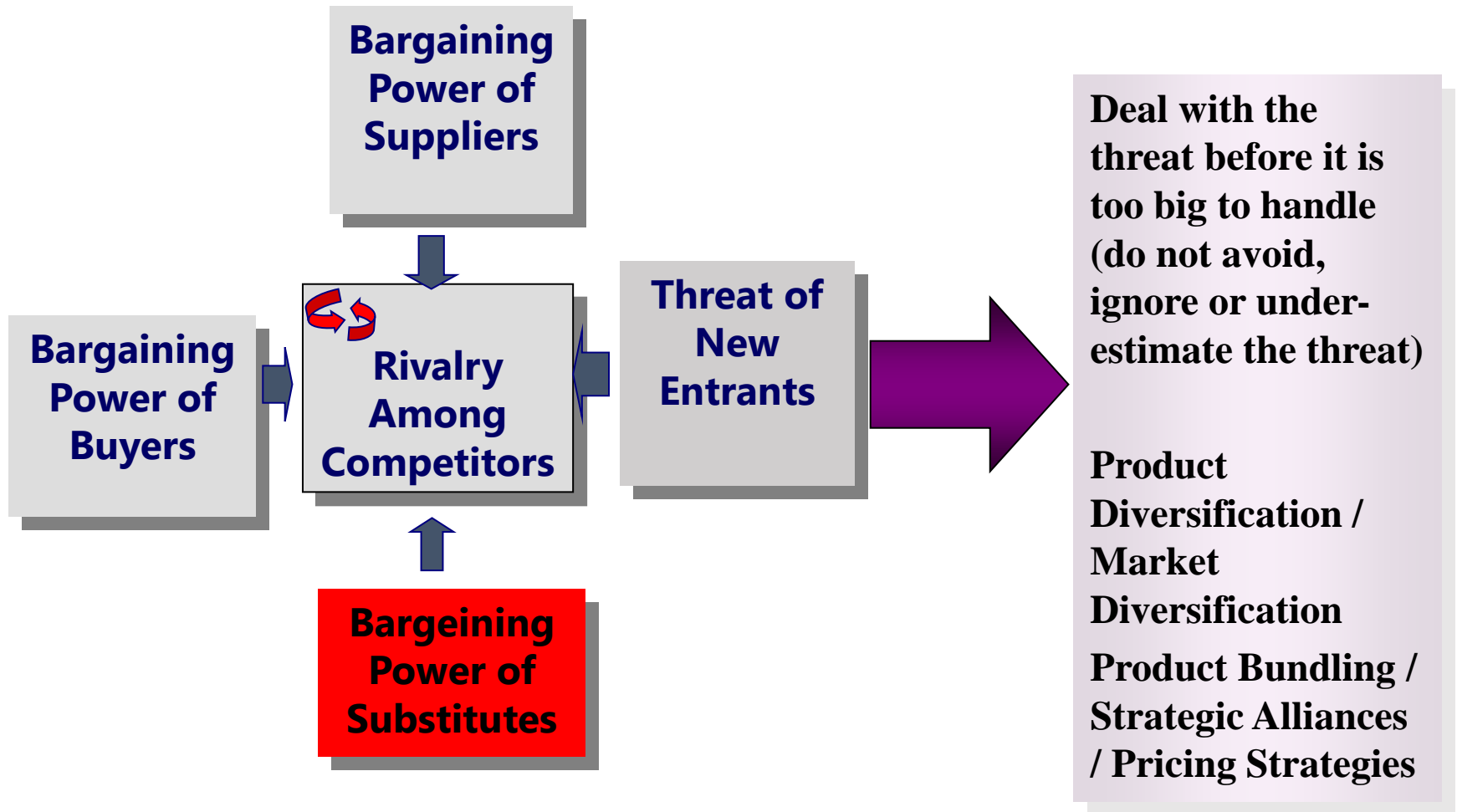
Strategies to adopt for **Threat of New Entrants**



Micheal Porter's Five Forces

Business Strategies

Strategies to adopt for The Bargaining Power of Substitutes



Michael Porter's Five Forces

Business Strategies

Business Goals/Strategies

Force	Business Strategies
Threat of New Entrants	Product Differentiation / Product Bundling / Customer Relationship Mgt (CRM)/Strategic Alliances / Cost Leadership
Rivalry among existing Firms	Product (Value-added) Differentiation / Strategic Alliances /Product Bundling / Horizontal integration / Marketing / Price discrimination strategies/ Pricing Strategies / Targeting Niche markets/ Customer Relationship Management (CRM)/Expand Product Line
Threat of Substitutes	Product Diversification / Market Diversification Product Bundling / Strategic Alliances / Pricing Strategies
Bargaining Power of Suppliers	Product Differentiation / Backward Integration / Supply Chain Mgt (SCM) / Strategic Alliances / ePortal (for bulk ordering)
Bargaining Power of Buyers	Product (Value Added) Differenciatiion / Forward Integration / Marketing / Product bundling / Product Development / Strategic Alliances / Customer Relationship Mgt (CRM) / Cost Leadership / Pricing Strategies / Expand Product line

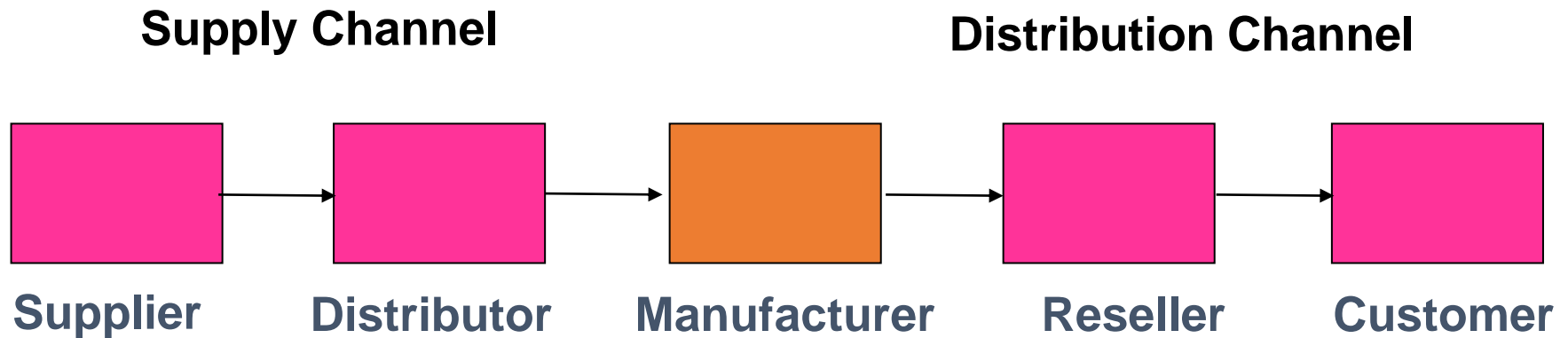
2.2. Describe the technologies enabling new business models

