مقدمه ای بر تجارت الکترونیکی
e-Commerce

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دانشکده مهندسی برق و کامپیوتر

پردیس دانشکده های فنی

دانشگاه تهران

Outline

◆ Class Overview, and Outline

◆ Administrative Issues

تجارت الکترونیکی چیست؟

◆ برخی از صاحبنظران معتقدند چیزی به عنوان تجارت‌الکترونیکی وجود ندارد, بلکه همانند تجارت از طریق تلفن, تجارت‌الکترونیکی نیز یک کانال جدید برای تجارت می‌باشد.

سازمان آمار کانادا

◆ هر گونه مبادله انجام شده بر روی رسانه های کامپیوتری که شامل انتقال مالکیت و انتصاب و یا انتقال هر گونه سرمایه قابل لمس و یا غیر قابل لمس شود .

دولت آمریکا

◆ Simply put, e-commerce is the online transaction of business, featuring linked computer systems of the vendor, host, and buyer. Electronic transactions involve the transfer of ownership or rights to use a good or service.

WTO

◆ تجارت‌الکترونیکی را "تولید، تبلیغ، فروش و توزیع هر گونه محصول از طریق اینترنت" می‌داند

◆ انجام مبادلات تجاری بر روی شبکه های باز مانند اینترنت, که شامل مبادلات B2B و B2C می‌شود.

◆ OECD تفاوت اصلی بین تعاریف مختلف را در سه زمینه زیر بیان می‌کند

۱) نوع فعالیت و مبادله : این نوع می‌تواند بطور کلی بیان شود (مانند: فروش, بازاریابی, طراحی, حمل و نقل, خدمات پس از فروش) و یا بصورت جزئی در تعریف ذکر شود (مانند: خورده فروشی)

۲) کاربردها : اشاره به نرم‌افزارهایی که توسط آن تجارت‌الکترونیکی انجام می‌شود (مانند: وب, EDI, Minitel)

۳) شبکه انتقال اطلاعات : (مانند: شبکه های باز یا بسته, شبکه های خصوصی یا عمومی).

What is E-commerce?

- E-commerce means different things to different people:
  - Most people see it as an efficient mechanism for advertising and distributing product information (sometimes called brochureware in the trade)
  - What we mean in this course is the use of the global Internet for purchase and sale of goods and services, including service and support after the sale. Our focus is on enabling complete business transactions.

تعریف تجارت الکترونیکی

◆ **تجارت الکترونیکی** (e-Commerce) **عبارت است از مبادله کالا ، خدمات و اطلاعات از طریق شبکه های رایانه ای.**

◆ **تجارت الکترونیکی تمامی فعالیت‌هایی که بنگاهها و افراد برای مبادلات انجام می دهند را شامل می‌شود بطوری که تمام یا بخشی از این فعالیت‌ها از طریق شبکه های رایانه ای صورت می‌گیرد**

Source : Friedman (2003)

مزایای تجارت الکترونیکی

✔ایجاد فرصت‌های جدید برای :

– سرمایه گذاری و تجارت بین الملل

– رشد و توسعه اقتصادی

✔امکان تجارت به صورت ۲٤ * ۳٦٥.

✔فروش کالاها و خدمات به تمام افراد در همه جای جهان (بازار مجازی جهانی).

مزایای تجارت الکترونیکی

✔ کاهش(صرفه جویی) هزینه

✔ شناخت تقاضای مشتریان برای تولید کالاها و خدمات جدید.

✔ واکنش سریع نسبت به تقاضای مشتریان.

✔ برقراری ارتباط **online** با مشتریان.

Survey

➢ **62%** of survey participants viewed e-commerce primarily as an opportunity to improve the efficiency of their business operations.

➢ **32%** was targeting higher sales to new and existing markets.

Why all the hype?

- There are two reasons for a company to get involved in Internet commerce.

  - The top line: the ability to reach new customers and create more intimate relationships with all customers On the Internet, every business has a global presence.

