

# Chapter 5

Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce

# Learning Objectives

1. Describe various e-government initiatives.
2. Describe e-government activities and implementation issues including e-government 2.0 and m-government.
3. Describe e-learning, virtual universities, and e-training.
4. Describe e-books and their readers.

# Learning Objectives

5. Describe knowledge management and dissemination as an e-business.
6. Describe and discuss online advisory systems.
7. Describe collaborative e-commerce.
8. Describe collaboration 2.0.
9. Describe C2C activities in e-commerce.



# E-Government: An Overview

- **e-government**

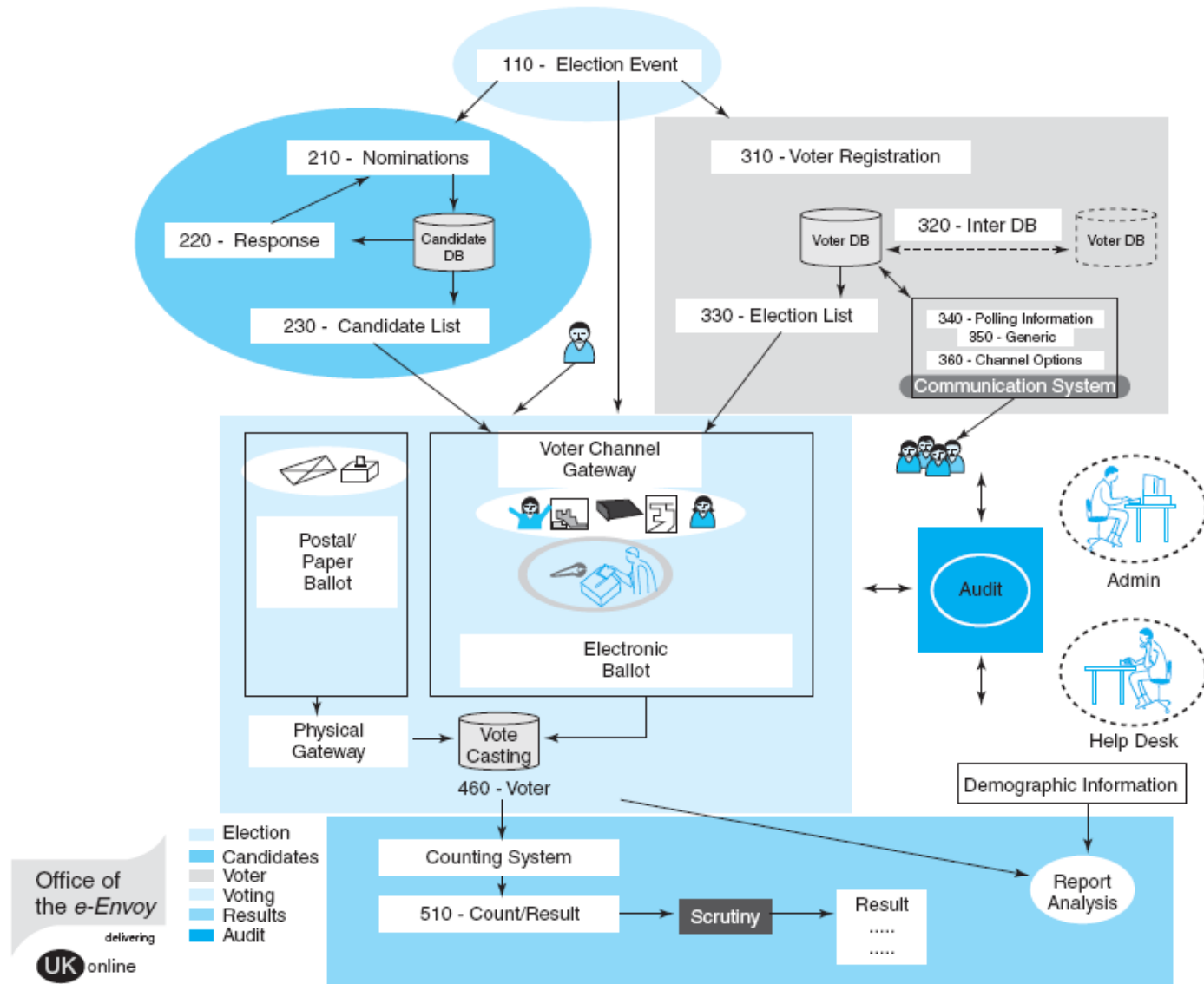
E-commerce model in which a government entity buys or provides goods, services, or information to businesses or individual citizens