The Disruptive Technology which changes the Strategic Thinking

Old Rule	Disruptive Technology	New Rule
Information-In one place at one time	Shared Databases	Information appears in multiple places simultaneously
Only experts can perform complex tasks	Expert Systems	A generalist can work of an expert
Businesses must choose Centralisation or not?	Telecommunications Networks	Businesses benefit from centralisation and decentralisation
Managers make all decisions	Decision Support Tools	Decision making is part of everyone's job
Field staff need offices to get/give information	Wireless/Mobile Computers/ Internet	Field staff connectivity where ever they are
Best contact with buyer is personal contact	Internet World Wide Web	Best contact with buyer is effective contact

2.2. Describe the technologies enabling new business models

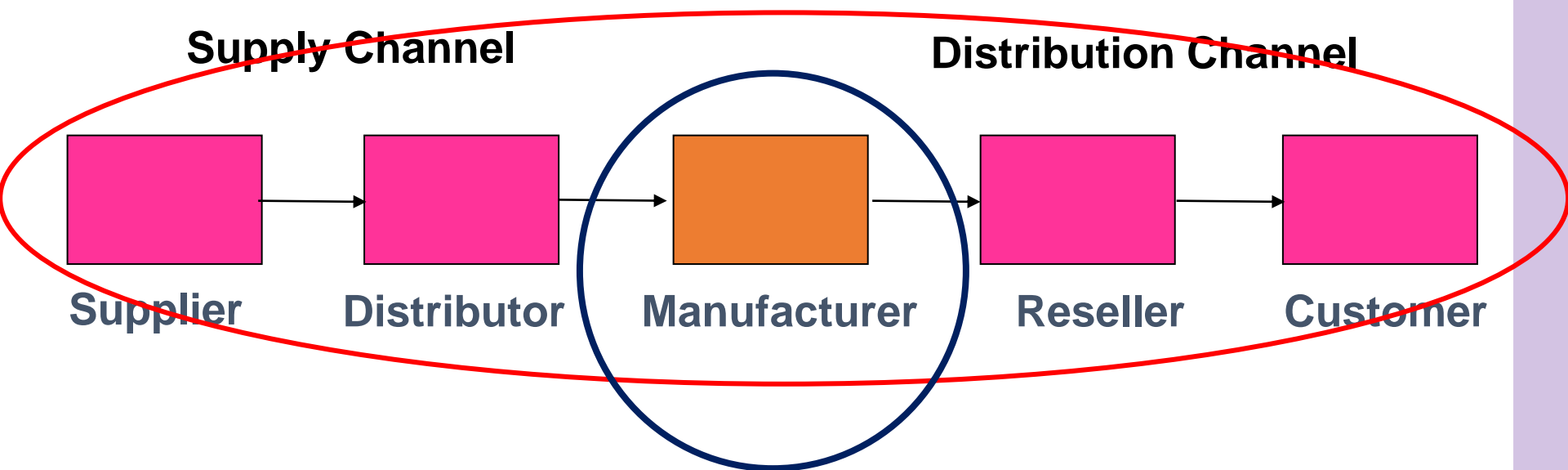
Traditional Value Chain



2.2. Describe the technologies enabling new business models

Traditional Value Chain

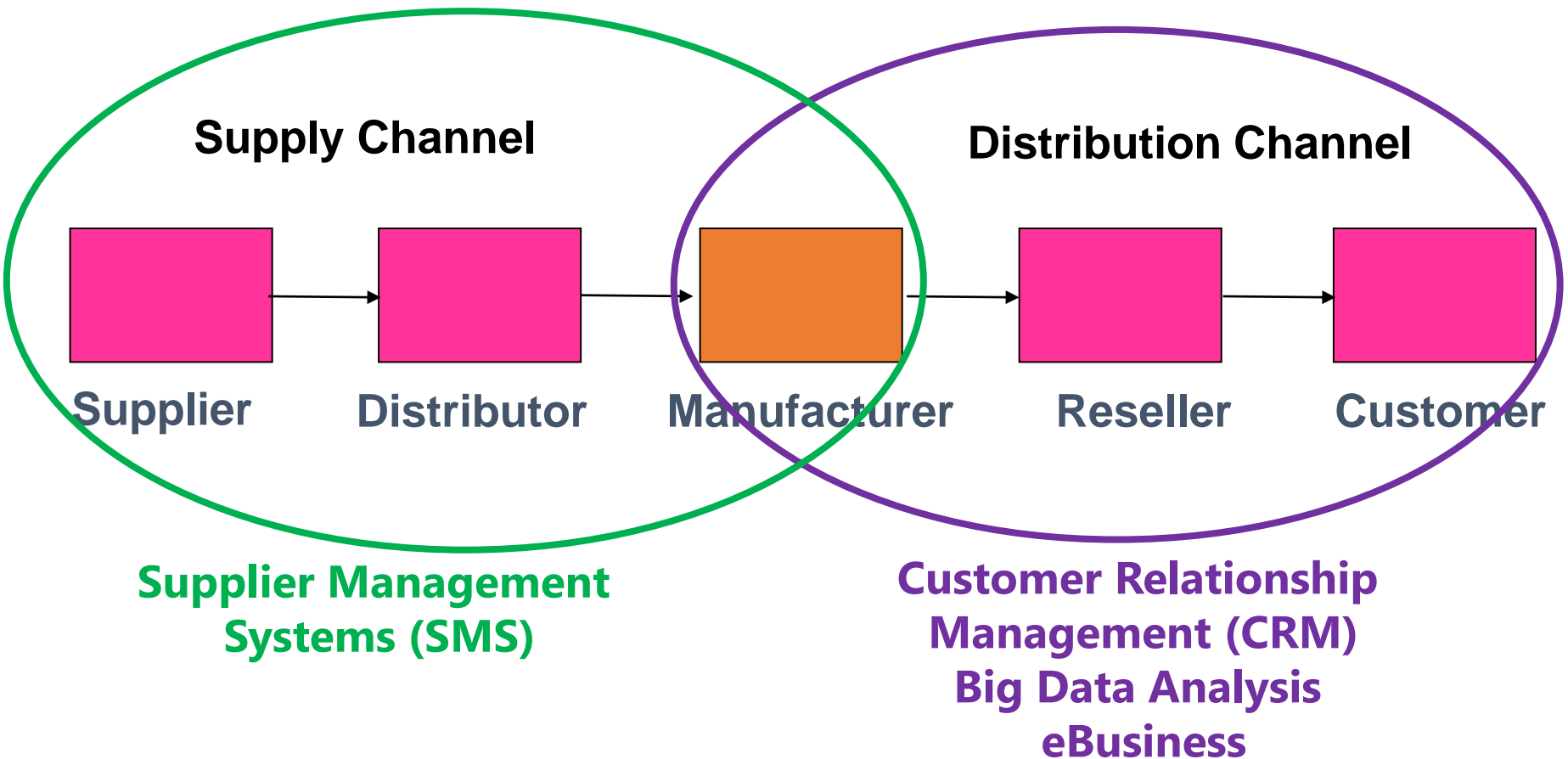
Supply Chain Management (SCM)