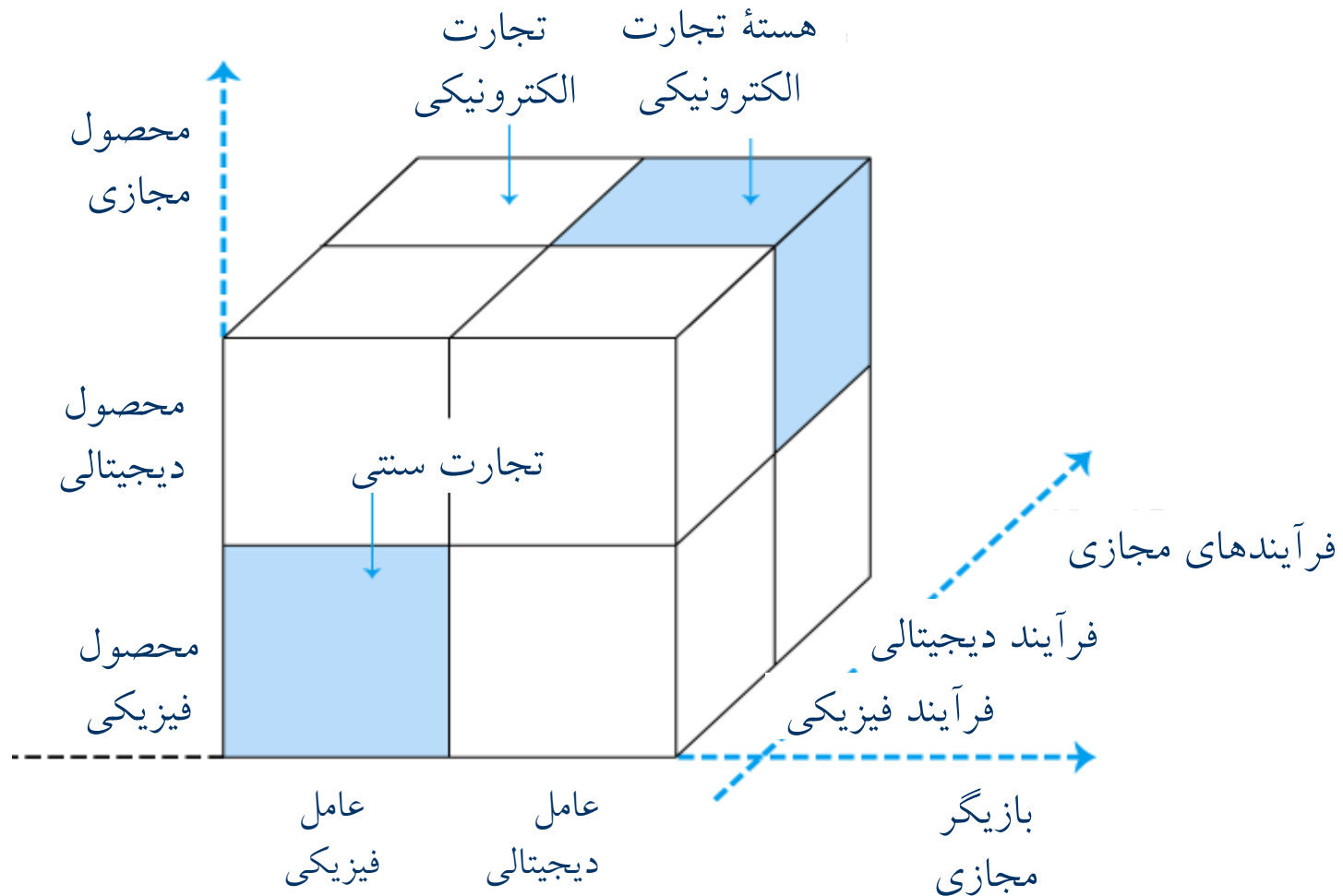 - The bottom line: dramatic cost reductions for distribution and customer service

