



الجامعة السعودية الإلكترونية
Saudi Electronic University

E-Com-101:E-Commerce

ASSIGNMENT 5-QUESTIONS

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1. Discuss EDI and its stages are being used to automate the complete e-com business environment.

Electronic data interchange is the computer-to-computer exchange of business documents in a standard electronic format between business partners.

There is a 8-step process for successful EDI implementation

- 1) There must be continuous process of communication between EDI coordinator and all sectors of the company that will be affected by the EDI.
- 2) Under this step, provide description of the present system in each segment of the business and answering them how EDI will improve them.
- 3) Under this, various methods are used to analyses the cost-benefits from EDI.
- 4) In this step, the result of analysis step provides an organization with the knowledge to develop a comprehensive specification for the EDI system.
- 5) This step involves problem of selection of network provider depending upon business requirements.
- 6) The greatest development task is integrating EDI system with existing corporate applications.
- 7) Next thing is to collect data and run a analyses regarding that segment where EDI has to be used.
- 8) The last step is to recruit skilled workers so that the work has to be started.

2. Describe major types of auctions also discuss their benefits and costs.

1. Ascending-bid auctions, also called English auctions. These auctions are carried out interactively in real time, with bidders present either physically or electronically. The seller gradually raises the price, bidders drop out until finally only one bidder remains, and that bidder wins the object at this final price. Oral

auctions in which bidders shout out prices, or submit them electronically, are forms of ascending-bid auctions.

2. Descending-bid auctions, also called Dutch auctions. This is also an interactive auction format, in which the seller gradually lowers the price from some high initial value until the first moment when some bidder accepts and pays the current price. These auctions are called Dutch auctions because flowers have long been sold in the Netherlands using this procedure.

3. First-price sealed-bid auctions. In this kind of auction, bidders submit simultaneous “sealed bids” to the seller. The terminology comes from the original format for such auctions, in which bids were written down and provided in sealed envelopes to the seller, who would then open them all together. The highest bidder wins the object and pays the value of her bid.

4. Second-price sealed-bid auctions, also called Vickrey auctions. Bidders submit simultaneous sealed bids to the sellers; the highest bidder wins the object and pays the value of the second-highest bid. These auctions are called Vickrey auctions in honor of William Vickrey, who wrote the first game-theoretic analysis of auctions. Vickrey won the Nobel Memorial Prize in Economics in 1996 for this body of work.

3. Explain difference between traditional social network and an online social network.

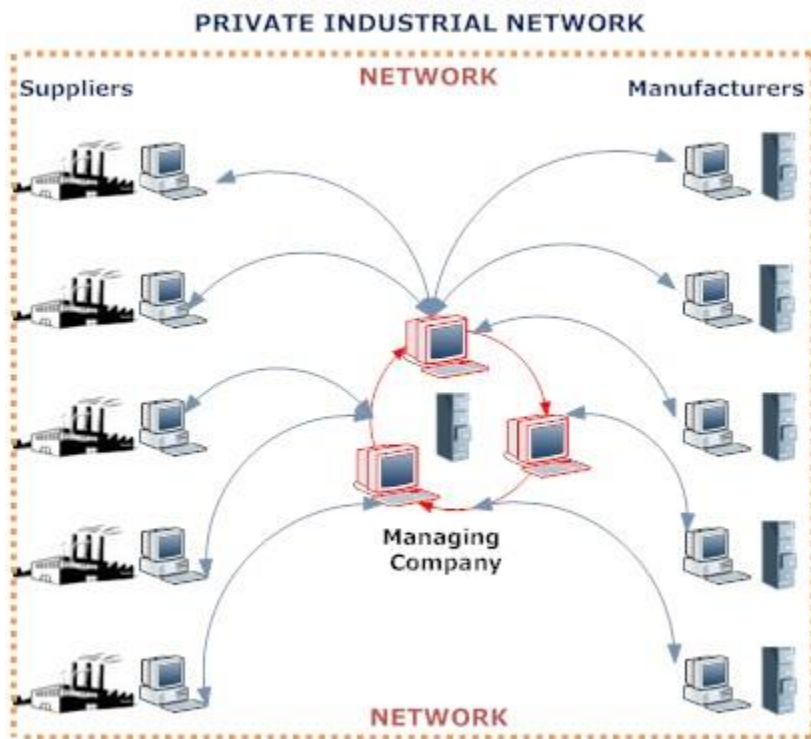
<u>Social Media</u>	<u>Traditional Media</u>
Two-way conversation	One-way conversation
Open system	Closed system
Transparent	Opaque
One-on-one marketing	Mass marketing
About you	About ME
Brand and User-generated Content	Professional content

Authentic content	Polished content
FREE platform	Paid platform
Metric: Engagement	Metric: Reach/ frequency
Actors: Users/ Influencers	Actors/ Celebrities
Community decision-making	Economic decision-making
Unstructured communication	Controlled communication
Real time creation	Pre-produced/ scheduled
Bottom-up strategy	Top-down strategy
Informal language	Formal language
Active involvement	Passive involvement

4. Discuss the role of private industrial networks in supporting collaborative commerce.

As the name suggests, private industrial networks are web-enabled networks that coordinate transactions between specific companies — in all aspects and all divisions: suppliers, distributors, retail, procurement, delivery and so on.

Such systems are also called collaborative, as they facilitate efficiencies throughout the network. Many large companies (Wal-mart, Coca-Cola, Nike, Hewlett-Packard, IBM, Microsoft, Cisco Systems, Dell and General Electric) operate private industrial networks, which indeed form the largest part of B2B ecommerce today



5. Discuss Collaborative Commerce and its benefits.

Collaborative commerce (C-commerce) describes the selective and project based cooperation between partners along the supply chain. The term Collaborative business (C-business) is often used for Collaborative commerce

Each company who decides to participate at any partnership has to meet some requirements within the organization.⁹⁾

- IT-Systems need to be adjusted easily at new process requirements; adaption of ERP systems and C-commerce applications
- IT-Systems should be easily integrated in partner systems
- Knowledge of employees, willingness for cooperation in- and externally
- Definition of adequate KPIs for measuring the improvements of C-commerce