Management Information Systems (MIS), Expert Systems (ES), Transaction Processing Systems (TPS), Inventory Control Systems (ICS), Knowledge Management (KM), Payroll Systems (PS), Expert Support Systems (ESS), Decision Support Systems (DSS), etc

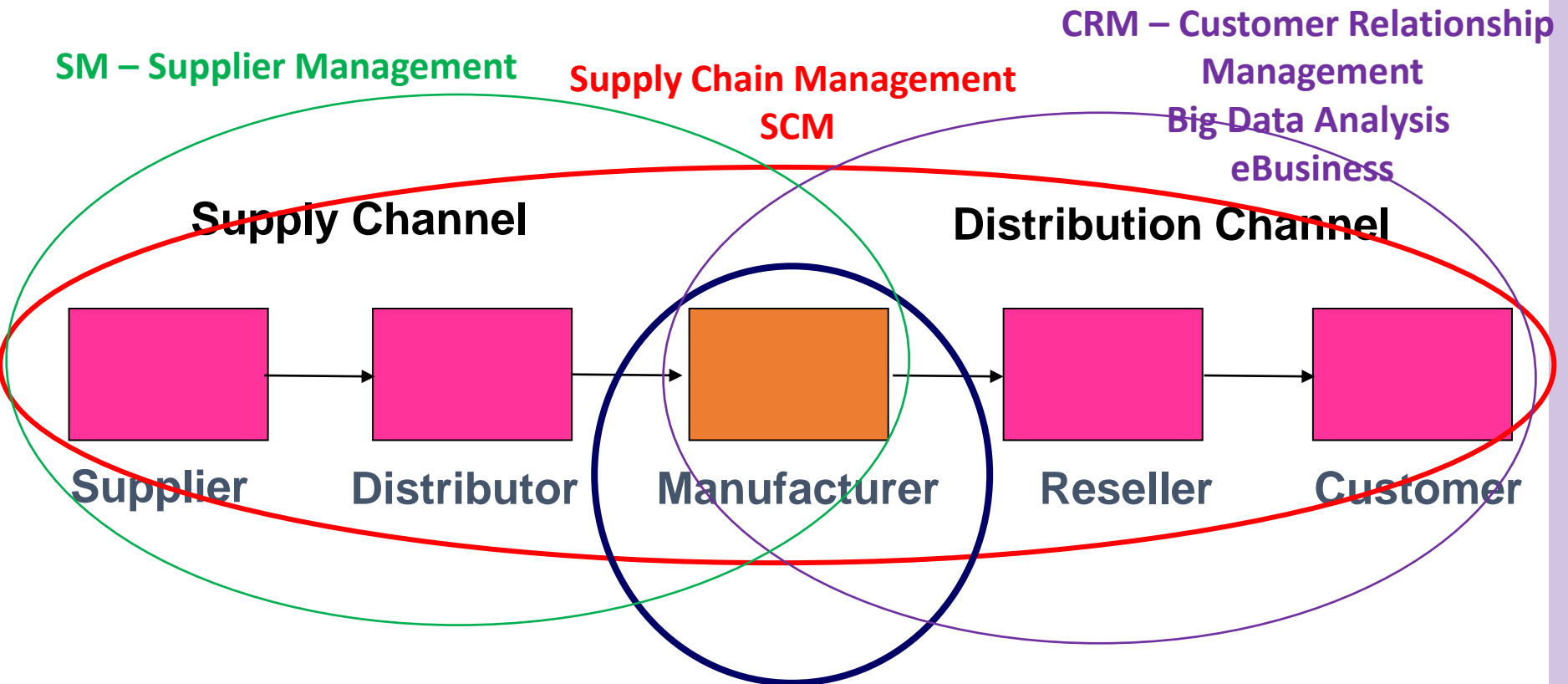
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Traditional Value Chain



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Traditional Value Chain



MIS (Management Information Systems), ES (Expert Systems), TPS (Transaction Processing Systems), ICS (Inventory Control Systems), KM (Knowledge Management), Payroll Systems, ESS (Expert Support Systems), DSS Decision Support Systems, etc.

Information Systems Commonly used within Businesses

- **Management Information Systems (MIS):** MIS refers to the computerized system used by organizations to provide managers with information for decision-making. MIS collects data from various sources, processes it and presents it in a form that helps managers in decision-making, planning and controlling of business operations.
- **Expert Systems (ES):** An expert system is a computer program that mimics the decision-making ability of a human expert. ES uses artificial intelligence techniques such as machine learning and rule-based systems to replicate the decision-making process of a human expert in a particular domain.
- **Transaction Processing Systems (TPS):** A transaction processing system is a computer system that processes transactions that occur in an organization. TPS is used to process large volumes of data generated by routine transactions such as purchases, sales, and inventory updates.

Information Systems Commonly used within Businesses

- **Inventory Control Systems (ICS):** An inventory control system is a computerized system used to manage inventory levels and track the movement of inventory within an organization. ICS helps organizations to minimize inventory holding costs and ensure that products are available when needed.
- **Knowledge Management (KM):** Knowledge management is the process of creating, sharing, using and managing knowledge and information within an organization. KM systems help organizations to capture, store, and disseminate knowledge and information among employees.
- **Payroll Systems:** A payroll system is a computerized system used by organizations to manage employee payroll and related information. Payroll systems automate the process of calculating employee salaries, taxes, and deductions.

Information Systems Commonly used within Businesses

- **Executive Support Systems (ESS):** An executive support system is a computer-based information system designed to support the decision-making needs of senior executives. ESS provides easy access to critical information required by executives to make strategic decisions.
- **Decision Support Systems (DSS):** A decision support system is a computerized system designed to support decision-making in an organization. DSS uses data analysis tools and models to analyze complex business scenarios and provide insights that help managers in decision-making.
- **Business Intelligence (BI) Systems:** BI systems are used to collect, analyze, and report data to support decision-making and strategic planning in organizations.