The Internet Value Proposition
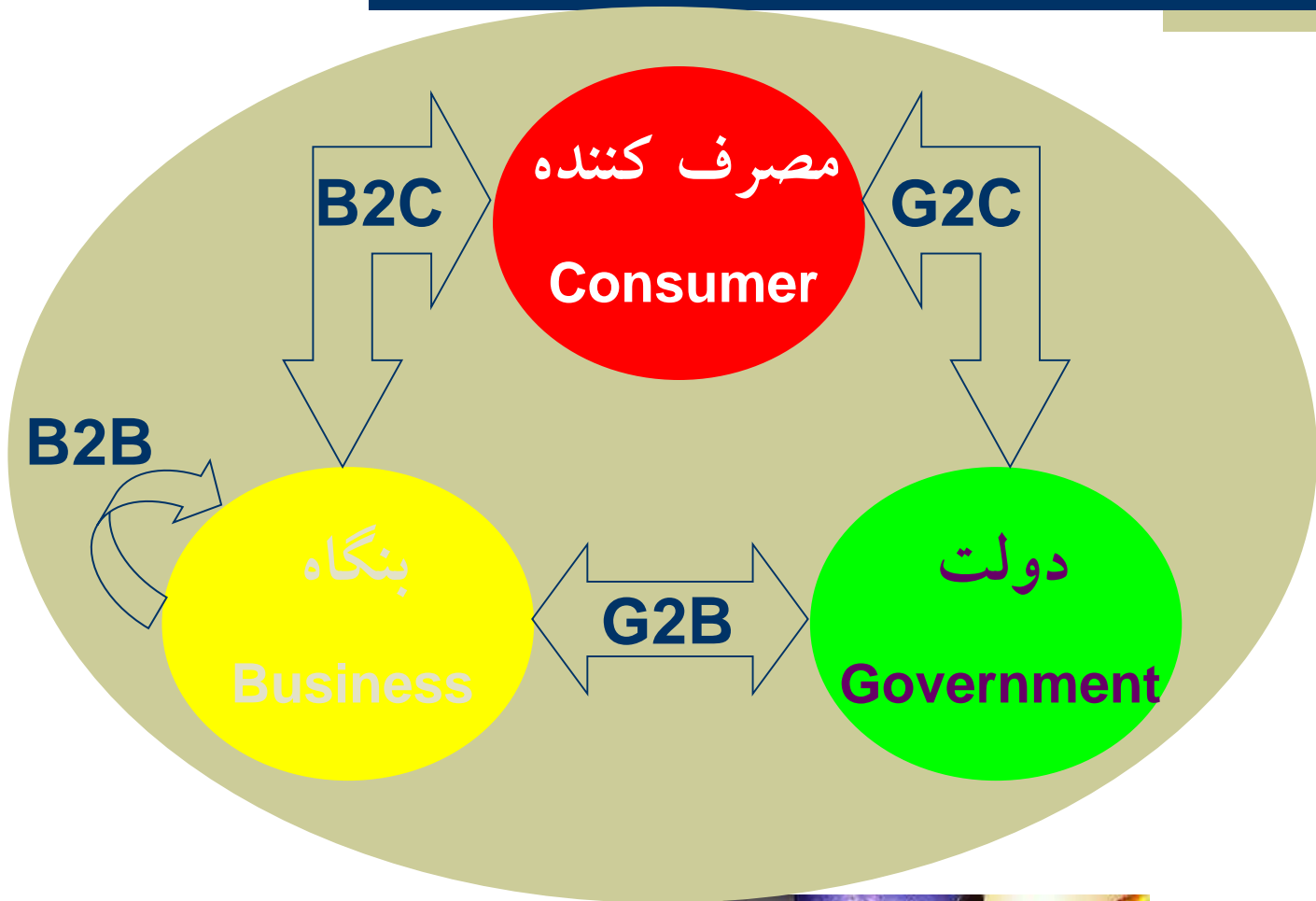
◆ Transform customer relationship:

Supplier-centered	Customer-centered
Supplier chooses hours of operation	Supplier always available, customer chooses hours
Supplier chooses location of service	Service delivered at customer location
Supplier delivers service	Customer serves himself
Focus on supply chain	Focus on customer need
One to many	One to One