- **government-to-citizens (G2C)**

E-government category that includes all the interactions between a government and its citizens

- **Electronic Voting**
- **Electronic Benefits Transfer**

## EXHIBIT 5.2 The Process of E-Voting



# E-Government: An Overview

- **government-to-business (G2B)**

E-government category that includes interactions between governments and businesses (government selling to businesses and providing them with services and businesses selling products and services to the government)

- **Government E-Procurement**
- **Group Purchasing**



# E-Government: An Overview

- **government-to-government (G2G)**

E-government category that includes activities within government units and those between governments

- **government-to-employees (G2E)**

E-government category that includes activities and services between government units and their employees

- **Internal Efficiency and Effectiveness (IEE)**

# E-Government: An Overview

- **IMPLEMENTING E-GOVERNMENT**
- **THE TRANSFORMATION TO E-GOVERNMENT**
- **Government 2.0**

How government makes use of Web 2.0 technologies to interact with citizens and provide government services

- **The Promise of Government 2.0**



# E-Government: An Overview

- **mobile government (m-government)**

The wireless implementation of e-government mostly to citizens but also to businesses

- **The Benefits of M-Government**
- **Some Implementation Issues**
- **Applications**

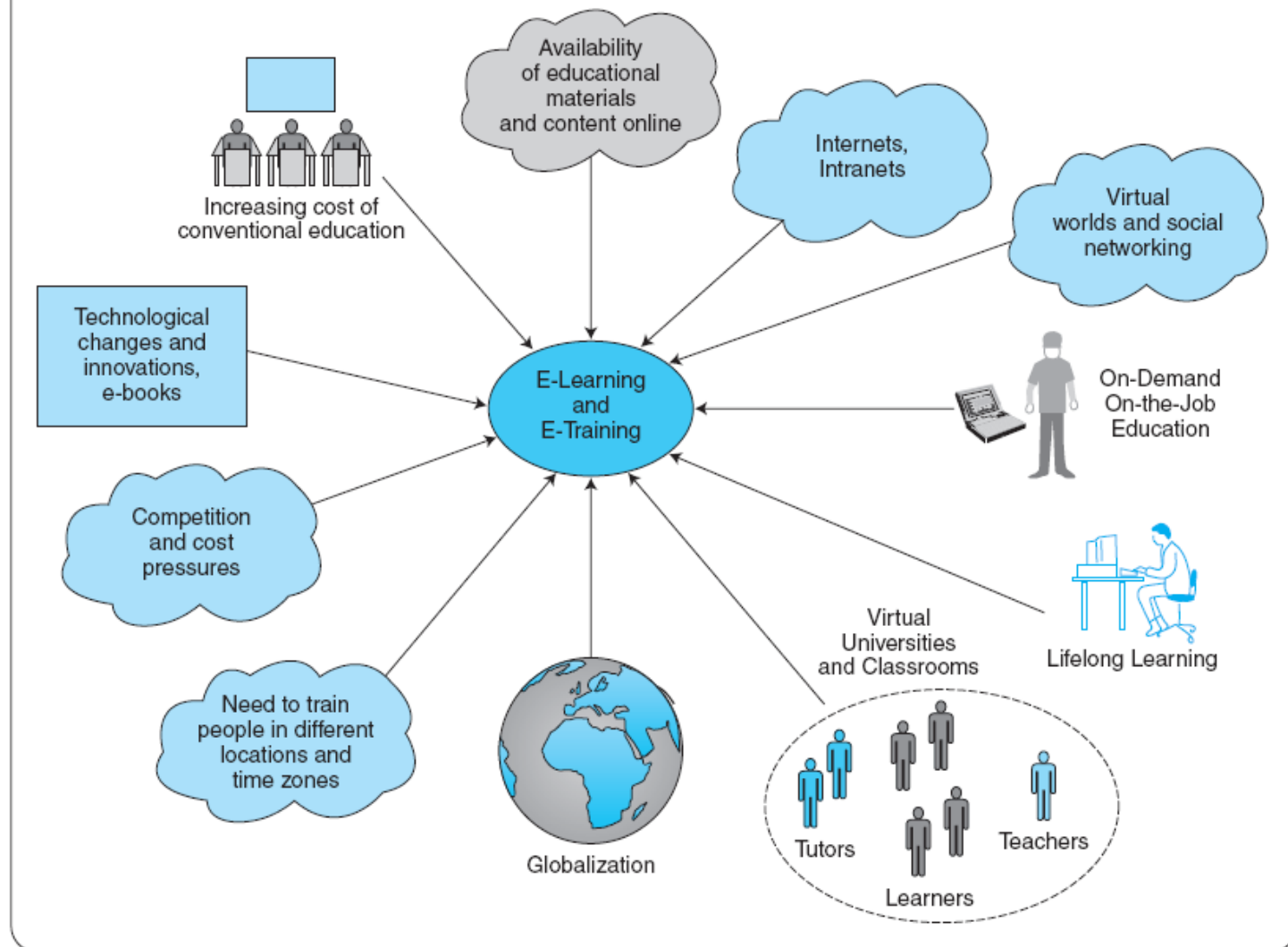
# E-Learning, E-Training, and E-Books

- **e-learning**

The online delivery of information for purposes of education, training, or knowledge management

- **BENEFITS AND DRAWBACKS OF E-LEARNING**

## EXHIBIT 5.3 The Drivers of E-Learning





# E-Learning, E-Training, and E-Books

- **distance learning**

Formal education that takes place off campus, usually, but not always, through online resources

- **virtual university**

An online university from which students take classes from home or other offsite locations, usually via the Internet

- **Innovations in E-Learning**

# E-Learning, E-Training, and E-Books

- **ONLINE CORPORATE TRAINING**

- **Examples of Corporate Training**

- **social learning**

Learning, training, and knowledge sharing in social networks and by using social software tools for learning



# E-Learning, E-Training, and E-Books

- **LEARNING IN VIRTUAL WORLDS AND SECOND LIFE**
- **VISUAL INTERACTIVE SIMULATION**

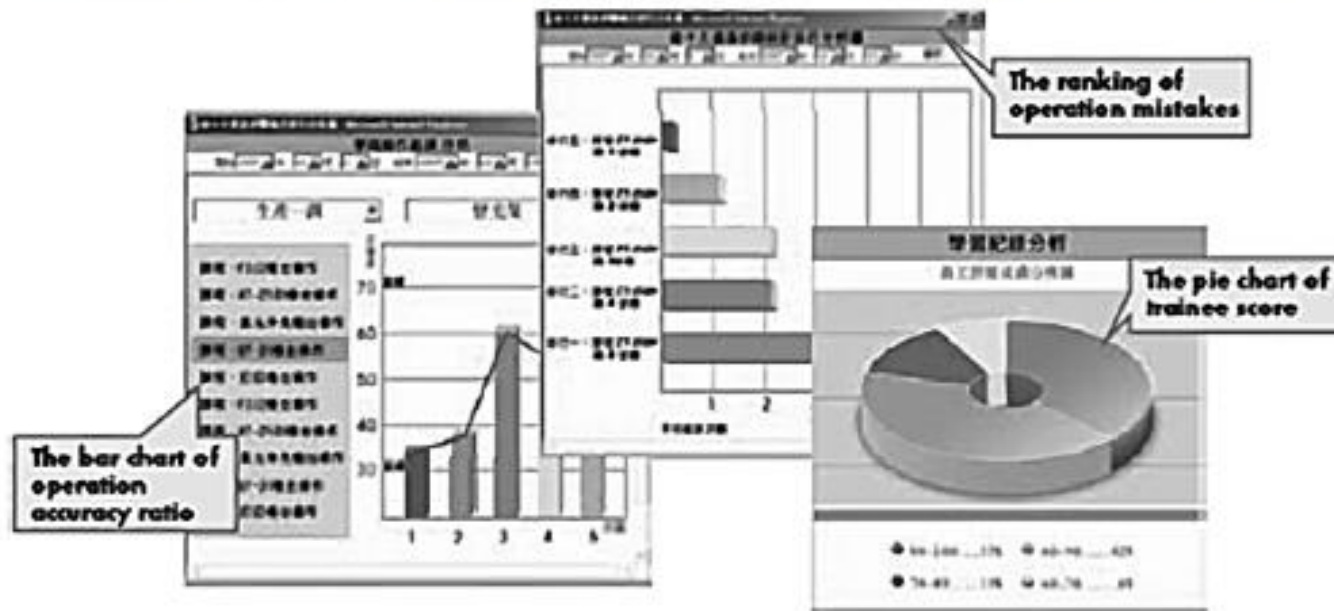
- **learning on-demand**

Learning provided to an employee while the work is being done (in terms of troubleshooting or performance support)

In a learning on-demand environment, courses, references, help files, documents, Webcasts, audios, videos, books, and presentations are all made available when and where a worker needs them.