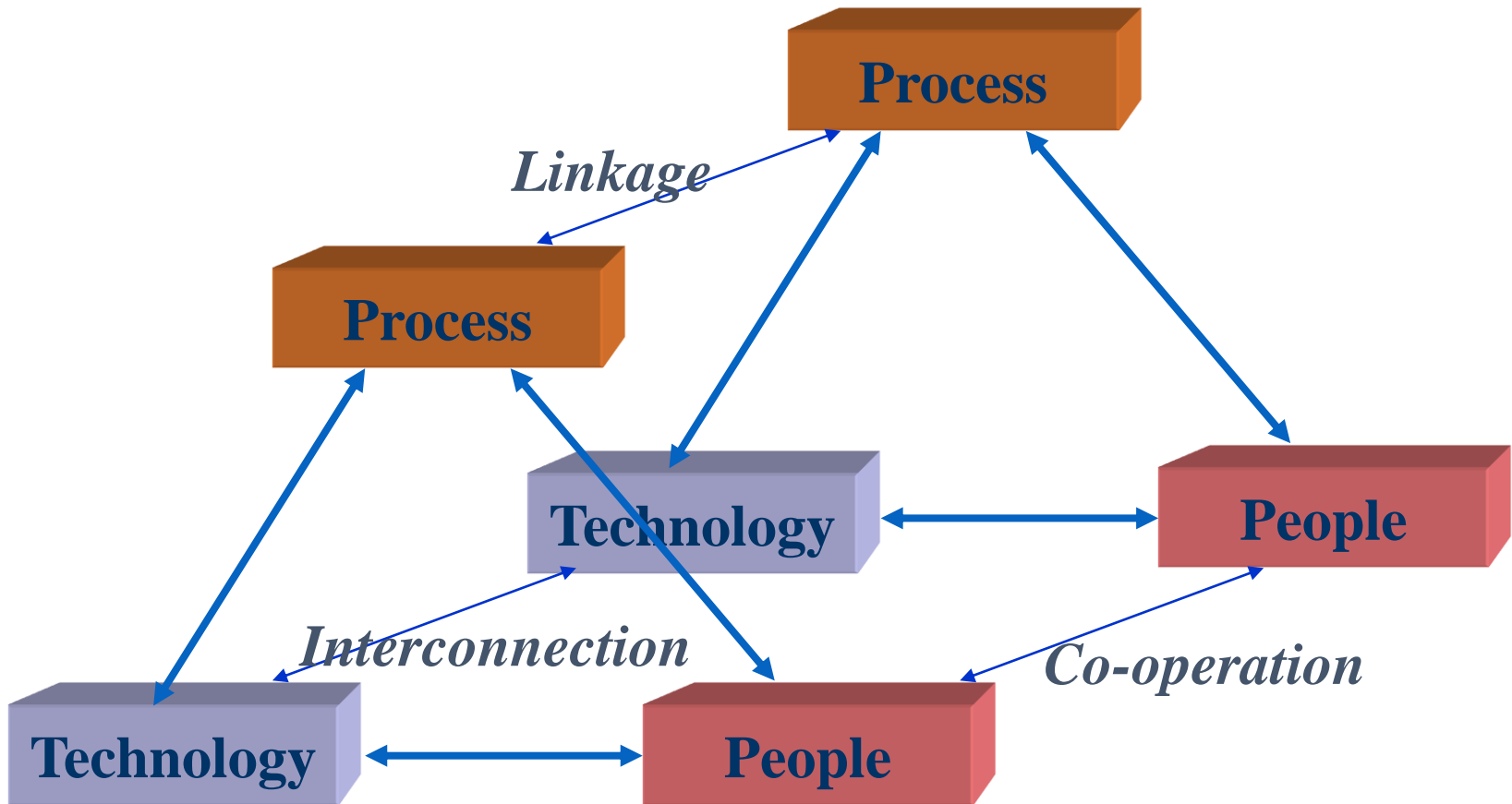
SCM – Supply Chain Management

- SCM stands for Supply Chain Management. It is the management of the flow of goods and services from the supplier to the end customer. SCM encompasses the coordination and integration of various activities such as procurement, production, inventory management, logistics, and distribution to ensure a smooth and efficient flow of products and services.
- Effective SCM can help organizations to reduce costs, improve quality, increase customer satisfaction, and achieve competitive advantage in the marketplace. SCM involves the use of technology such as software applications, communication systems, and tracking systems to monitor and manage the flow of products and services in the supply chain.