ابعاد تجارت الکترونیکی

هستهٔ تجارت الکترونیکی

تجارت الکترونیکی

محصول مجازی

محصول دیجیتالی

تجارت سنتی

محصول فیزیکی

فرآیندهای مجازی

فرآیند دیجیتالی

فرآیند فیزیکی

عامل فیزیکی
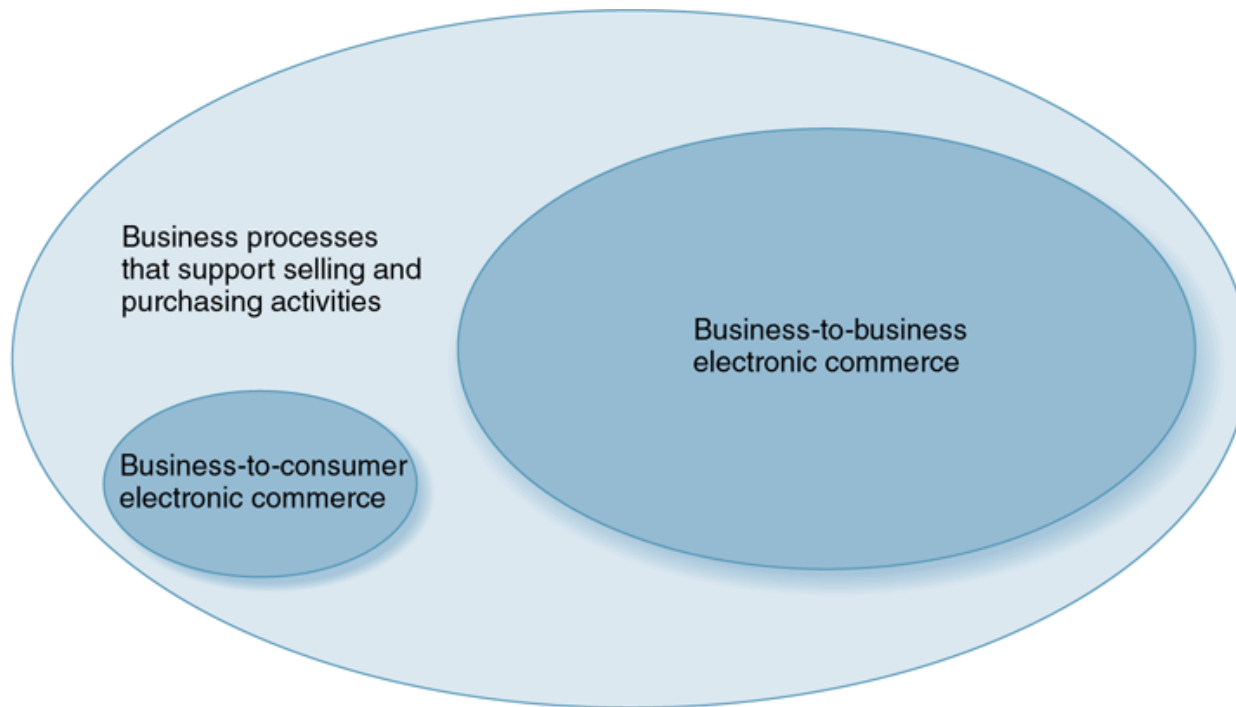
عامل دیجیتالی

بازیگر مجازی

Elements of Electronic Commerce

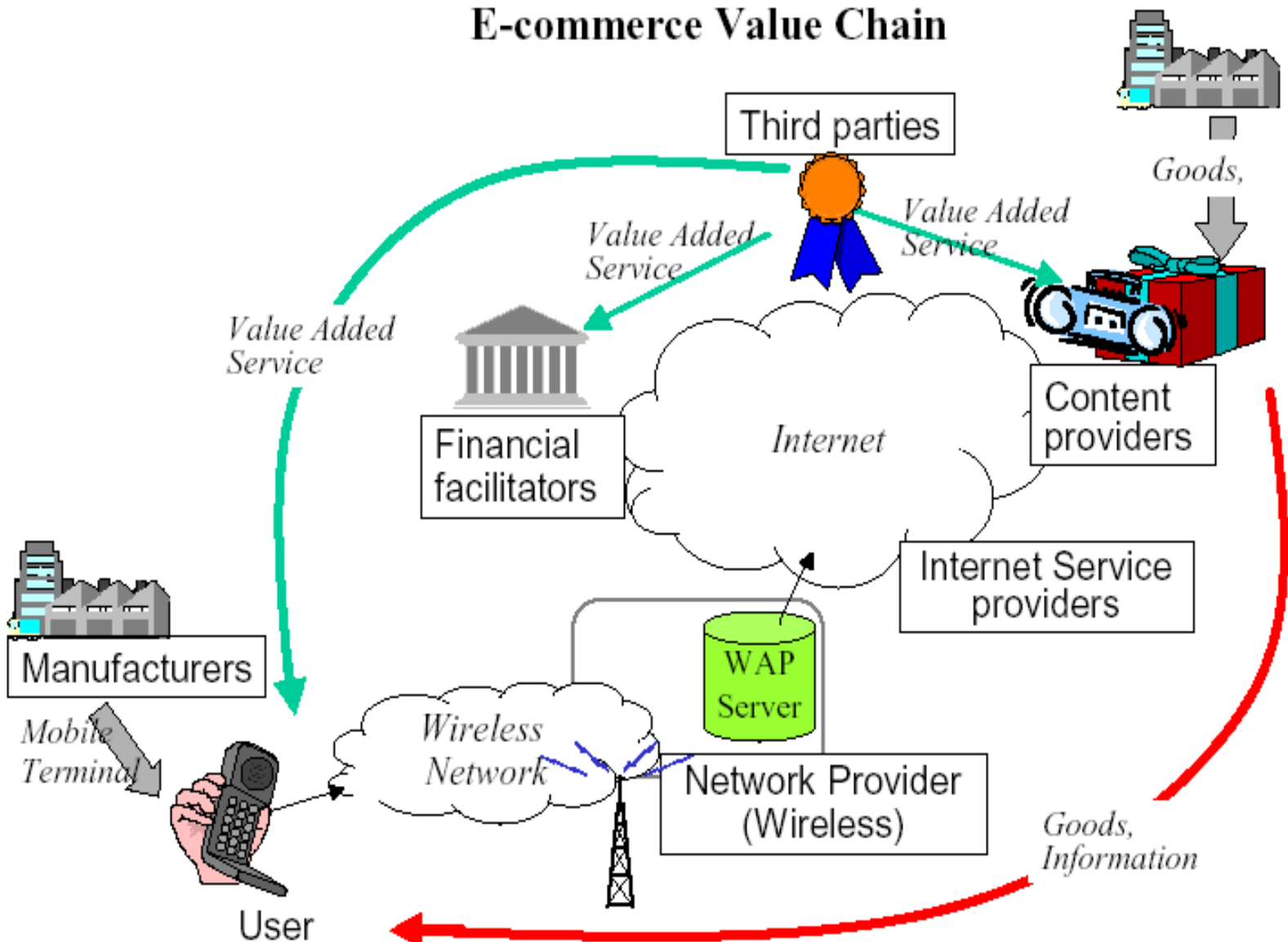
FIGURE 1-1   Elements of electronic commerce

