| **Aspect** | **E-Business** | **E-Commerce** |
| --- | --- | --- |
| Definition | E-business (electronic business) refers to the use of digital technologies and the internet to conduct various business processes, which can include marketing, sales, customer service, supply chain management, and more. | E-commerce (electronic commerce) specifically involves buying and selling products or services online, typically between businesses and consumers or between businesses. |
| Scope | Broader in scope, encompassing a wide range of online business activities, such as online marketing, customer relationship management, electronic procurement, online collaboration, and more. | Focused on online transactions involving the buying and selling of goods and services. |
| Nature of Transactions | Can include non-commercial interactions, such as customer support, online marketing, knowledge sharing, and collaboration among businesses and with customers. | Primarily commercial in nature, with the central objective of facilitating online transactions, which may include business-to-consumer (B2C), business-to-business (B2B), or consumer-to-consumer (C2C) transactions. |
| Goals and Objectives | Often aims to enhance overall business efficiency, improve customer experiences, and enable digital transformation across various business functions. | Main goal is to facilitate and optimize online sales processes, increase revenue, and expand market reach. |
| Examples | - Implementing a customer relationship management (CRM) system to manage customer interactions. - Using online collaboration tools to work with remote teams. - Conducting market research and marketing campaigns online. | - Setting up an online store to sell products directly to consumers. - Enabling electronic procurement to streamline B2B purchasing processes. - Participating in online auctions or marketplaces. |

E-commerce types:

B2B,b2c,c2c,b2e,egovernment,g2c,g2b,mcommerce

Ecommerce mechanisms

* Electronic catalogs
* Electronic auctions
* Electronic storefronts
* E malls
* Electronic marketplaces

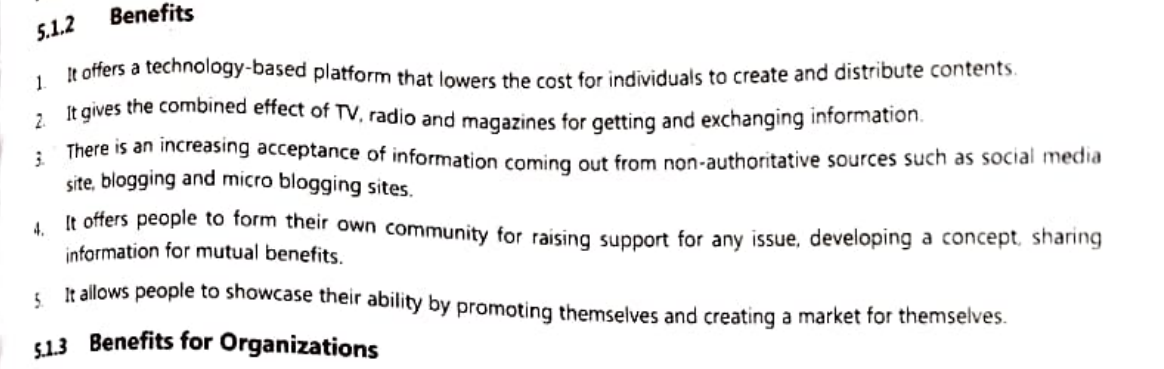
Electronic payment methods

* Electronic cheques
* Electronic cards
* Virtual Credit cards
* Purchasing cards
* Stored value money cards
* Smart cards
* P2P payments

Three types of public exchanges

* Vertical
* Horizontal
* Functional

Benefits of SC

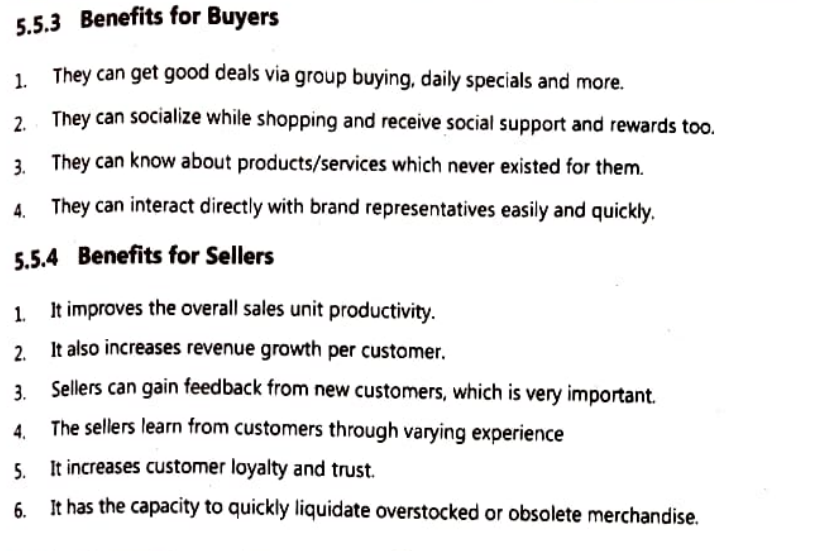


1. Increased collaboration
2. Enhanced innovation
3. Better productivity
4. Better employee relations
5. Better promotion and public relations
6. Inspired customer services



SC in Shopping





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