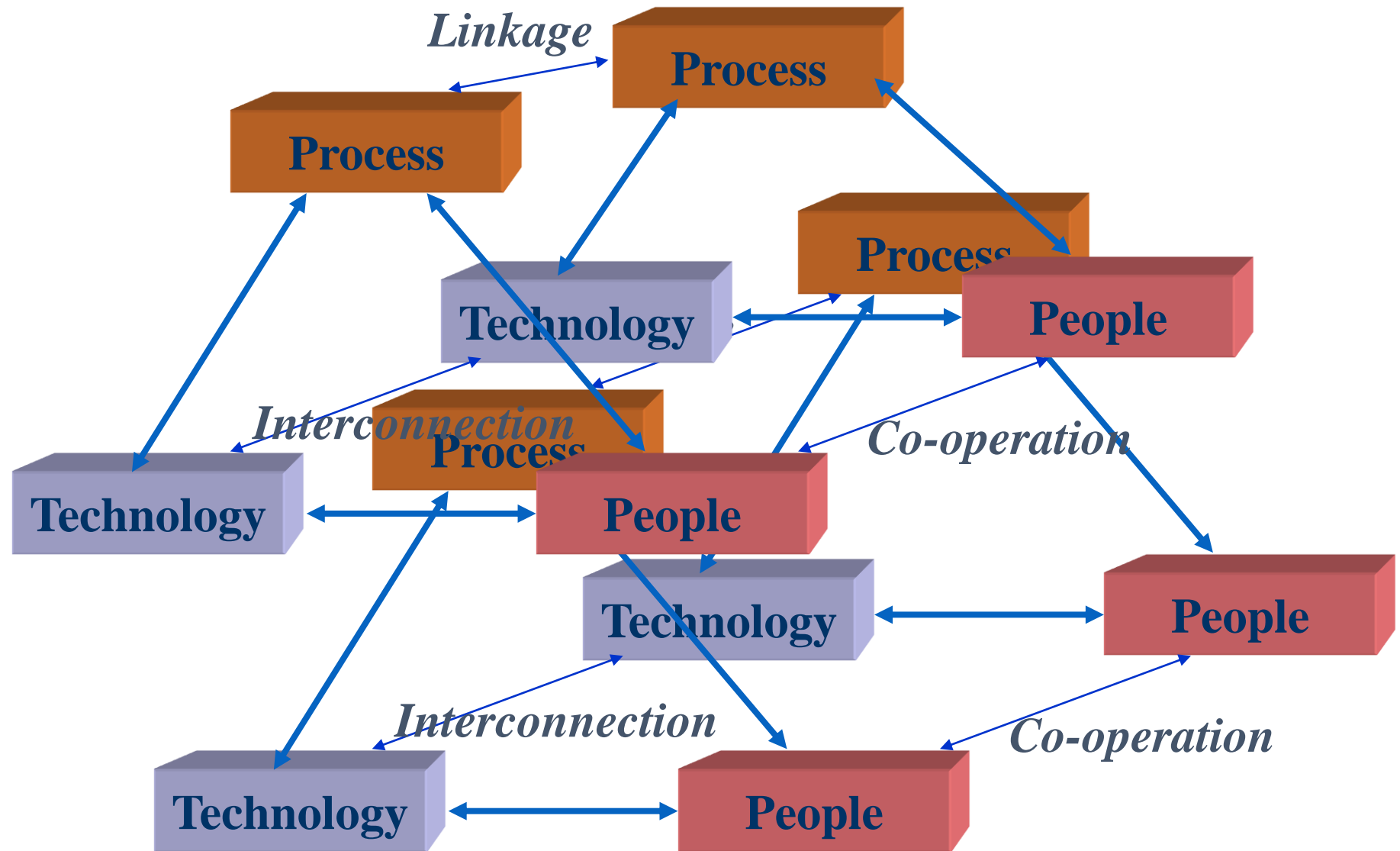
CRM – Customer Relationship Management

- CRM stands for Customer Relationship Management. It is a software-based approach that organizations use to manage their interactions with customers and potential customers. CRM helps organizations to build and maintain long-lasting relationships with customers, by providing a comprehensive view of customer interactions and preferences.
- CRM software enables organizations to collect customer data, including contact information, purchasing history, and customer preferences, in a centralized database. This data can be used to personalize marketing and sales efforts, improve customer service, and streamline communication channels.
- CRM can benefit organizations in various ways, such as increasing customer loyalty, improving customer satisfaction, reducing marketing and sales costs, and increasing revenue through cross-selling and upselling. CRM enables organizations to deliver targeted marketing and personalized service, resulting in increased customer satisfaction & loyalty.

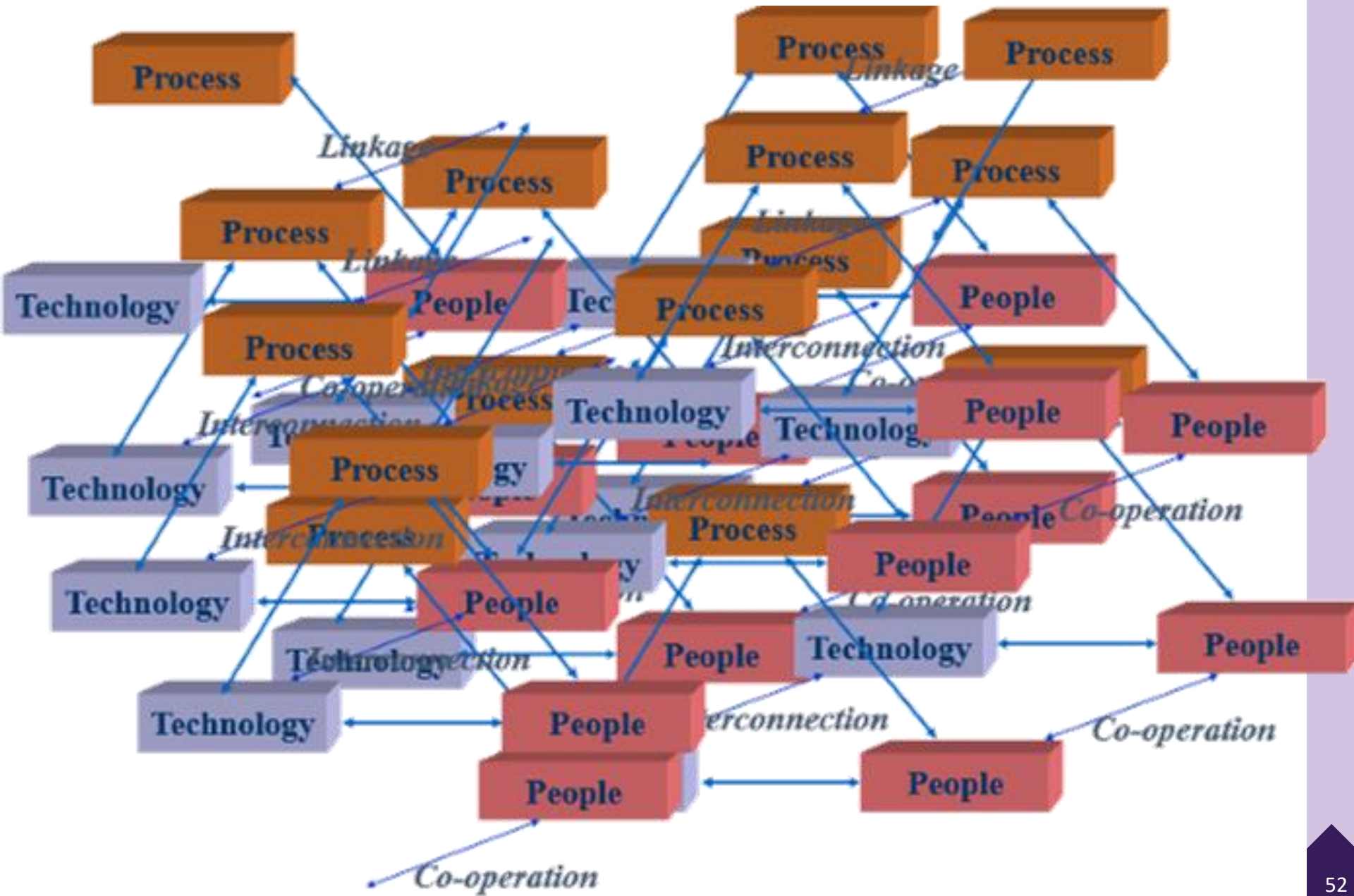
Understanding the New Business Processes