چرخه تجارت الکترونیکی

E-commerce Value Chain

زیر ساختهای تجارت الکترونیکی

Government Organization

| Bank | MOC | PTT | MOF | MOP | MOT | MOE |

Industry Sectors

| Automotive | Finance | Oil & Gas | Retail | Telecoms | Tourism |
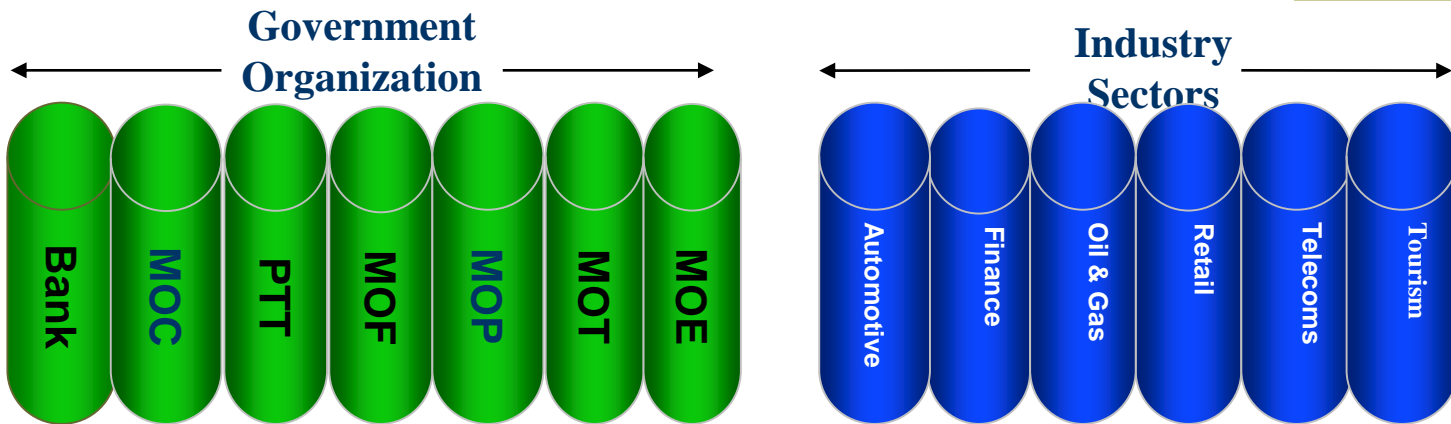
Technology Readiness