## EXHIBIT 5.4 SimMagic Trainee Progress Chart



# E-Learning, E-Training, and E-Books

- **learning management system (LMS)**  
Software applications for the administration, documentation, tracking, and reporting of training programs, classroom and online events, e-learning programs, and training content
- **IMPLEMENTING E-LEARNING AND E-TRAINING**
  - **Some Representative E-Learning Tools**



# E-Learning, E-Training, and E-Books

- **electronic book (e-book)**

A book in digital form that can be read on a computer screen or on a special device

- **Devices for Reading E-Books**
- **Advantages and Limitations of E-Books**



# Knowledge Management, Advisory Systems, and Electronic Commerce

- **knowledge management (KM)**

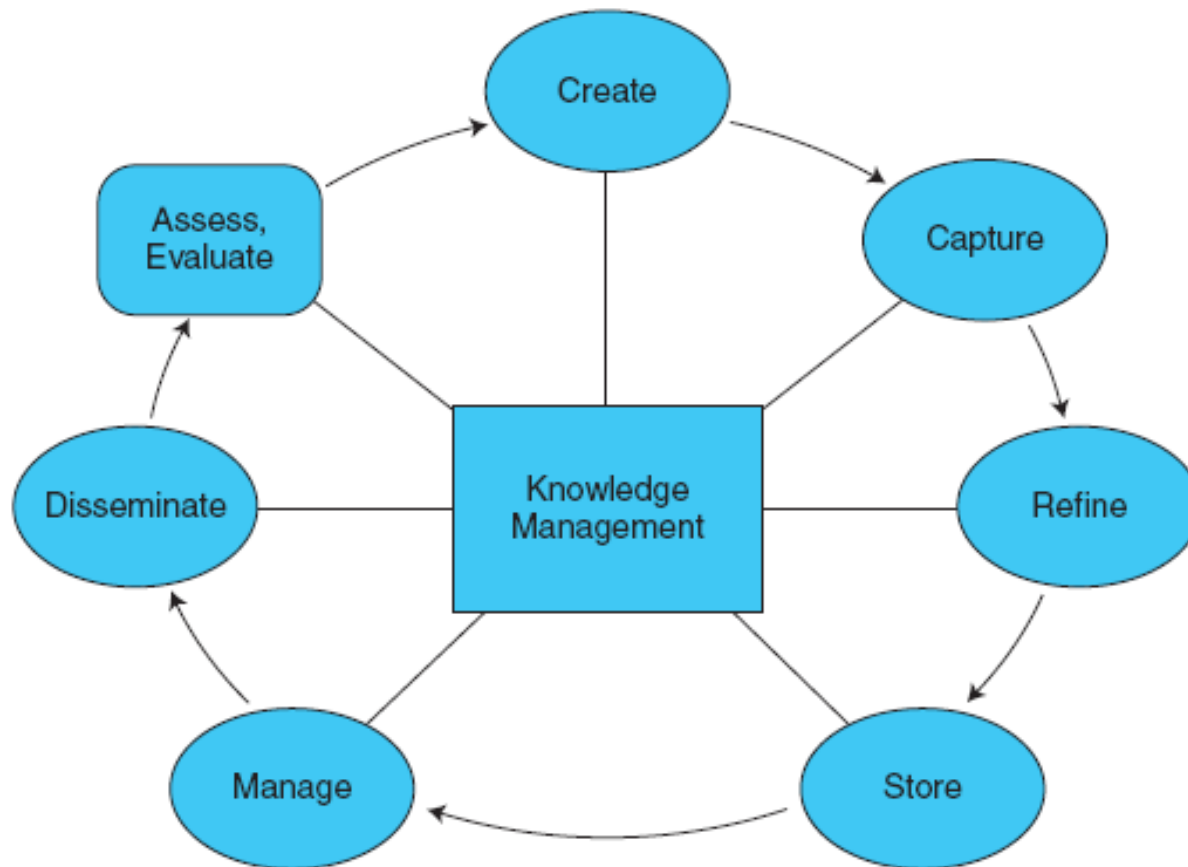
The process of capturing or creating knowledge, storing it, updating it constantly, disseminating it, and using it whenever necessary

- **KM TYPES AND ACTIVITIES**

- **Create knowledge**
- **Capture knowledge**
- **Refine knowledge**
- **Store knowledge**
- **Manage knowledge**
- **Disseminate knowledge**