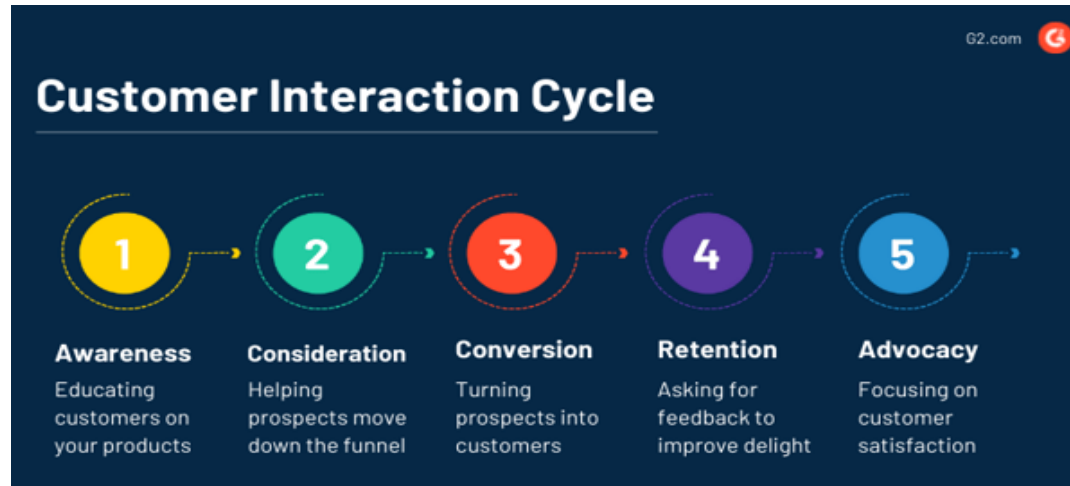
New Business Processes and how they are linked



Complications of New Business Processes



2.3 Direct-to-Customer interaction



Traditional Retail VS Direct-to-Consumer

Traditional Retail



Direct-to-Consumer Retail



2.3 Direct-to-customer interaction

Awareness: Customers at this stage are very early in their purchase journey and are simply looking for more information on what your business does and how it can solve their problems.

Consideration: The consideration stage of the customer interaction cycle helps customers find unique value propositions in your products and evaluate overall suitability for their needs.

Conversion: Everyone's favorite - It is the stage where you can look forward to new customer acquisition, as the buyer is in the final stage of the sales cycle.

Retention: Gaining customers should never be the sole goal of your customer service activities. Make sure your customers are satisfied by checking in and asking for consistent feedback.

Advocacy: Once you're certain of the customers who will remain loyal to you, encourage them to become brand advocates by bringing in new customers in the form of referrals or social shares.

2.3 Direct-to-Customer interaction

- Direct-to-customer interaction refers to the direct communication between a business and its customers without the involvement of intermediaries such as retailers, wholesalers, or distributors. It typically involves the use of various channels, including email, phone calls, social media, live chat, or face-to-face interactions, to engage with customers and provide them with the necessary information or support.
- Direct-to-customer interaction is becoming increasingly important for businesses, as it allows them to establish stronger relationships with their customers, gain valuable feedback, and provide a more personalized experience. By communicating directly with customers, businesses can better understand their needs, preferences, and pain points, and tailor their products or services accordingly. This can lead to higher customer satisfaction, loyalty, and retention, which can ultimately translate into increased sales and revenue.

2.4. Mass Customization

- Mass customization is a manufacturing process that combines the advantages of mass production and customization to create products that are tailored to the individual needs and preferences of customers, while still achieving economies of scale.
- In mass customization, products are designed and produced in a way that allows for a certain degree of flexibility and personalization, without sacrificing efficiency and cost-effectiveness. Customers are typically given a range of options to choose from, such as colors, sizes, features, and materials, and the products are then produced to their specifications using standardized components and processes.
- Mass customization is made possible by advances in technology, such as computer-aided design (CAD), 3D printing, and automation, which allow for the quick and efficient production of customized products. It has become increasingly popular in various industries, such as clothing, furniture, electronics, and automotive, as it enables businesses to differentiate themselves from their competitors and meet the unique needs and preferences of their customers.

2.4. Mass Customization

	Mass Customization	Mass Personalization
Definition	A customized service/product and acquisition of competitive advantage through the combinations of technological and management methods and their adaptation	A personalized experience based on co-creation, analysis of user behavior and organizational changes
Key elements	Data-driven foundation; limited customers impact and interaction with organization; harmonization between diversity, costs and quality; demand-driven supply chain	Data-driven foundation; strong customers impact and interaction with organization; demand-driven co-creation
Aim	Usage of combined methods; tailored product or service; orientation to competitive advantage	Provide a greater access to information; streamlining processes; tailored experience and target audience; orientation to customer needs and smart service

2.4. Benefits of Mass Customization

Mass customization offers several benefits for both businesses and customers, including:

- **Increased customer satisfaction:** Mass customization allows customers to personalize products according to their specific needs and preferences, leading to higher customer satisfaction and loyalty.
- **Higher revenue:** Customization often leads to higher product value, and customers may be willing to pay a premium price for products that are tailored to their needs, resulting in increased revenue for businesses.
- **Reduced inventory costs:** Mass customization can help reduce the need for businesses to hold large inventories of pre-made products, as products are only produced once they are ordered.
- **Faster time-to-market:** With standardized components and processes, mass customization can enable businesses to produce customized products faster than traditional made-to-order processes.

2.4. Benefits of Mass Customization

- **Reduced waste:** Mass customization can help reduce waste by only producing products that are ordered, rather than producing large quantities of products that may not be sold.
- **Competitive advantage:** Mass customization can help businesses differentiate themselves from their competitors by offering unique, personalized products that meet the specific needs and preferences of their customers.

Overall, mass customization can be a win-win for both businesses and customers, providing businesses with a competitive advantage and increased revenue, while offering customers personalized products that meet their unique needs and preferences.

2.4. Problems of Mass Customization in manufacturing

- Impossible to build up stock ahead of time
- Forecasting trends/spikes in sales more difficult due to wide range of options
- Difficult to plan for surge in product demands
- Affects the flow of supply chains with 3rd party business partners
- Wait time from order placement to shipment to in-hand increases
- Increased costs to maintain a variety of machinery that can produce different product colors, shapes, etc.

