

Lecture 2

E-business markets and models

Lecturer: Professor Rasulev D.M.

E-business markets and models



amazon

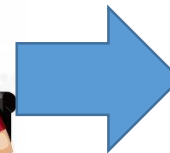
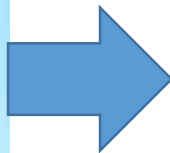
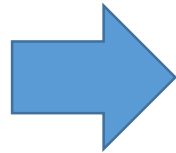
ebay[™]

YAHOO![®]

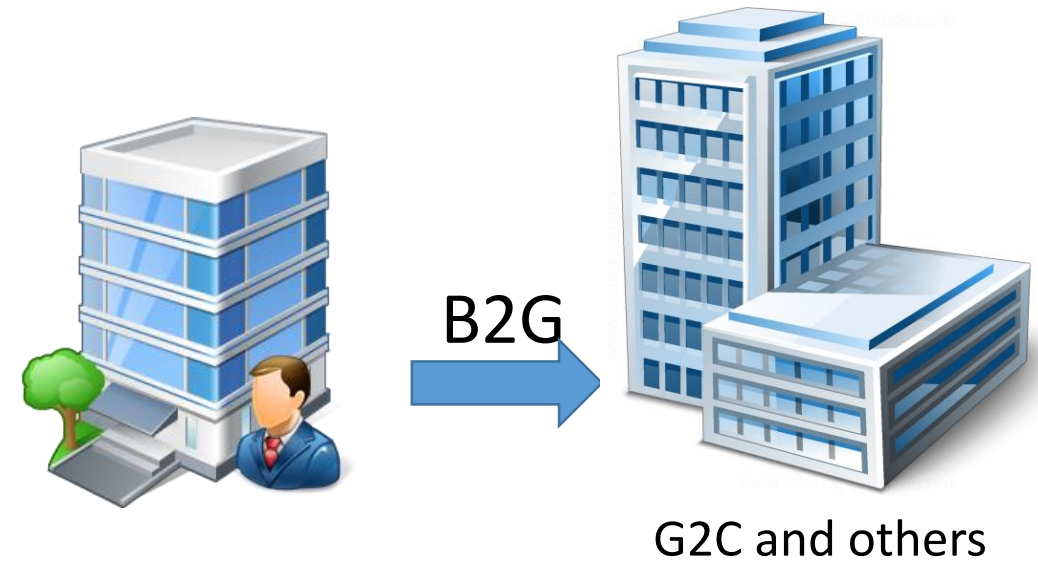
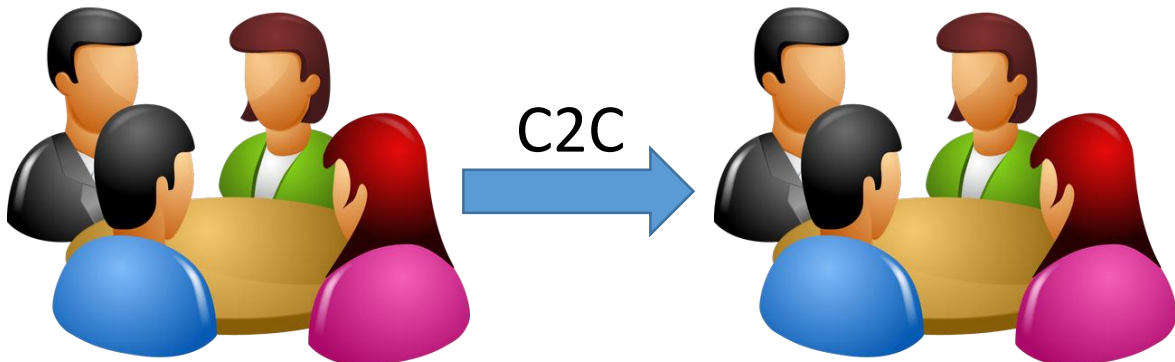
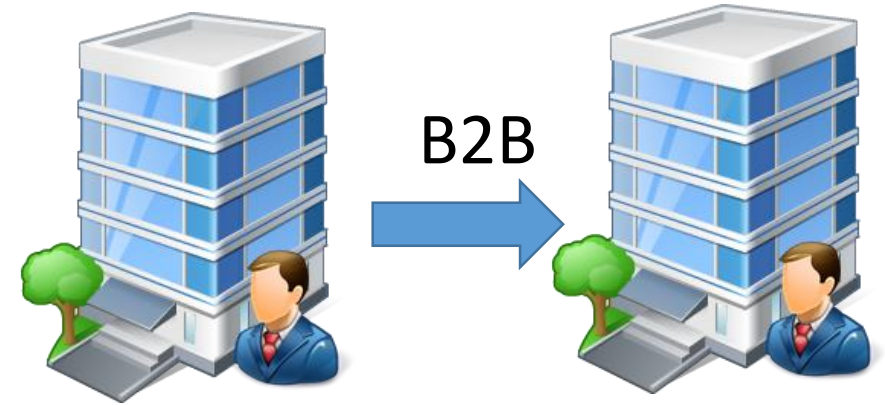
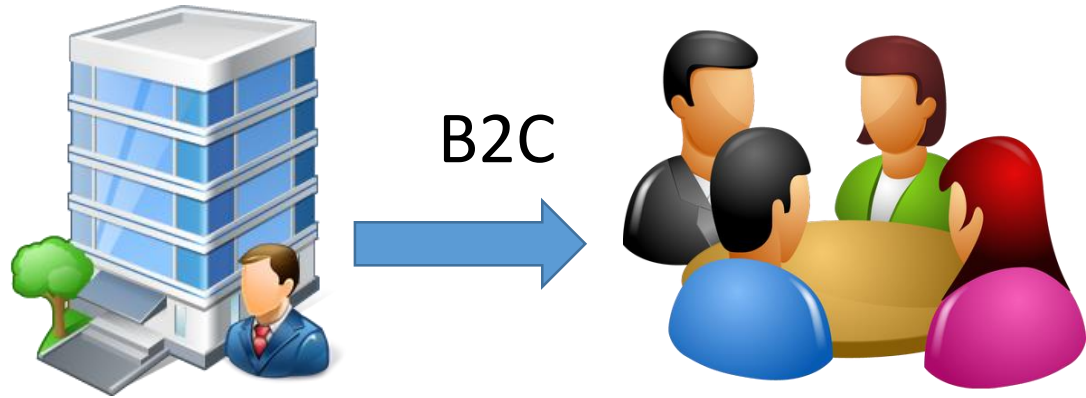
Flipkart 

