

WEEK 6:

- The four Business Model
- Disruptive Technology
- Ebusiness Comprehension



MIS

Management
Information
System

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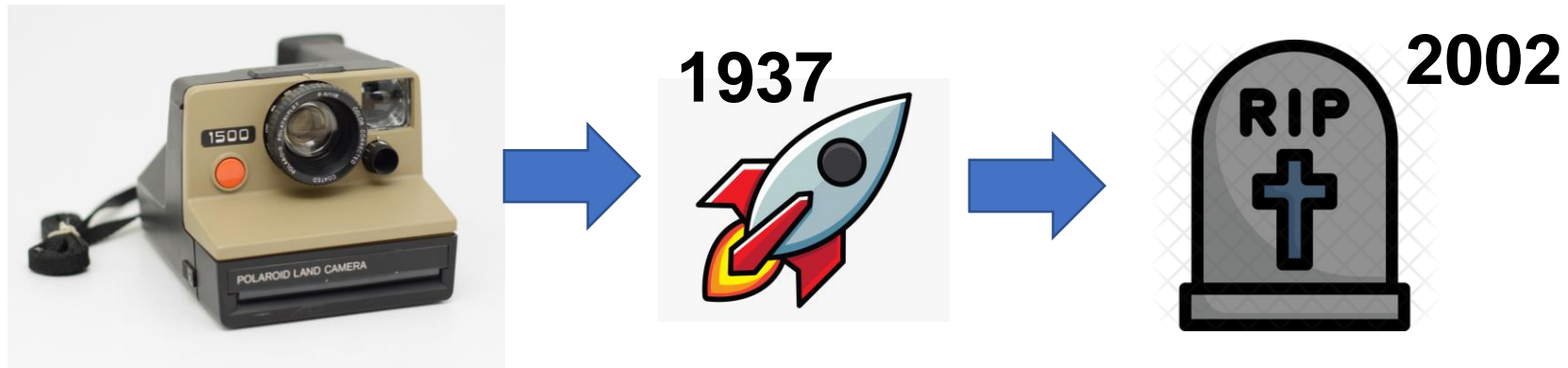
DISRUPTIVE TECHNOLOGY



A **disruptive technology** is a new way of doing things that initially does not meet the needs of existing customers. Disruptive technologies tend to open new markets and destroy old ones (Baltzan, 2020)

Sustaining technology A technology where preserves the original concept yet injects and improvement with purposes to gain better achievement and maintain competitiveness. This technology, in a simple way explained, produces an improved product (Baltzan, 2020)

DISRUPTIVE TECHNOLOGY



“What’s best for the current business might not be what’s best for it in the long term” (Baltzan, 2020)

DIGITAL DARWINISM implies that organizations that cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction. (Baltzan, 2020)

But wait ?!



Polaroid Camera made a COMEBACK!

Vintage, Old School, Nostalgia is on the rise for Generation Z. It makes people look cool, and that is the current demand right now. The recognition from others → “Self Actualization”

DIGITAL DARWINISM implies that organizations that cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction. (Baltzan, 2020)



DISRUPTIVE TECHNOLOGY

It's already
passed its time



Vintage Stuff,
Cool!!!






Disruptive? or Sustaining Technology ?

What is your opinion?

What's the different?

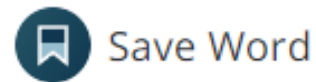
commerce noun





com·merce | \ 'kă-(,)mərs  \

*the process of buying and selling
products and services*

business noun, often attributive



busi·ness | \ 'biz-nəs , -nəz, Southern also 'bid-  \

*to the process through which a person or company
makes a profit. It involves buying and selling of
goods/services, but it also involves other things like
management of raw materials, handling of various
processes, and financial aspects.*

What's the different?



E- Commerce – The buying and selling of goods and services over the Internet (online transactions) (Baltzan, 2020).



E- Business – The conducting of business on the Internet including, not only buying and selling, but also serving customers and collaborating with business partners (online transactions, serving customers and collaborating with business partner) (Baltzan, 2020).