## EXHIBIT 5.5

# The Knowledge Management System Cycle



# Knowledge Management, Advisory Systems, and Electronic Commerce

- **KNOWLEDGE SHARING**
  - **Software Tools for Knowledge Sharing**
- **HOW IS KNOWLEDGE MANAGEMENT RELATED TO E-COMMERCE?**
- **KM AND SOCIAL NETWORKS**
  - **Knowledge creation**
  - **Knowledge sharing**
- **DEPLOYING KM TECHNOLOGIES**



# Knowledge Management, Advisory Systems, and Electronic Commerce

- **ONLINE ADVICE AND CONSULTING**

- Medical advice
- Management consulting
- Legal advice
- Gurus
- Financial advice
- Social networks
- Other advisory services

# Knowledge Management, Advisory Systems, and Electronic Commerce

- **automated question/answer (QA) system**

A system that locates, extracts, and provides specific answers to user questions expressed in natural language

- **Live Chat with Experts**



# Knowledge Management, Advisory Systems, and Electronic Commerce

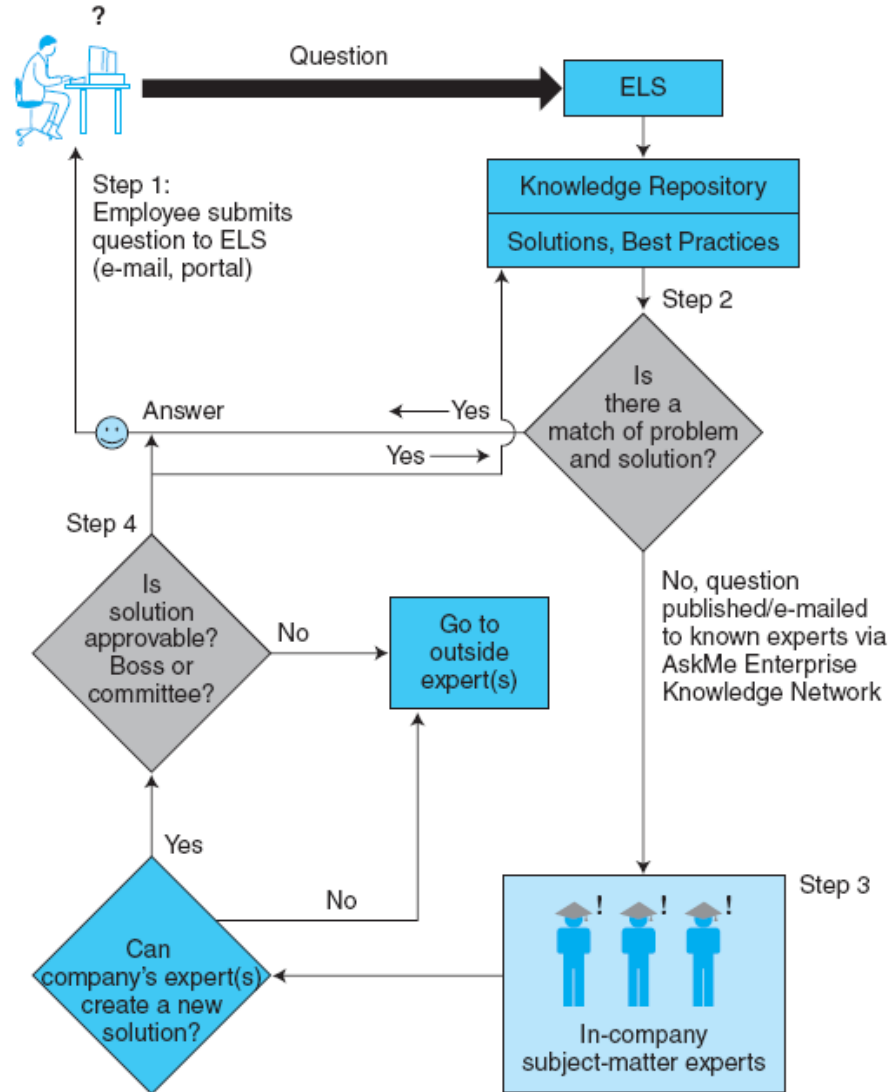
- **expert location systems (ELS)**

Interactive computerized systems that help employees find and connect with colleagues who have expertise required for specific problems—whether they are across the country or across the room—in order to solve specific, critical business problems in seconds