E-business markets and models

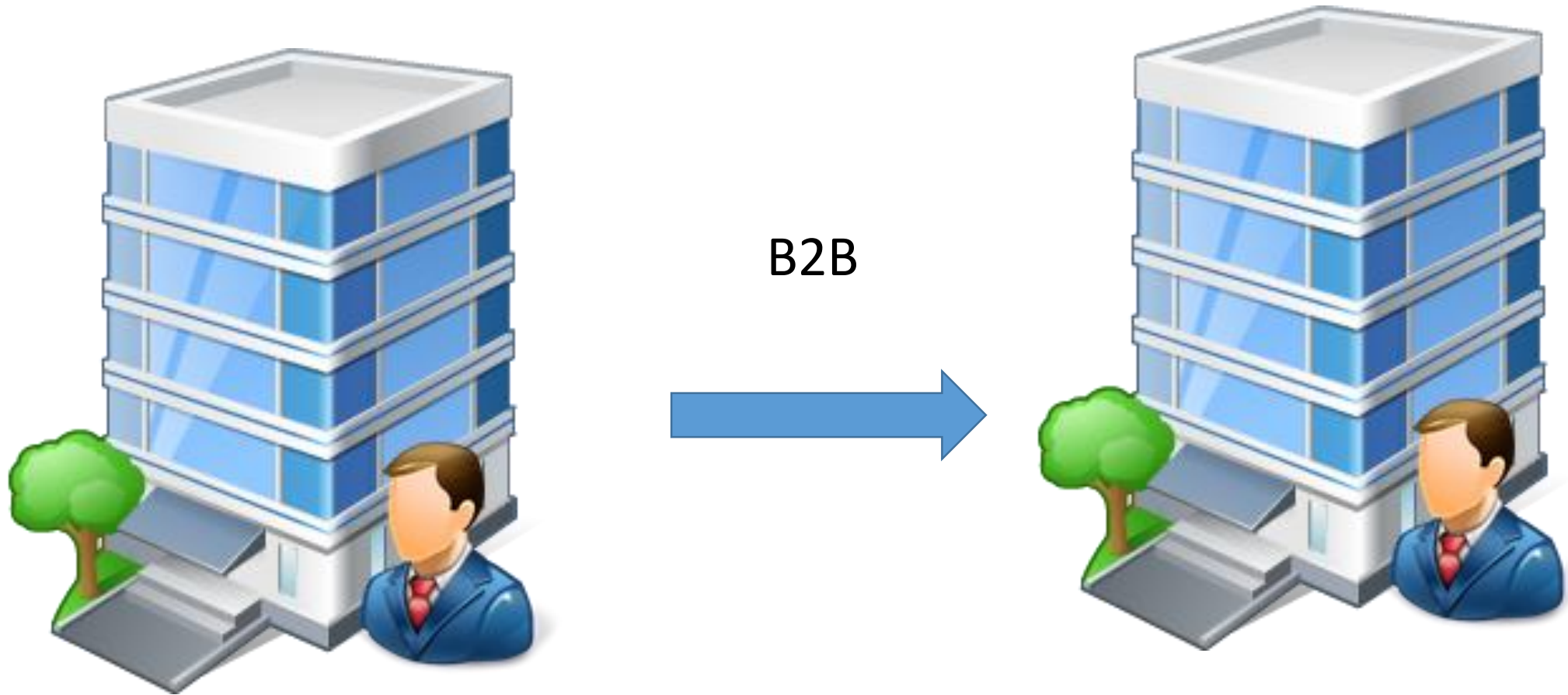
- What is a model, especially e-commerce and e-business models?
- What are the differences between e-business models?