Legal Framework
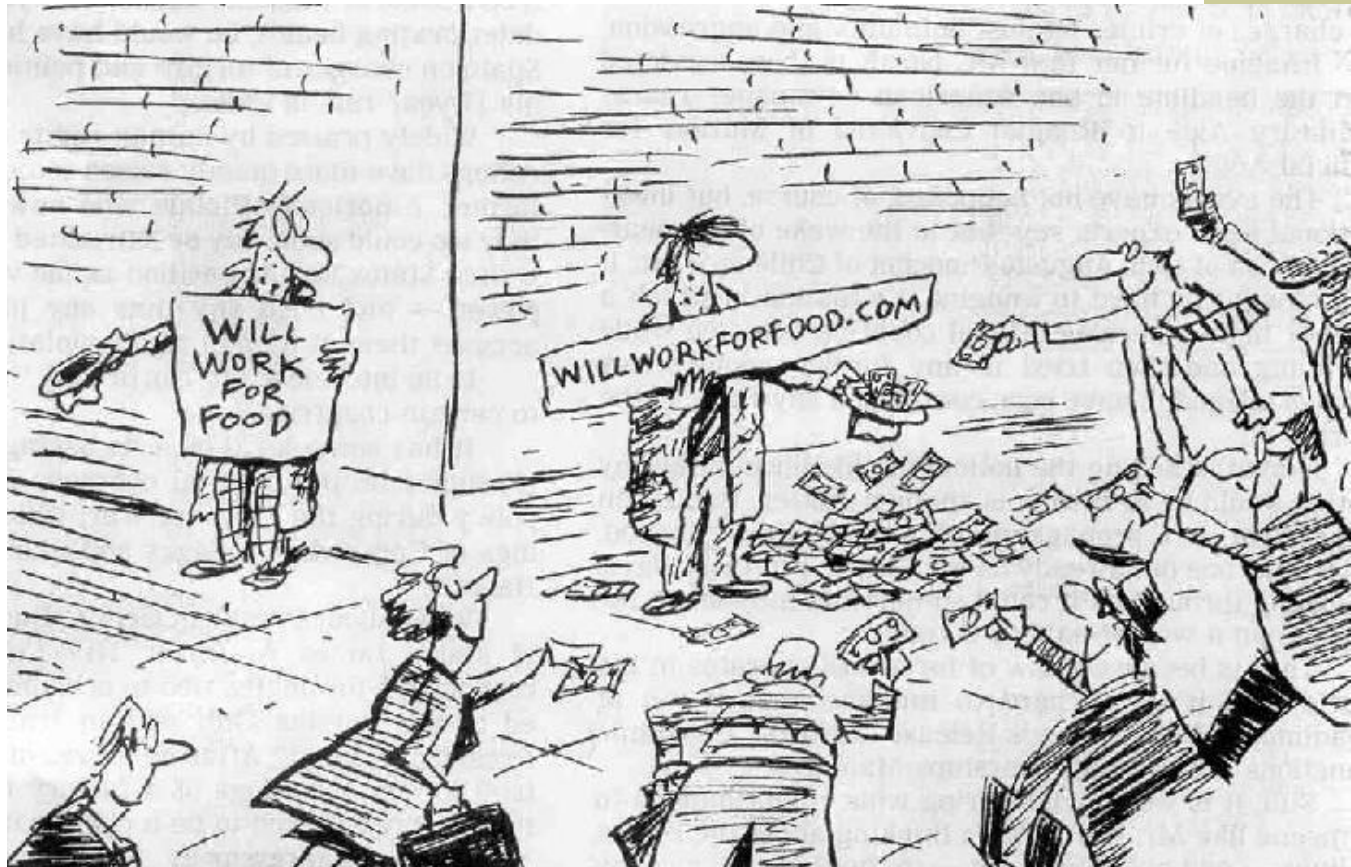
Economy, and Finance

People and Culture

Logistics

E-Commerce

- Internet commerce has become the new frontier for businesses around the world.

- Despite the dot-com bubble burst in the late 90s, the convergence of the global Internet with commerce will fundamentally change the way business is done

The dot-com bubble

e-Commerce vs. e-Business

◆ Electronic commerce (e-commerce)

  ▪ Businesses trading with other businesses and internal processes

◆ Electronic business (e-business)

  ▪ Term used interchangeably with e-commerce

  ▪ The transformation of key business processes through the use of Internet technologies

Strategic Issues

- ◆ Concentration Versus Empowerment
  - Reduced costs associated with distribution could lead to a great concentration of suppliers or to the opposite--the creation of tens of thousands of small and medium-sized suppliers to global niche markets

- ◆ New Competitive Challenges
  - The most obvious are changes in geography and cost structure
    - For the consumer, these lowered barriers of entry can create advantages, but for the producer, costs and efficiencies must become competitive worldwide.
  - More interesting things start to happen when previously separate industries begin to compete

Business Issues in e-Commerce

◆ First and foremost, e-commerce is about business:Using the network effectively to achieve business goals.

  ▪ Current technology, including changes in both computing and communication, provides many tools that can be used in reaching those goals. If we do not have a clear idea of our business goals in using the network, then technology cannot help us achieve them

Technology Issues in e- Commerce

◆ For commerce systems, there are two key technology issues:

- Which technology to use
- How to deal with the fast pace of technological change.

International Nature of Electronic Commerce

- Companies with established reputations

  - Often create trust by ensuring that customers know who they are

  - Can rely on their established brand names to create trust on the Web

- Customers' inherent lack of trust in "strangers" on the Web

  - Logical and to be expected

Anonymity on the Web

"On the Internet, nobody knows you're a dog."

