

Concept of Electronic Business: A Wider Range of Businesses Processes

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Abstract: E-business (electronic business) is the conduct of business processes on the internet. These e-business processes include buying and selling products, supplies and services; servicing customers; processing payments; managing production control; collaborating with business partners; sharing information; running automated employee services; recruiting; and more.

Keywords: internet, electronic business, information sharing, managing product

I. INTRODUCTION

For conducting the business use of internet, web, extranets, intranets or some combination of these elements refers to as Electronic business. It can say that Electronic business is similar as e-commerce but its work is beyond the simple sell or buy products and services online. Much wider range of business process is included in E-business like management of customer relationship, processing of electronic order and supply chain management. Therefore the process of E-business helps to companies for work more efficiently and effectively.

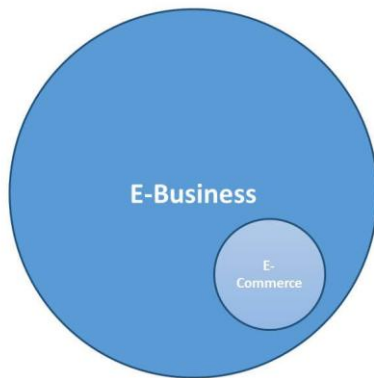


Figure 1: Electronic Business

II. LITERATURE REVIEW

Journals, for example, Harvard Business Review, Sloan Management Review, California Management Review, Business Horizons, Long Range Planning and the European

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Management Journal started to distribute articles on the business utilization of the Web, virtual commercial centers, e-retailing and B2B trade from around 1994.

In 1994 and 1005 Sviokla and Rayport, in 1996 Hagel, in 1997 Wurster and Evans exhibit what's going on and diverse about the Web and the open doors that it presents for organizations to advance in radical ways and to find new movement spaces.

In 1998 Ghosh, in 1999 Wurster and Evans, in 2000 Leteney and Chen, in 2001 Feeny, in 2001 Adner and Rangan considered reflection on how the Internet could be utilized to change focused systems, conceivably wrecking existing capabilities just as making new wellsprings of bit of leeway.

Features of Online Business

Features of Electronic business are given below:

1. Set up of E business is a very easy task
2. Risk of transaction
3. Flexible hours of business, employee can work according to his or her working time
4. No geographical boundaries are there
5. Less cost of marketing strategies
6. No personal interaction required
7. From anywhere, anyone can buy anything
8. From the government many online businesses get some kind of subsidies
9. As compare with traditional business much Cheaper
10. Seller and buyer connection not necessary
11. It takes time to deliver the product
12. Few integrity and security issues are there

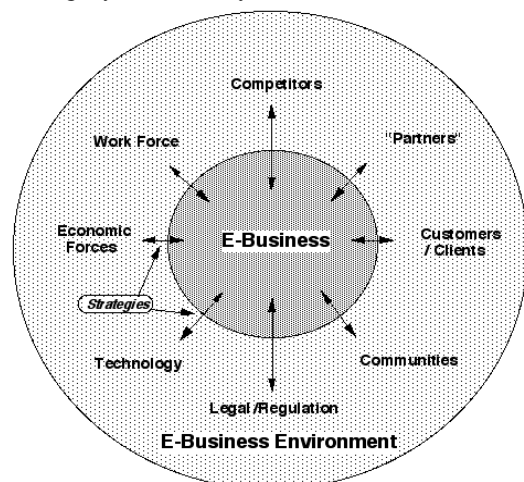


Figure 2: E business Strategies and Environment

Electronic Business Components

Transaction, information and communications are the main components of Electronic business. For improving the efficiency to conduct business processes by innovative technologies Business partners utilize digital networks. This business network can be private or public communication network. For e business the key areas that are important are as follows:

1. E-procurement: By companies electronic sourcing of services and companies that are focused for decreasing efforts and cost consider as e-procurement.
2. Online store: By using suitable platform sale electronic services and product. These platforms include online stores.