Main negotiations in E-business



Main negotiations in E-business



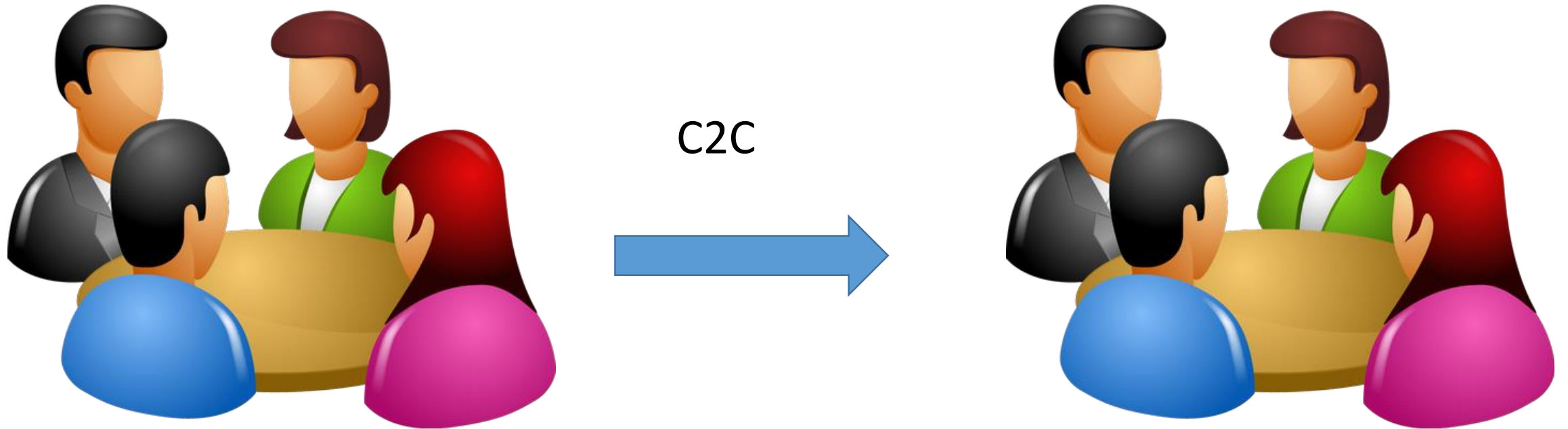
Main negotiations in E-business



B2C



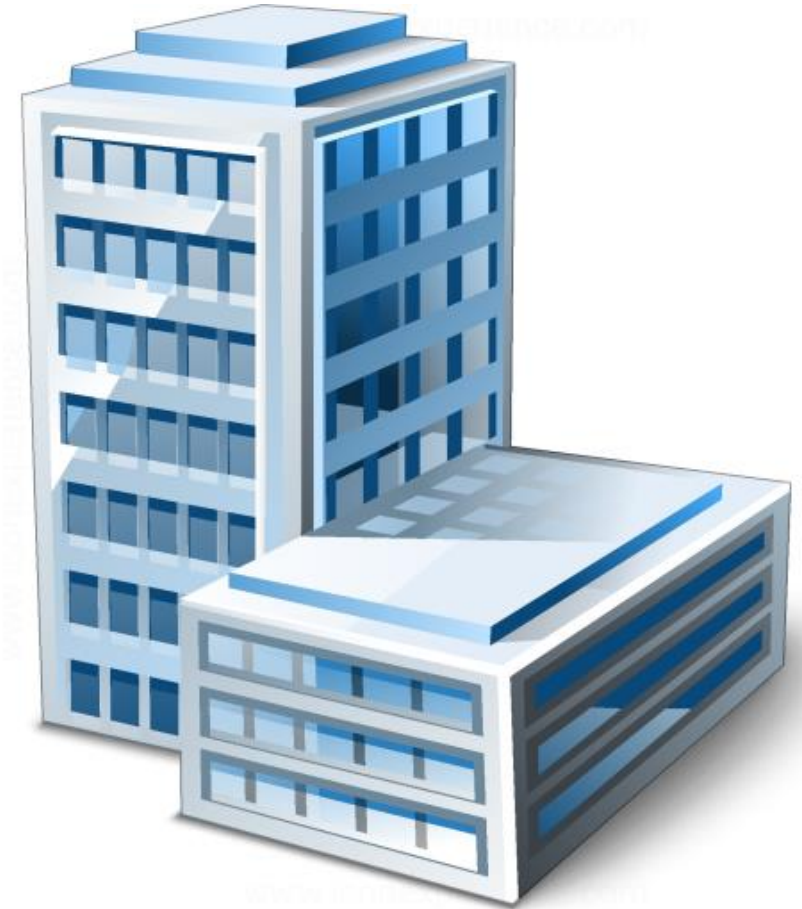
Main negotiations in E-business



Main negotiations in E-business

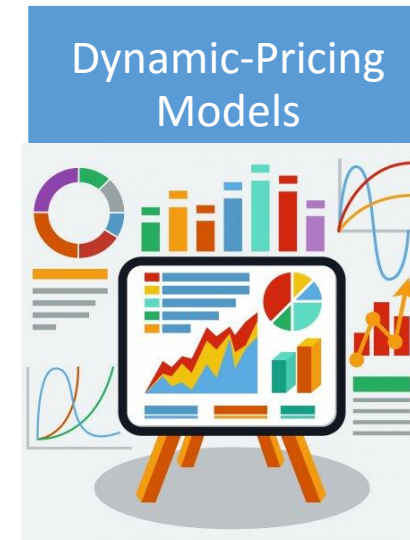
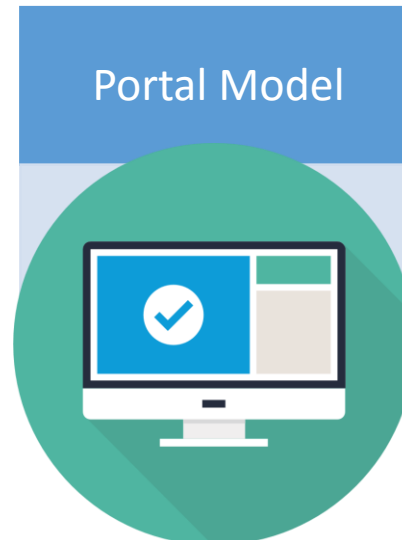
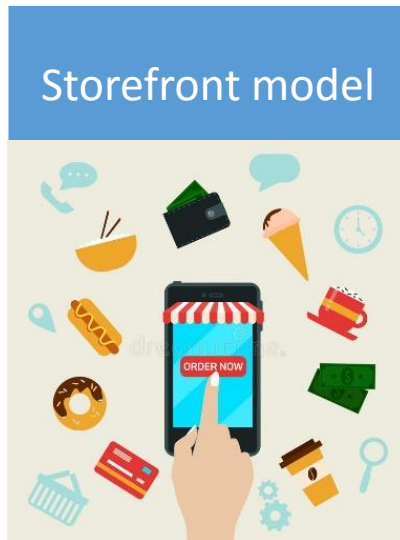


B2G



G2C and others

Models of e-commerce and e-business



Storefront model



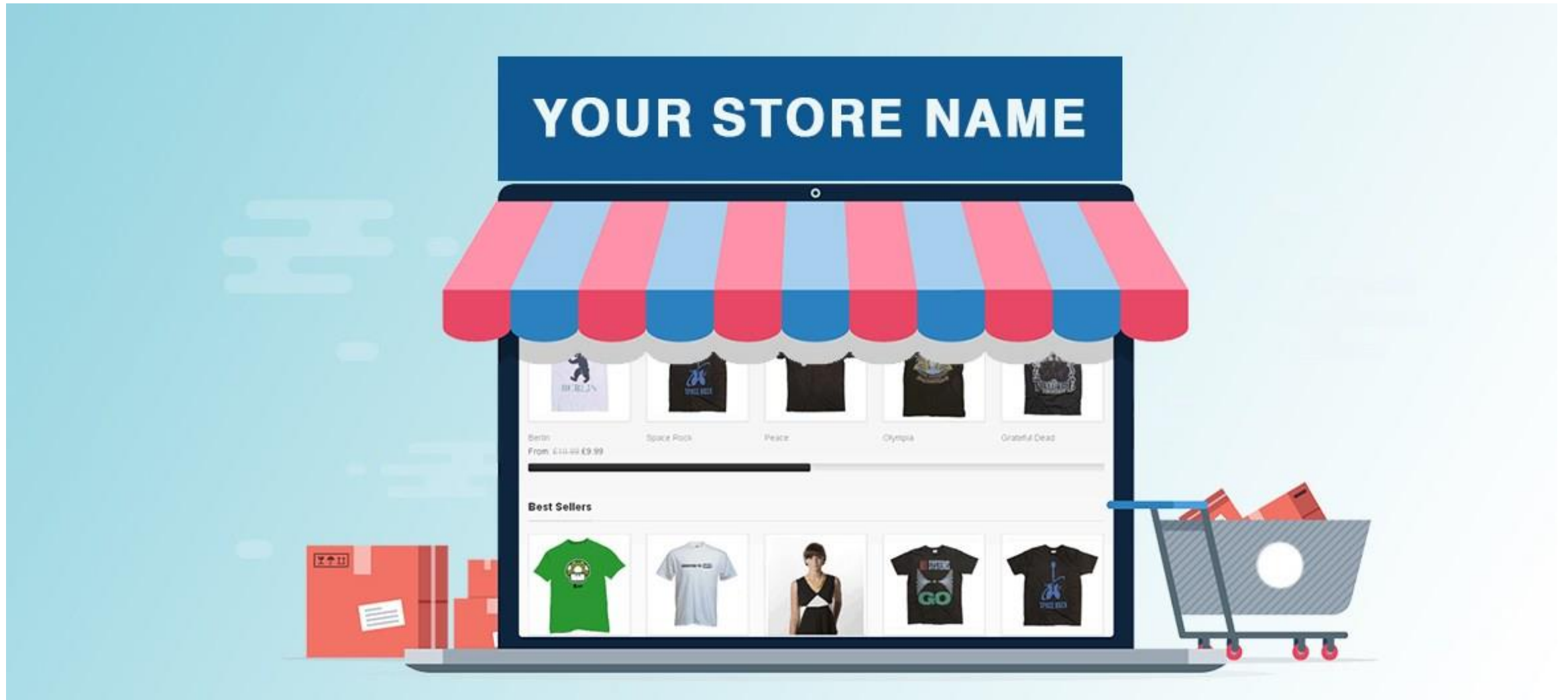
Examples: more.com, moviefone.com and others

- online catalogs of products
- online ordering system
- accept payments securely
- customer profiles



1. ***Electronic Funds Transfer (EFT)***
2. ***Electronic Data Interchange (EDI)***

Storefront model: Shopping-Cart Technology



Supported by product catalog, merchant server, database

Example



Deliver to **Uzbekistan** Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Help EN Hello. Sign in Account & Lists Orders Try Prime Cart

Popular new movies & TV now available to stream **prime**

Deals recommended for you [See all deals](#)



\$99.99 - \$119.99

Ожидание s.amazon-adsystem.com...