©The New Yorker Collection 1993 Peter Steiner from cartoonbank.com.
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An Intro

FIGURE 1-13 This classic cartoon from *The New Yorker* illustrates anonymity on the Web

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What is this course about…

- This course provides an understanding of the evolving e-commerce technologies:
    - It primarily explores the business implications of these fascinating developments.
    - It explores the tools, skills, and business and social implications of emergence of electronic commerce in the cyberspace.
    - It is about how to create the systems that will make Internet commerce successful.

محتوای درس

- مفهوم تجارت الکترونیکی
  - زنجیره ارزش، زنجیره تامین
- مدلهای کسب و کار در تجارت الکترونیکی
- بازاریابی الکترونیکی
- بازارهای الکترونیکی
- حراجهای الکترونیکی
- زیرساختهای فنی (نرم افزار/سخت افزار)
- سیستمهای پرداخت الکترونیکی
- امنیت تجارت الکترونیکی
- مدیریت پروژه های تجارت الکترونیکی

Administrative Issues

- ◆ Course Site on CECM
  - Enrolment Key: **IEC96**
- ◆ Time
  - Sunday   14:00- 15:30
  - Tuesday day   14:00- 15:30
- ◆ Grading

  - Assignments/Case studies   15%
    - Late submission penalty: -20% a day
  - Term Project   15%
  - Final Exam   70%

Term Project

◆ **Projects Deadlines**

- Tuesday, Esfand 1st   Topic selection
- First Presentation   An explanation of the topic, its idea, and the examples
- Second Presentation   Challenges, Problems and solutions to them

References

- Electronic Commerce, G. Schneider, Course Technology, Ninth Edition 2010.

- E-Business: organizational and technical foundations, M.P. Papazoglou, P. Ribbers, John Wiley & Sons, 2006.

- Electronic Commerce : A Managerial Perspective 2006, E. Turban, D. King, J. K. Lee, D. Viehland, Prentice Hall, (4th Edition)

- Designing Systems for Internet Commerce, G.W. Winfield Treese, and Laurence C. Stewart

Questions?

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Strategic Issues

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How to approach e-Commerce

- How does it fit with our strategy? Should we change our strategy?

- What does this mean to our competitive situation?

- Do we expect return in the short term, or is this a long-term investment?

- How much will it cost? What do we expect to accomplish?

- How will we measure the success?

- How does this affect our sales channels, our partners, our suppliers?

Strategic Business Unit Value Chains

- ◆ Value chain

  - ■ A way of organizing the activities that each strategic business unit undertakes

- ◆ Primary activities

  - ■ Design, produce, promote, market, deliver, and support the products or services it sells