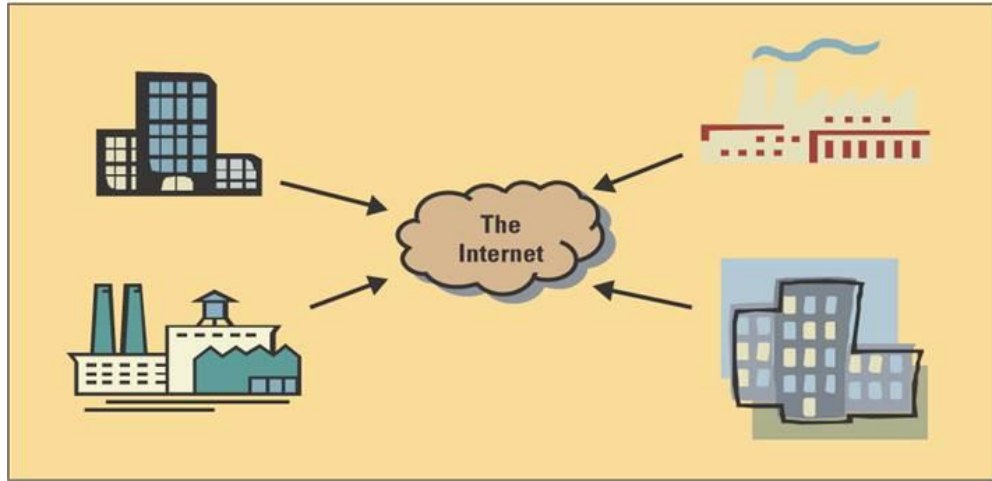
4 E-BUSINESS MODELS

e-Business term	Definition
<i>Business-to-business (B2B)</i>	Applies to businesses buying from and selling to each other over the Internet.
<i>Business-to-consumer (B2C)</i>	Applies to any business that sells its products or services to consumers over the Internet.
<i>Consumer-to-business (C2B)</i>	Applies to any consumer that sells a product or service to a business over the Internet.
<i>Consumer-to-consumer (C2C)</i>	Applies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet.

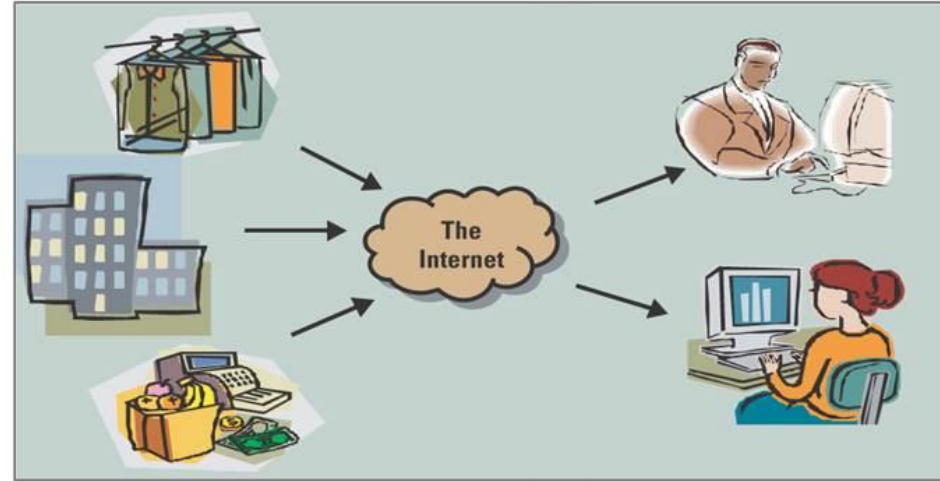
	Business	Consumer
Business	B2B	B2C
Consumer	C2B	C2C

