Assignment for Next Class

• Chapter 9; self-assessment test; review questions 4, 6, and 7
• Chapter 10; self-assessment test; review questions 1, 4, 13, 17

Introduction to Electronic Commerce

• Business-to-consumer (B2C) e-commerce
• Business-to-business (B2B) e-commerce
• Consumer-to-consumer (C2C) e-commerce
The Key to Success: Back-end Integration

Next Step: Supply Chain Management

Manufacturing

From “Make” to “Buy”

  – Computer-based trade processes reduce the transaction costs and trigger a shift towards the usage of markets.
• Transaction cost: The cost of using the market mechanism (Coase 1937)

Prominent Proof: eBay

Reduced Transaction Costs – Increased Market Volume

eBay:
  Active Users: 34.1 million
  Gross Merchandise Sales (GMS): $5.6 billion in Q2-03
Walmart Inc.:
  $ 62.1 billion in Q2-03
Thank you!

The slides will be available on the internet at
http://ruby.fgcu.edu/courses/mhepp/
(-> CRN10033)