- ◆ Supporting activities

  - ■ Human resource management and purchasing
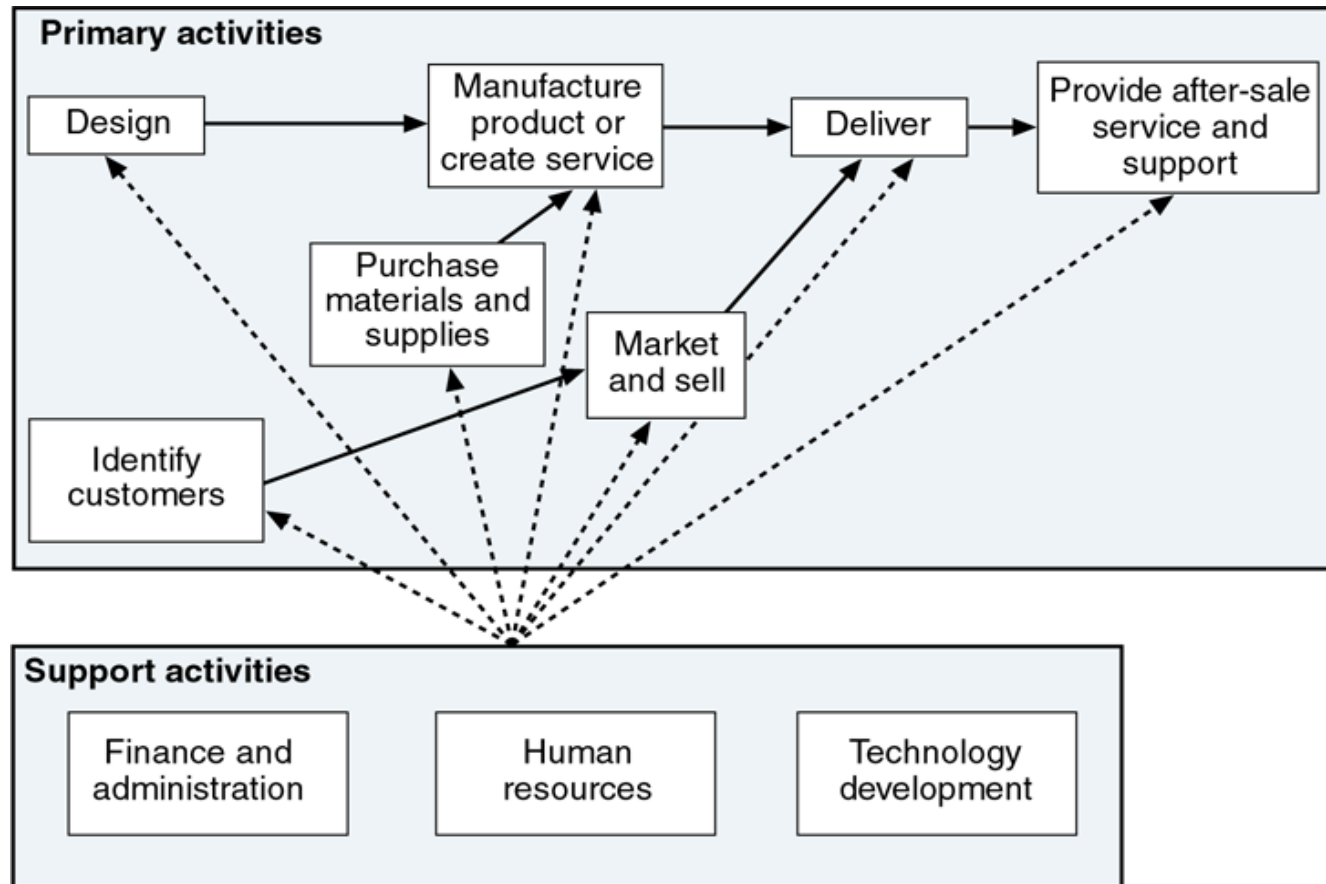
Value Chain for a Strategic Business Unit

FIGURE 1-9 Value chain for a strategic business unit

Industry Value Chains

- ◆ Value system

  - ■ Larger stream of activities into which a particular business unit's value chain is embedded

  - ■ Also referred to as industry value chain
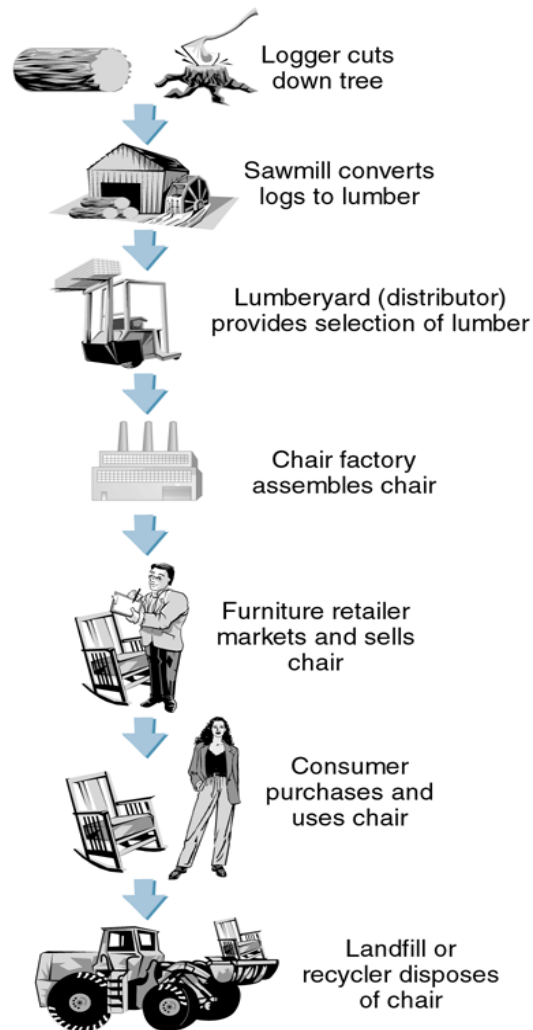
Industry Value Chain for a Wooden Chair

Logger cuts down tree

Sawmill converts logs to lumber

Lumberyard (distributor) provides selection of lumber

Chair factory assembles chair

Furniture retailer markets and sells chair

Consumer purchases and uses chair

Landfill or recycler disposes of chair

FIGURE 1-10 Industry value chain for a wooden chair