\$29.99



\$49.99
~~\$69.99~~



\$18.99
~~\$45.99~~

EAST DANE

The new classics are calling.

[SHOP NOW](#)

FREE EXPRESS SHIPPING WORLDWIDE

[Ad feedback](#)

Storefront model: Online Shopping Malls

The screenshot shows the Gap Inc. website homepage. At the top, there are navigation links for 'OLD NAVY', 'BANANA REPUBLIC', and 'ATHLETA'. A search bar is located on the right side. The main navigation menu includes 'WOMEN', 'GAPBODY', 'GAPFIT', 'MATERNITY', 'MEN', 'SHOES', 'GIRLS', 'BOYS', 'TODDLER', 'BABY', and 'GAP FACTORY'. The central banner features a woman in a light blue dress and the text: 'ONLINE & IN STORES IT'S A PRETTY BIG DEAL UP TO 50% OFF ALMOST EVERYTHING'. Below this, there is a 'SHOP NOW +' button. At the bottom, there is a 'GAP CASH' promotion: 'It's time to use your GAPCASH SIGN IN TO REDEEM No GapCash? No problem. EXTRA 20% OFF. Redeem your \$10 in GapCash. Just spend \$25 or more. Combinable with today's deal. Online & in stores: Code FORYOU'. A 'Feedback' button is visible on the right side.



- product catalog
- merchant server
- database

Auction Model

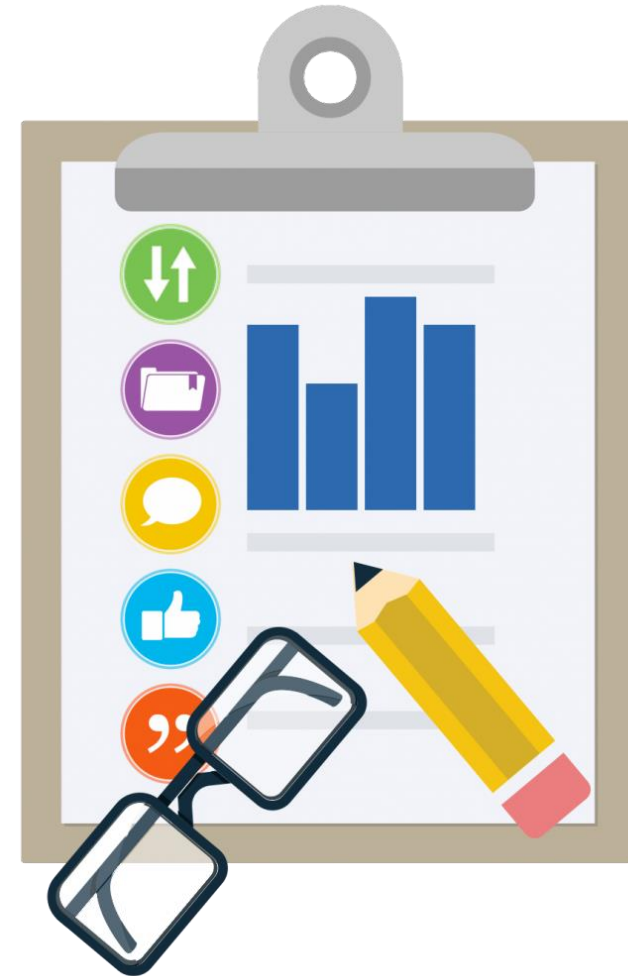


A seller

A bidder



Reverse-auction model



Examples: **Liquidprice.com**

FEATURED DEALS

dji BRAND NEW, AUTHORIZED DEALER


MAVIC AIR
Adventure unfolds



DJI Mavic Air - Arctic White Drone - 4K...

US \$799.00
~~US \$999.00~~ | **20% OFF**


Almost gone



2.7" Vehicle 1080P Car DVR Camera Video...

US \$44.88
Free shipping

Almost gone



SQ11 Full HD 1080P Mini Car Hidden DV DVR...

US \$7.99
Free shipping
More options



LG V10 - New in a Box! Worldwide Unlock...


US \$179.95
Free shipping
More options

Almost gone



Fashion Womens Long Sleeve Loose Blouse...

US \$7.59
~~US \$15.18~~ | **50% OFF**
Free shipping
More options



LATEST DZ09 Bluetooth Smart Watch Camera...

US \$2.35
~~US \$2.50~~ | **6% OFF**
Free shipping
More options

dji BRAND NEW, AUTHORIZED DEALER


SPARK
SEIZE THE MOMENT



DJI Spark Alpine White Quadcopter Drone -...

US \$399.00
~~US \$649.99~~ | **38% OFF**


Almost gone



5M 3528 RGB 300 Led SMD Flexible Light Stri...