4 E-BUSINESS MODELS

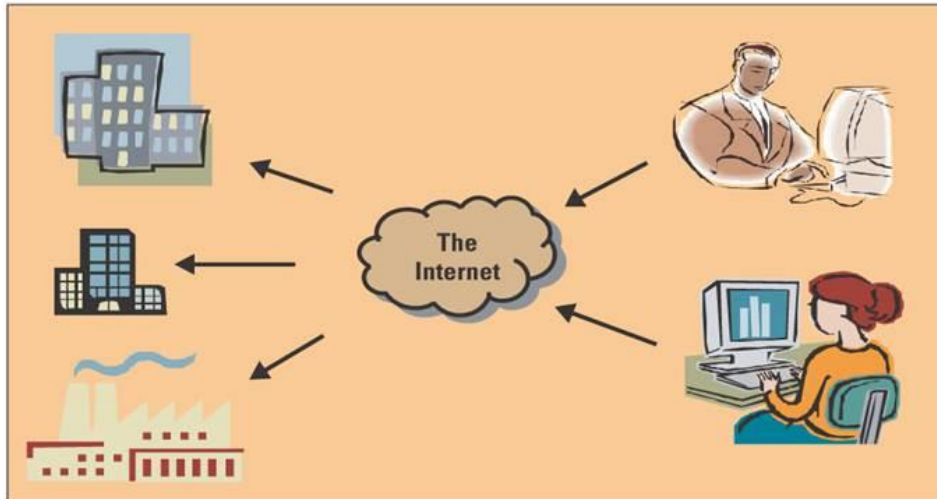
Business-to-Business (B2B)



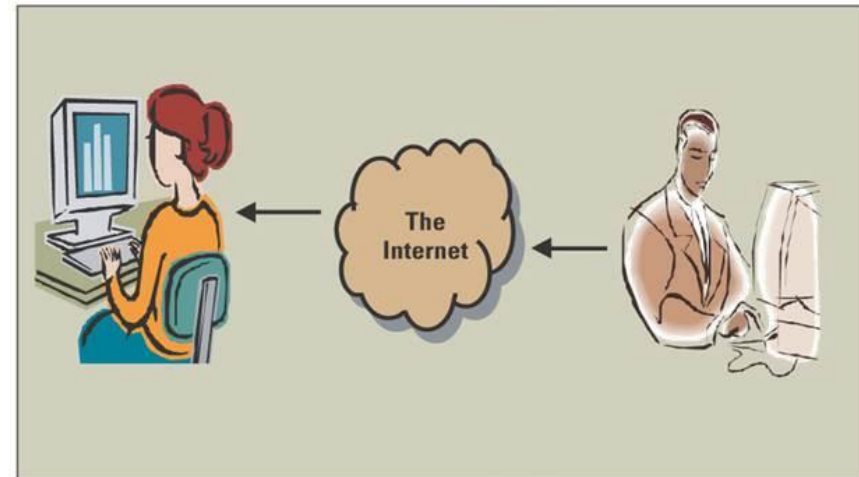
Business-to-Consumer (B2C)



Consumer-To-Business (C2B)



Consumer-To-Consumer (C2C)



4 E-BUSINESS MODELS

Business-to-Business (B2B)



Business-to-Consumer (B2C)



Consumer-To-Business (C2B)



Consumer-To-Consumer (C2C)



FORMS OF BUSINESS-TO-CONSUMER (B2C) OPERATIONS



Brick and Mortar Business.

*A business that operate in a physical store without and Internet Presence
Example: TJ Maxx
Indonesian Example?*



Click and Mortar Business.

*A business that operate in a physical store and on Internet
Example: Barnes and Noble
Indonesian Example?*



Pure Play

*A business that operate Fully on in the internet
Example: Google Store/App store
Indonesian Example?*