Figure 3: E business components

3. Online marketplaces: suppliers and buyers of the services and product connect through digital network in electronic commerce.

Two further areas of e-business are as follows:

1. Online companies: With a common offers of transaction for connecting individual services of company electronic business cooperation result in a virtual business.
2. Online communities: Between organization and people the network of electronic communication support preparation of transaction decisions and sharing of knowledge and data.

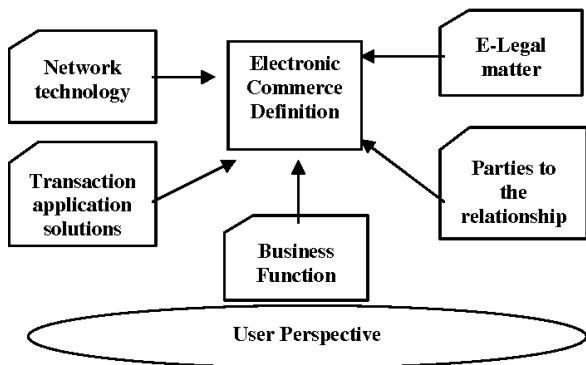


Figure 4: Electronic Business Framework

Function of electronic business

The most significant job of electronic business is "electronic worth creation" – the age of electronic included worth. The types of electronic included worth are generally recognized in the accompanying manner:

1. Structuring value: an online offer accomplishes an outline of a huge amount of data
2. Communication value: an online offer improves correspondence between various shoppers
3. Selection value: an online offer gives explicit database data upon solicitation
4. Transaction value: an online offer makes a business progressively productive
5. Matching value: an online offer makes it conceivable to blend request from provider and purchasers all the more productively
6. Coordination value: an online offer enables various suppliers to all the more likely consolidate their administrations

Role of E-Business in Business

Web based business stores, online installments administrations and offshoot advertising sites make them thing in like manner: they all utilization e-strategic policies to create income and draw in clients. Despite the fact that the expressions "e-business" and "web based business" are regularly utilized reciprocally, they're not one and the equivalent

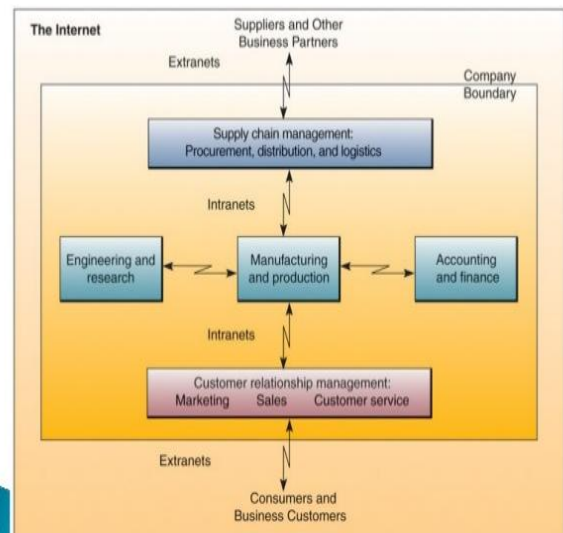


Figure 5: Role of Electronic Business in Business

Consider "e-business" as an umbrella term that incorporates web based business, e-deals, e-banking, e-learning and online correspondence. It was first utilized by IBM in 1996. Today, it assumes a key job in the manner organizations work together, forming the worldwide economy.

1. Higher Revenue: The most recent e-business systems can convert into higher income for your business. They can diminish costs as well as improve correspondence inside your association.



2. Prevalent Customer Experience: Customer Relationship Management (CRM) programming takes into account increasingly effective correspondence with your prospects and customers.
3. Brought together Data: The most recent e-business capacities empower organizations to store monstrous measures of information and keep it secure.
4. Diminished Business Costs: One of the essential advantages of e-business is its capacity to slice costs. Companies never again need to lease a space and pay for

utilities except if they need to. Increasingly Efficient Marketing: By actualizing the best e-strategic approaches, you can contact a more extensive group of spectators and increment client commitment.