US \$1.90
~~US \$2.00~~ | **5% OFF**
Free shipping
More options

Almost gone



8 color QuikSilver Vintage Retro Men Women...

US \$7.99
Free shipping
More options



Love-to-Have Beauty Brands

Treat yourself to MAC, Lancôme, Perricone MD, and more.

Shop Now →



Pause button

Spring Splurges You Can't Miss



Portal Model



- ✓ horizontal portals
- ✓ vertical portals





Sign in



Mail

- Mail
- News
- Finance
- Sports
- Politics
- Entertainment
- Lifestyle
- More...



Humboldt Broncos tragedy takes another awful turn

The coroner's office makes the tragic accident even worse by mistakenly claiming that an 18-year-old killed in the crash was among the injured.

[Apology but no explanation >](#)

598 people reacting

[Make Yahoo your homepage](#)

Trending Now

- | | |
|----------------------|--------------------|
| 1. Stephanie McMahon | 6. Resume Builder |
| 2. Max Scherzer | 7. Charlotte Flair |
| 3. Akani Simbine | 8. Bella Hadid |
| 4. Bon Jovi | 9. Tiger Woods |
| 5. Dating Sites | 10. YouTube TV |

What don't you like about this ad?

- It's offensive
- It's distracting
- It's not relevant
- Something else



Trump: Mueller probe 'an attack on our country'