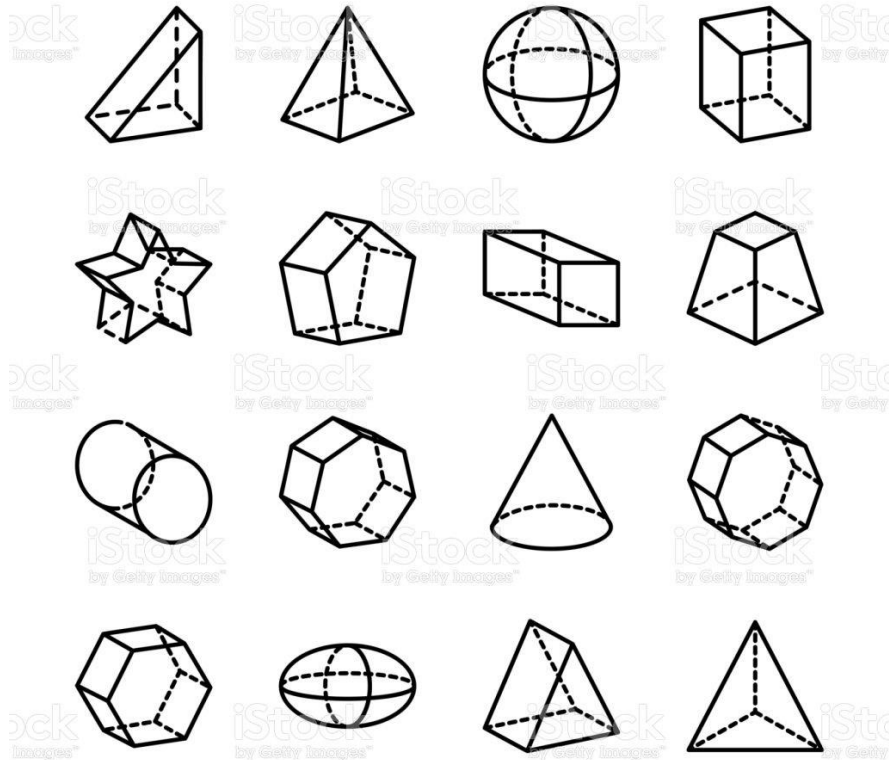


E-business

I bet you have already been very familiar with all of these “Ebusiness terms”.

However there is a necessary to not just “Know” but actually to “Really Know” what they are.

EBUSINESS FORM



1. Content providers 
2. Infomediaries' 
3. Online Marketplace 
4. Portals (Search Engine) 
5. Service Provider 
6. Transaction Broker 