2.4. Mass Customization

Apparel Mass Customization Model		
Point of Customer Involvement	Apparel Mass Customization Options	Enabling Technologies
patterns	custom fit or design	body scanner, digitizer and CAD
design	component choice: size, style, fabric	CAD and web-based product configurators
production planning	Data forecast	EDI & production planning software
assembly	Small-lot repeats	electronically controlled eqpt robotics, & UPS
distribution	Point-of-sale data	EDI & supply chain management software
post purchase	Customer adjustments	electronic settings for smart clothing, gel gloves that mold to hands

2.5. Virtual Organization

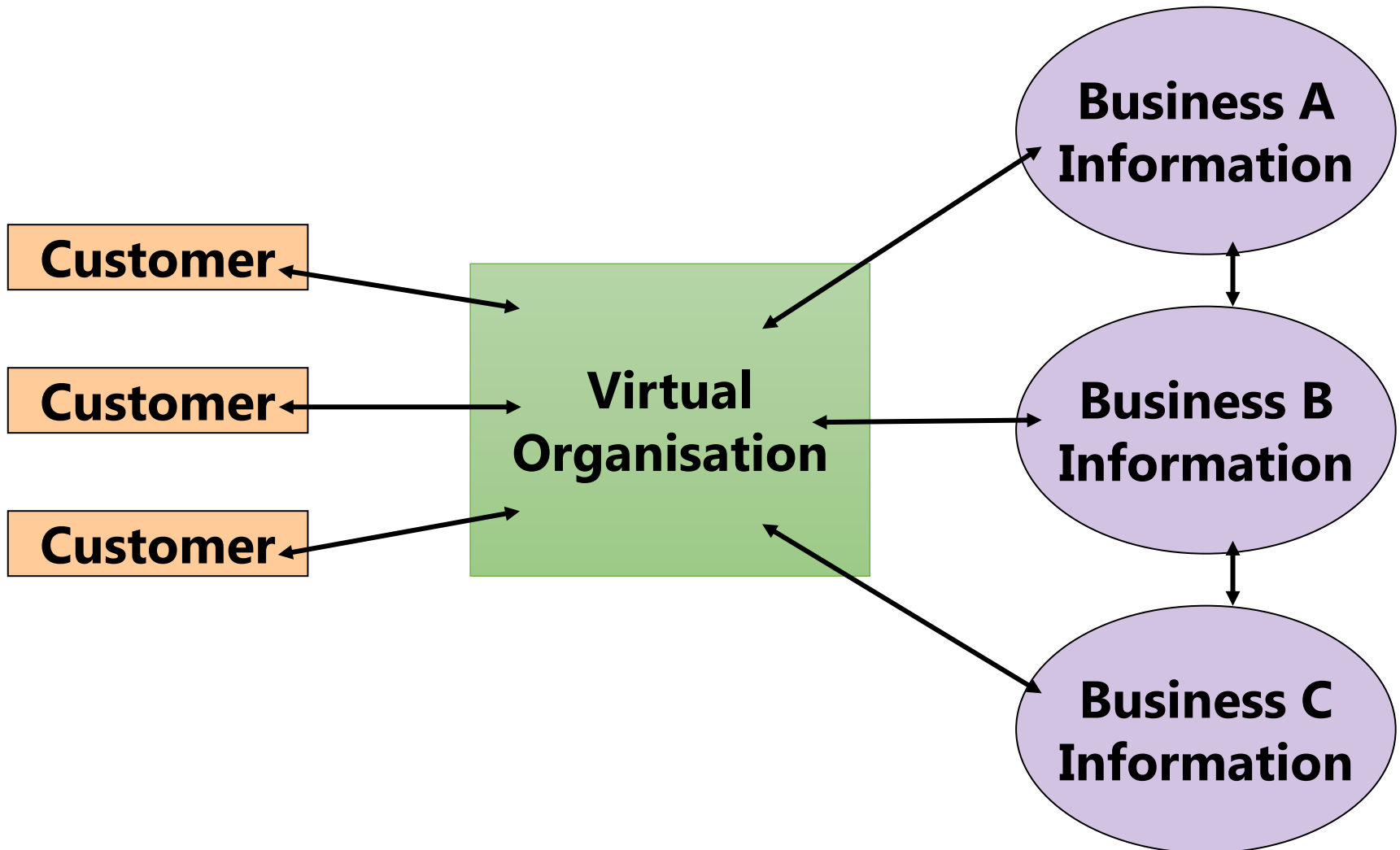
A virtual organization is a network of individuals or groups who work together to achieve common goals or objectives, but are geographically dispersed and communicate primarily through technology. Virtual organizations may be formed for a specific project or goal, or may be ongoing and involve multiple projects.

In a virtual organization, members may work from different locations, time zones, and even countries, and communicate via electronic means such as email, instant messaging, video conferencing, and online collaboration tools. The virtual nature of the organization allows members to work flexibly and efficiently, without the need for a physical office or face-to-face interactions.

Virtual organizations are becoming increasingly common in today's globalized, digital economy, and are particularly well-suited for knowledge-based industries such as software development, research and development, and consulting.

2.5. Virtual Organization

Changing Business Models:



2.5. Virtual Organization

■ **Borderless ?**

■ **Faceless ?**

■ **Paperless ?**



Trust ?

Convenience?

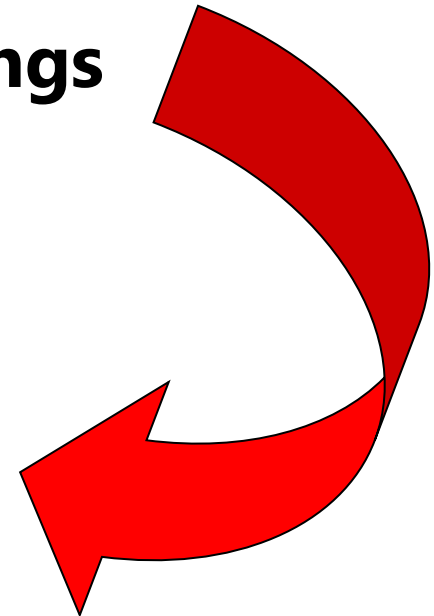
Security?