Key member of Fleetwood Mac is fired



Man stricken with headaches from world's hottest peppers



Woman dumps boyfriend after 'beer gut' comment



Cosby's topless protester appeared on his hit show



U.S. Fatherly

Mom Apologizes After Accidentally Sending Son to Elementary

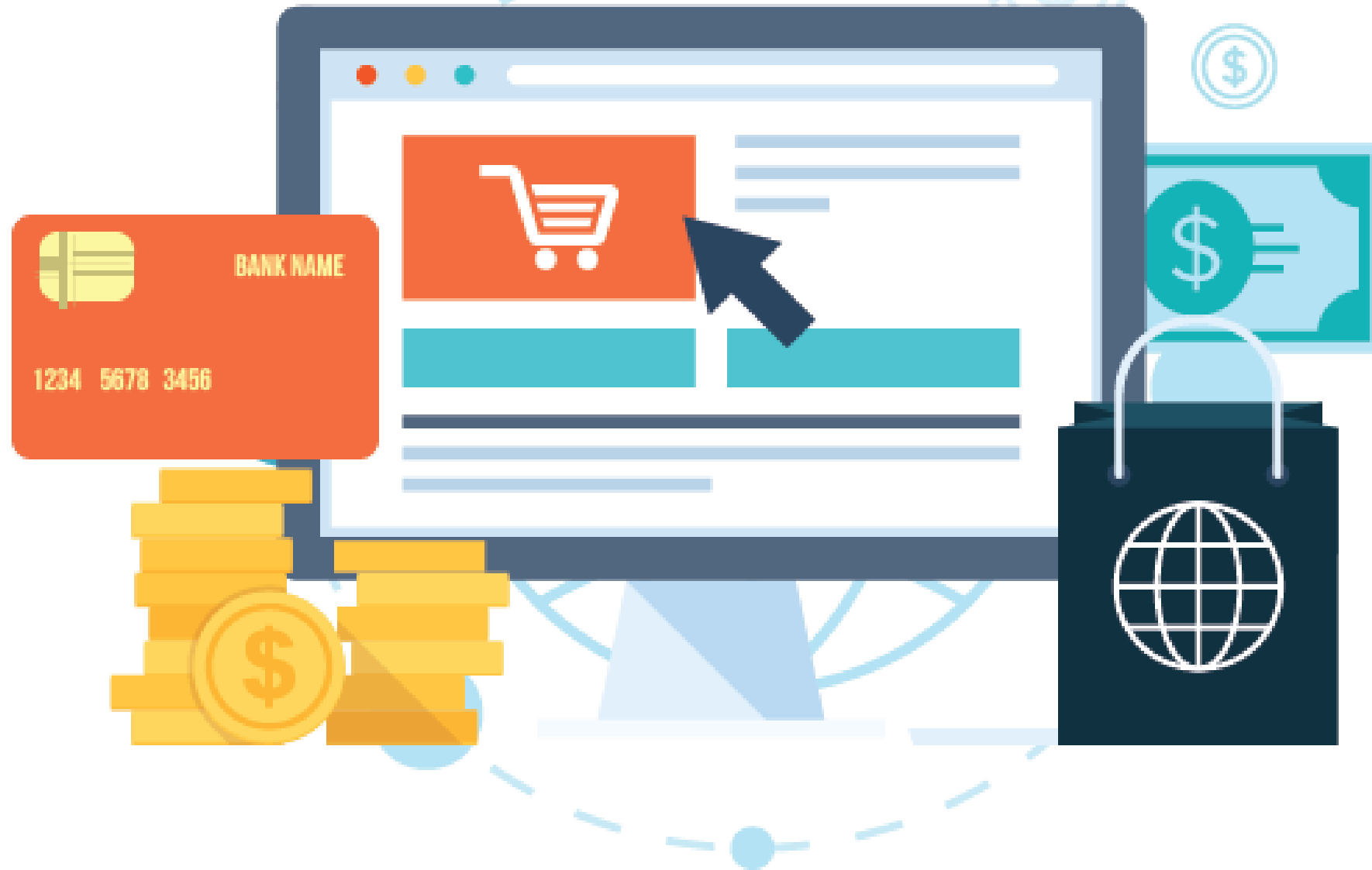
569





Source: <https://vimeo.com/98625449>

Dynamic-Pricing Models



Name-Your-Price Model

The screenshot shows the Priceline website interface. At the top, there are browser tabs for 'Priceline.com - The Best' and 'E-business logistic - Поиск'. The address bar shows 'Защищено | https://www.priceline.com'. The navigation bar includes the Priceline logo and links for 'Hotels', 'Cars', 'Flights', 'Packages', and 'Cruises'. On the right, there are links for 'Sign In', 'My Trips', and 'Help'. The main content area features a search bar for hotels with the text 'Thousands of deals made every day' and 'Save more on your next hotel'. Below the search bar are fields for 'Where are you going?', 'Check-in - Check-out', and '1 Room', along with a green 'Find your deal' button. A promotional banner on the right side of the search area reads 'BOOK & SAVE! HOTELS UP TO 60% OFF With UNBELIEVABLE Express Deals' and includes a 'SEARCH NOW' button. At the bottom, there is a sign-up form for 'Exclusive Email-only Coupons' with the text 'Exclusive access to coupons, special offers and promotions.' and a 'Send Me Deals' button.

priceline® Hotels Cars Flights Packages Cruises Sign In My Trips Help

HOTELS CARS FLIGHTS HOTEL + FLIGHT CRUISES

Thousands of deals made every day
Save more on your next hotel

Where are you going?

Check-in - Check-out 1 Room Find your deal

Want even bigger discounts? Save up to 60% by [searching Express Deals](#).

BOOK & SAVE!
HOTELS UP TO 60% OFF
With **UNBELIEVABLE** Express Deals
SEARCH NOW

Sign up for Exclusive Email-only Coupons
Exclusive access to coupons, special offers and promotions.

Enter your email address Send Me Deals

Comparison-Pricing Model

The screenshot shows the homepage of PriceGrabber.com. At the top, there are browser tabs for 'Check online store rating' and 'E-business logistic - Пои'. The address bar shows 'www.pricegrabber.com'. Below the address bar are navigation links for 'Weekly Specials', 'Top Searches', and 'Categories'. The main header features the PriceGrabber logo with the tagline 'Smart Shopping Anytime Anywhere'. Below the logo is the text 'Shop and Save on Millions of Products.' followed by a search input field and a 'Search' button. A grid of category icons and labels is displayed below the search bar. At the bottom, there is a promotional banner for cameras with the text 'Capture great moments and great deals!' and a 'Shop Cameras' button.

pricegrabber
Smart Shopping Anytime Anywhere

Shop and Save on Millions of Products.

Search

- Appliances
- Auto Parts
- Babies & Kids
- Books & Magazines
- Clothing
- Computers
- Digital Cameras
- DVDs & Videos
- Electronics
- Furniture
- Gifts, Flowers and Food
- Grocery & Gourmet
- Health & Beauty
- Home & Garden
- Indoor living
- Jewelry & Watches
- Office Supplies
- Music
- Musical Instruments
- Pet Supplies
- Software
- Sports Equipment
- Toys & Games
- Video Games

Capture great moments and great deals!

Whether it's for a documentary or a birthday party, we've got the right camera at the right price.

Shop Cameras

Demand-Sensitive Pricing Model

The screenshot shows a browser window with two tabs: 'Mobshop.com' and 'E-business logistic - Пои'. The address bar displays 'www.mobshop.com'. A message at the top of the page reads: 'The domain mobshop.com may be for sale. Click here to inquire about this domain.' Below this, the page title is 'Mobshop.com'. A section titled 'Похожие ссылки' (Similar links) lists several terms: 'Mob', 'Bike', '香港公司' (Hong Kong Company), 'Christianity', 'Bedroom Furniture Chairs', 'Dining Room Furniture', and 'Furniture'. Each term is accompanied by a horizontal bar composed of overlapping semi-transparent shapes in various colors (blue, green, grey, red, yellow) that resemble a stylized arrow or brushstroke.

Mobshop.com

Похожие ссылки

- Mob
- Bike
- 香港公司
- Christianity
- Bedroom Furniture Chairs
- Dining Room Furniture
- Furniture

Bartering Model

The screenshot shows a web browser window with two tabs: 'Welcome' and 'E-business logistic - Поиск'. The address bar displays 'www.isolve.com/Site/Welcome.html'. The website layout includes a red header with the word 'WELCOME' in white, a navigation menu with 'WELCOME', 'CONTACT', 'PORTAL', and 'REMOTE', a foggy boat image, a blue text box with a quote, a paragraph of text about iSolve, and a vertical list of logos for Google, Microsoft Exchange, Apple, Windows, and Dell.


Welcome

E-business logistic - Поиск

www.isolve.com/Site/Welcome.html

WELCOME

WELCOME CONTACT PORTAL REMOTE




iSolve has the experience and knowledge that is needed to support your business with technology solutions.

iSolve

iSolve is the IT solution for small to medium sized business. Technology is an integral part of today's world which helps maintain efficiency when the appropriate software and hardware is implemented. Large corporations employ teams dedicated to technology to decide the best products for the needs of the company, making they're businesses run smoothly. These teams choose hardware options for storage, data and network protection, data security, and connectivity. They assess the software for accounting, client relationship management, office production, networking, product management, and so on.