EBUSINESS REVENUE MODELS



1. Advertising Fee

2. License Fee   **AVG.**

3. Subscription Fee  **Spoti**  **NO ADS**

4. Transaction Fee  

5. Value-added service fees **Anything that is considered**



EBUSINESS REVENUE MODELS

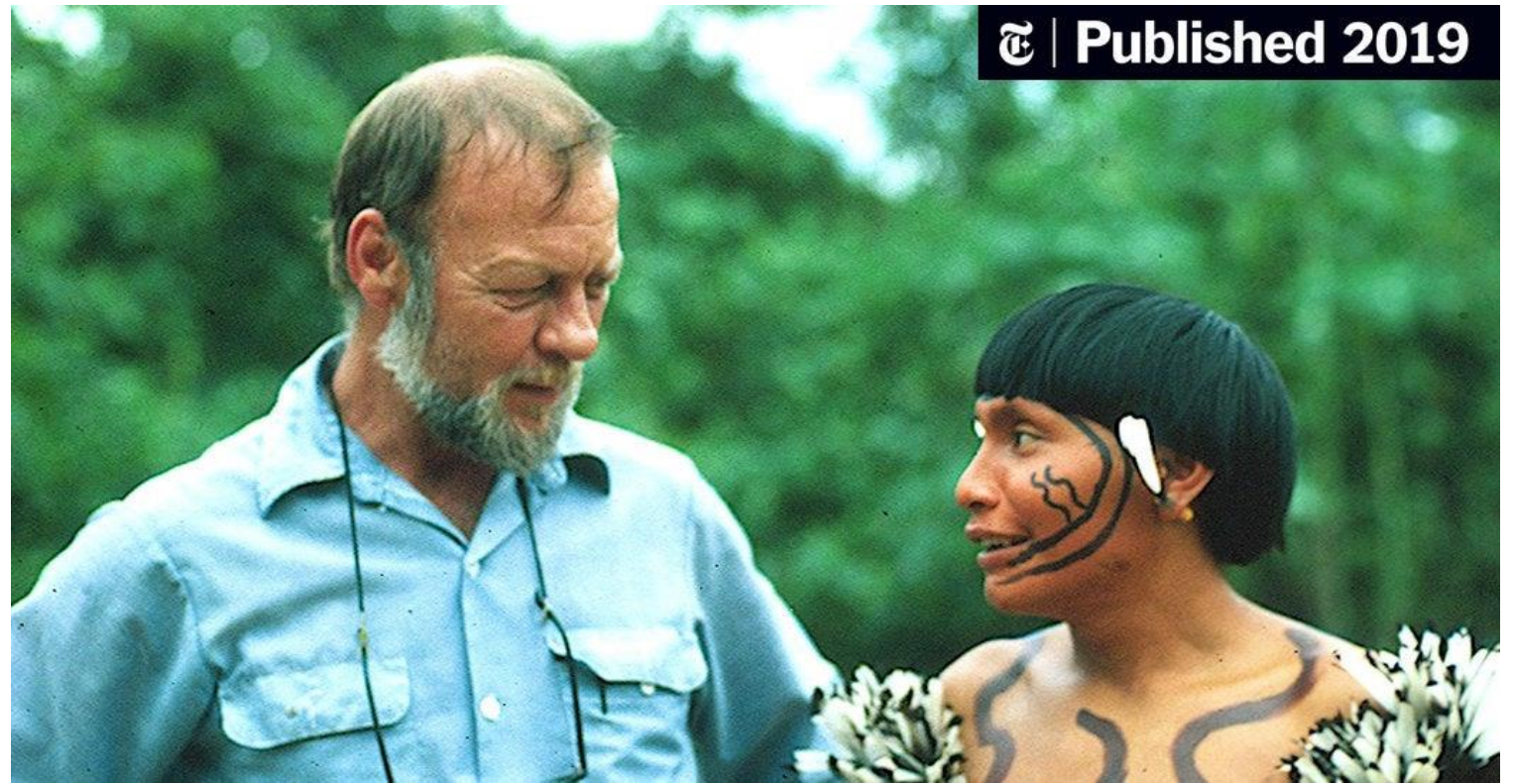
Ebusiness Revenue Model	Benefits	Challenges
Advertising fees	<ul style="list-style-type: none"> Well-targeted advertisements can be perceived as value-added content by trading participants. Easy to implement. 	<ul style="list-style-type: none"> Limited revenue potential. Overdone or poorly targeted advertisements can be disturbing elements on the website.
License fees	<ul style="list-style-type: none"> Creates incentives to do many transactions. Customization and back-end integration lead to lock-in of participants. 	<ul style="list-style-type: none"> Up-front fee is a barrier to entry for participants. Price differentiation is complicated.
Subscription fees	<ul style="list-style-type: none"> Creates incentives to do transactions. Price can be differentiated. Possibility for building additional revenue from new user groups. 	<ul style="list-style-type: none"> Fixed fee is a barrier to entry for participants.
Transaction fees	<ul style="list-style-type: none"> Can be directly tied to savings (both process and price savings). Important revenue source when high level of liquidity (transaction volume) is reached. 	<ul style="list-style-type: none"> If process savings are not completely visible, use of the system is discouraged (incentive to move transactions offline). Transaction fees likely to decrease with time.
Value-added services fees	<ul style="list-style-type: none"> Service offering can be differentiated. Price can be differentiated. Possibility for building additional revenue from established and new user groups (third parties). 	<ul style="list-style-type: none"> Cumbersome process for customers to continually evaluate new services.

Ebusiness Fraud

Click fraud is the practice of artificially inflating traffic statistics for online advertisements

Hitbots create the illusion that a large number of potential customers are clicking the advertiser's links, when in fact there is no likelihood that any of the clicks will lead to profit for the advertiser.

ANT ROP HOL OGY



CYBORG ANT HRO POLOGY



- A discipline originated at the 1993 in United States
- studies the interaction between humans and technology, observing how technology can shape humans' lives.
- Cyborg anthropologists study the different [online communication methods for businesses, including the technology tools](#) (Baltzan, 2020)

E-BUSINESS TOOLS

(Interaction/Communication between human and technology/internet)



1. *Email*   
2. *Instant Messaging*    
3. *Podcasting* 
4. *Videoconferencing (video call)* 
5. *Web Conferencing (Webinar)*  
6. *Content Management System* 



Disruptive? or Sustaining Technology ?

What is your opinion?

안전하고 건강하게 잘 지내세요

Stay safe and healthy



End of Presentation

REFERENCE

Baltzan, P. (2020). *M: Information systems* (5th ed.). McGraw-Hill.

OkCredit Psi Phi Global Solutions Pvt. Ltd. (2021). *Difference Between Commerce And Business*. OkCredit.

<https://okcredit.in/blog/what-is-the-difference-between-commerce-and-business/>