5. Improved Inventory Control: In the present advanced time, associations can robotize the stock of merchandise, process arranges and acknowledge installments without handwork. Present day e-strategic approaches permit internet business stores, coordination focuses and other item based organizations to assemble data quicker and have better command over their products.

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|-------------------------------|--|--|---|--|
| Internet Economy Layer | <i>Layer 1 - Internet Infrastructure:</i> Companies that provide the enabling hardware, software, and networking equipment for Internet and for the World Wide Web | <i>Layer 2 - Internet Applications Infrastructure:</i> Companies that make software products that facilitate Web transactions; companies that provide Web development design and consulting services | <i>Layer 3 - Internet Intermediaries:</i> Companies that link e-commerce buyers and sellers; companies that provide Web content; companies that provide marketplaces in which e-commerce transactions can occur | <i>Layer 4 - Internet Commerce:</i> Companies that sell products or services directly to consumers or businesses. |
| Types of Companies | Networking Hardware/Software Companies Line Acceleration Hardware Manufacturers PC and Server Manufacturers Internet Backbone Providers Internet Service Providers (ISPs) Security Vendors Fiber Optics Makers | Internet Commerce Applications Web Development Software Internet Consultants Online Training Search Engine Software Web-Enabled Databases Multimedia Applications | Market Makers in Vertical Industries Online Travel Agents Online Brokerages Content Aggregators Online Advertisers Internet Ad Brokers Portals/Content Providers | E-Tailors Online Entertainment and Professional Services Manufacturers Selling Online Airlines Selling Online Tickets Fee/Subscription Based Companies |
| Examples | Cisco AOL AT&T Qwest | Adobe Microsoft IBM Oracle | e-STEEL Travelocity e-Trade Yahoo! ZDNet | Amazon.com Dell |

Figure 6: Internet Economy Conceptual Frame

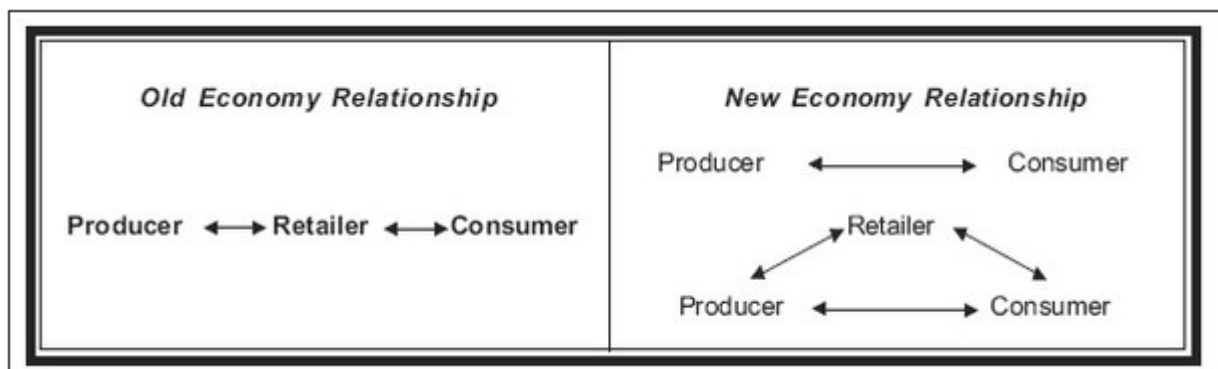


Figure 7: New and Old Economy Relationships

III. CONCLUSION

Electronic business (e-business) alludes to the utilization of the Web, Internet, intranets, extranets or some mix thereof to direct business. E-business is like web based business, yet it

goes past the basic purchasing and selling of items and administrations on the web. E-business incorporates an a lot more extensive scope of organizations forms, for example, production network the board, electronic request

handling and client relationship the executives. E-business forms, in this way, can help organizations to work all the more viably and proficiently.

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