The job of avoiding problems before they happen, and in rare events the important task of disaster recovery, is given to the IT department. For most small and even many medium sized companies, having an IT department or a full time technician is not economical and does not



Rebates

The image shows a browser window with two tabs: "Ebates: Coupons, Deals, ..." and "E-business logistic - Пои...". The address bar shows "Защищено | https://www.ebates.com". The website header includes the Ebates logo (A Rakuten Company) and "Sign In" and "Join Now" buttons. The main content area features a large promotional banner with the text "Get up to 40% Cash Back at over 2,000 stores" and "No points. No fees. No forms." Below this, it states "Stores pay Ebates a commission for sending you their way, and Ebates shares the commission with you as Cash Back." To the right, a sign-up form is displayed with the heading "Sign Up and Get a \$10 Bonus Today*". The form offers two options: "\$10 Walmart Gift Card" and "\$10 Ebates Cash Bonus", both with checkmarks. Below these are buttons for "Continue with Facebook" and "Continue with Google". A privacy notice states "We'll never post anything without your permission." Below this are input fields for "Email" and "Password (6+ characters)". At the bottom of the form is a checkbox labeled "Я не робот" (I am not a robot). A "Help" button is located at the bottom right of the sign-up area. The footer of the page displays logos for "amazon", "ebay", "macy's", "KOHLS", and "Walmart".

Ebates: Coupons, Deals, | X E-business logistic - Пои X

Защищено | https://www.ebates.com

EBATES A Rakuten Company

Sign In Join Now

Get up to 40% Cash Back at over 2,000 stores

No points. No fees. No forms.

Stores pay Ebates a commission for sending you their way, and Ebates shares the commission with you as Cash Back.

Sign Up and Get a \$10 Bonus Today*

Walmart Gift Card \$10 Walmart Gift Card ✓

EBATES \$10 Ebates Cash Bonus ✓

Continue with Facebook

Continue with Google

We'll never post anything without your permission.

or

Email

Password (6+ characters)

Я не робот

Help

amazon ebay macy's KOHL'S Walmart

Offering Free Products and Services

The screenshot shows the HSX.com website interface. At the top, there are browser tabs for 'The Entertainment Market' and 'E-business logistic - Поиск'. The address bar shows 'Защищено | https://www.hsx.com'. The main header features the HSX.com logo, the text 'HOLLYWOOD STOCK EXCHANGE THE ENTERTAINMENT MARKET', and navigation links for 'Sign Up' and 'Login'. A tagline reads 'IT'S NOT WHO YOU KNOW, IT'S WHO YOU OWN.®'. Below the header is a green navigation bar with categories: 'MY PORTFOLIO', 'ON THE EXCHANGE', 'NEWS & EVENTS', 'COMMUNITY', and 'EARN H\$'. A search bar is also present.

A prominent sign-up banner features a clapperboard icon and the text: 'SIGN UP AND GET 2 MILLION HOLLYWOOD DOLLARS®'. Below this, it states: 'Hollywood Stock Exchange is the place to buy and trade movies, stars and more. Sign up and we'll get your portfolio started with H\$2,000,000.' A 'SIGN UP »' button and a 'Learn more »' link are provided.

The main content area is divided into two sections. On the left, 'IPO OF THE DAY THE GRUDGE' is featured with a photo of Jason Statham, the ticker 'GRUD4', and a price of 'H\$ 27.78'. A 'TRADE NOW »' button is visible. On the right, 'LATEST TWEETS' lists several tweets: 'First trailer for The MEG starring Jason...', 'Weekend Box Office Actuals: 1. A Quiet Place...', 'Diego Boneta joins Terminator sequel', and 'Australian trailer for Ideal Home starring...'. A 'More »' link is at the bottom of the tweets section.

At the bottom, there are three widget sections: 'OPENING THIS WEEK' (with a 'MORE »' link), 'SPIN FACTOR® BLOG' (with a 'MORE »' link), and 'HOT PROPERTIES' (with a 'MORE »' link). The 'SPIN FACTOR® BLOG' section shows a tweet about 'First trailer for The Meg' with a 'WARNER BROS.' logo.

The footer contains a 'HIDE' button, a Twitter icon, and a list of market data items: 'tarring Jason Statham https://t.co/XCGOBm2pyl', 'Weekend Box Office Actuals: 1. A Quiet Place \$50.2M 2. Ready Player One \$24.6M 3. Blockers \$20.6M', 'Diego Boneta joins Terminator sequel', and 'Australian trailer for...'. A stock ticker at the very bottom shows: 'Fury (KFURY) 100000 18.83 (+0.30)', 'Kung Fury (KFURY) 100000 18.83 (+0.30)', 'Motherless Brooklyn (MOBRK) 100000 13.87 (+0.24)', and 'Motherless Brook...'. A loading indicator 'Ожидание ib.adnxs.com...' is visible in the bottom left corner.



Thank you!

My email: d.rasulev1958@gmail.com