2.5. Virtual Organization

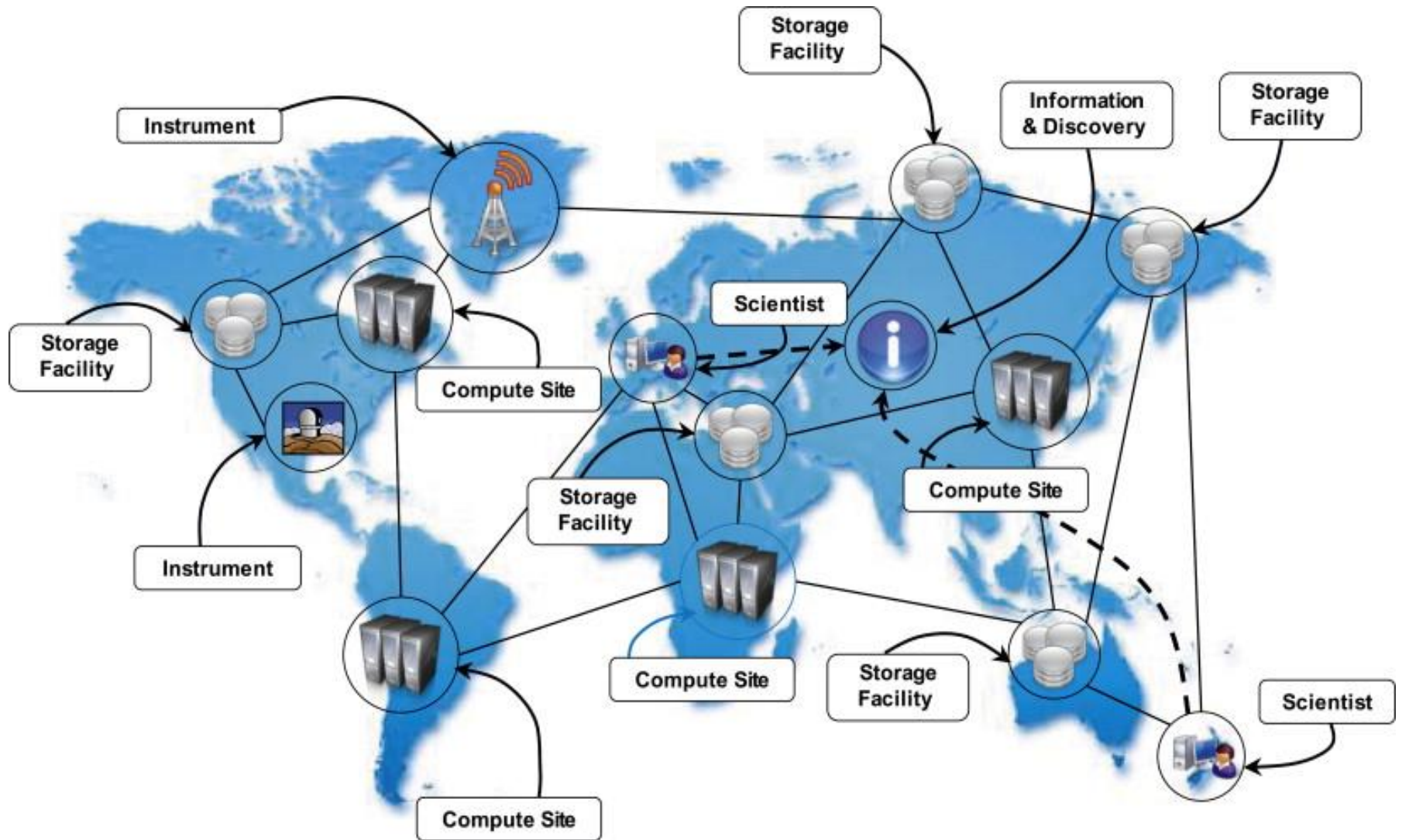
**Virtual Organisations move businesses
from place to space!**

**Cash, cheques, paper documents,
store fronts, face-to-face meetings**

**Digital/Electronic/Virtual
interconnections**



2.5. Virtual Organization



2.5. Benefits of a Virtual Organisation

- **Access to a wider pool of talent:** By working virtually, organizations can tap into a larger pool of talent without being limited by geographic location.
- **Reduced overhead costs:** Without the need for a physical office or infrastructure, virtual organizations can reduce overhead costs, such as rent, utilities, and maintenance.
- **Increased flexibility:** Virtual organizations can offer members greater flexibility in terms of when and where they work, which can lead to greater job satisfaction and work-life balance.
- **Enhanced collaboration:** Virtual organizations often rely on technology to facilitate communication and collaboration, which can lead to more efficient and effective teamwork.
- **Reduced environmental impact:** By reducing the need for commuting and physical infrastructure, virtual organizations can help reduce their environmental footprint.

Overall, virtual organizations represent a new and innovative way of organizing work and achieving goals, leveraging the power of technology and collaboration to overcome geographic barriers and create more flexible, efficient, and sustainable ways of working.

Final Goal????

It is the ability to connect with, access information, conduct business or deliver services to anyone – from anywhere – anytime – using almost any device – securely – easily – cost effectively – and with a single click??



Final Goal – Some thoughts!

- Are we forgetting that there are human needs (and business needs) in the world?
- Are we doing anything to help the needy in this Global Village?
- Can we use IT/Internet Technology to feed the starving in the world?
- Can IT be used to achieve peace and harmony around the world?
- Is IT supporting/solving the problem of unemployment around the world?

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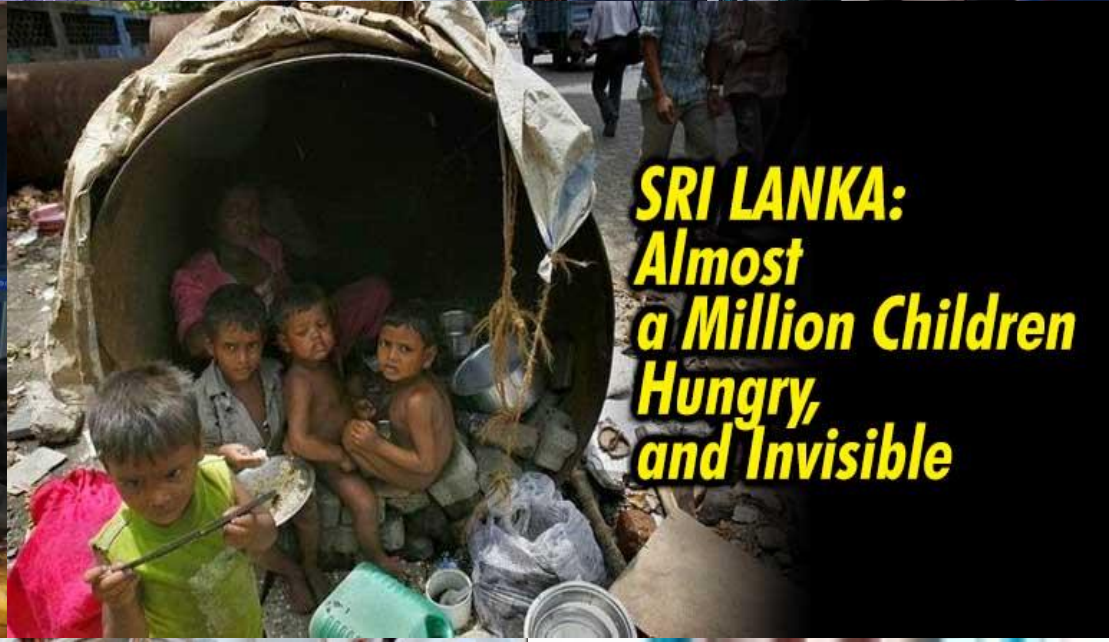


Then Why is this
still happening
in the world??



The Sydney Morning Herald
20,000 die each day





**SRI LANKA:
Almost
a Million Children
Hungry,
and Invisible**

**Lets try to solve the problems in the world
w.r.t. poverty, education, health, peace, inequality, etc.**