- **Seeking Expertise in Social Networks**



## EXHIBIT 5.6 AskMe's Expert Location System



# Collaborative Commerce

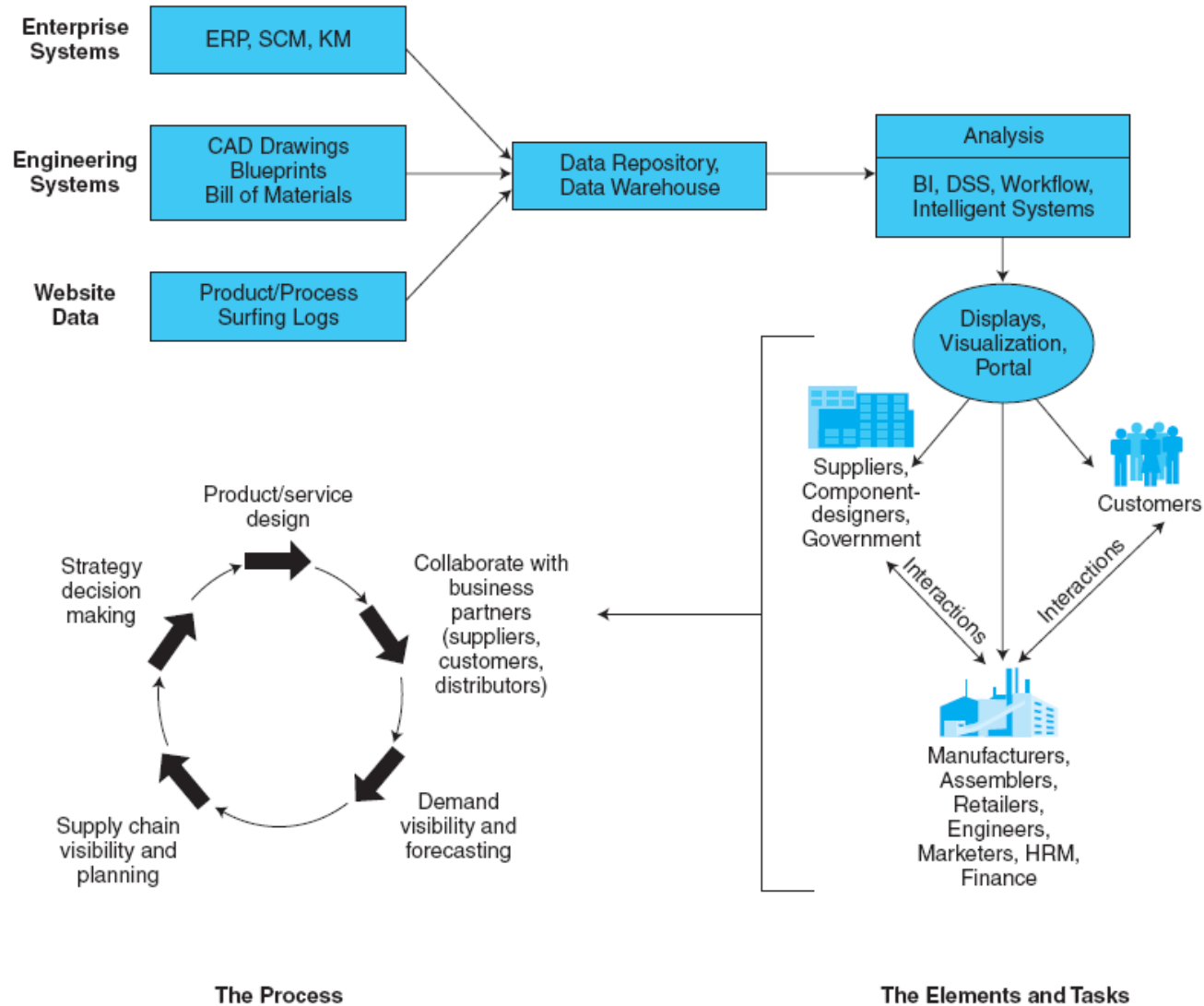
- **collaborative commerce (c-commerce)**

The use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative EC applications

- **collaboration hub (c-hub)**

The central point of control for an e-market; a single c-hub, representing one e-market owner, can host multiple collaboration spaces (c-spaces) in which trading partners use c-enablers to exchange data with the c-hub

## EXHIBIT 5.7 Elements and Process of C-Commerce Systems





# Collaborative Commerce

- **REPRESENTATIVE EXAMPLES OF COLLABORATIVE COMMERCE**

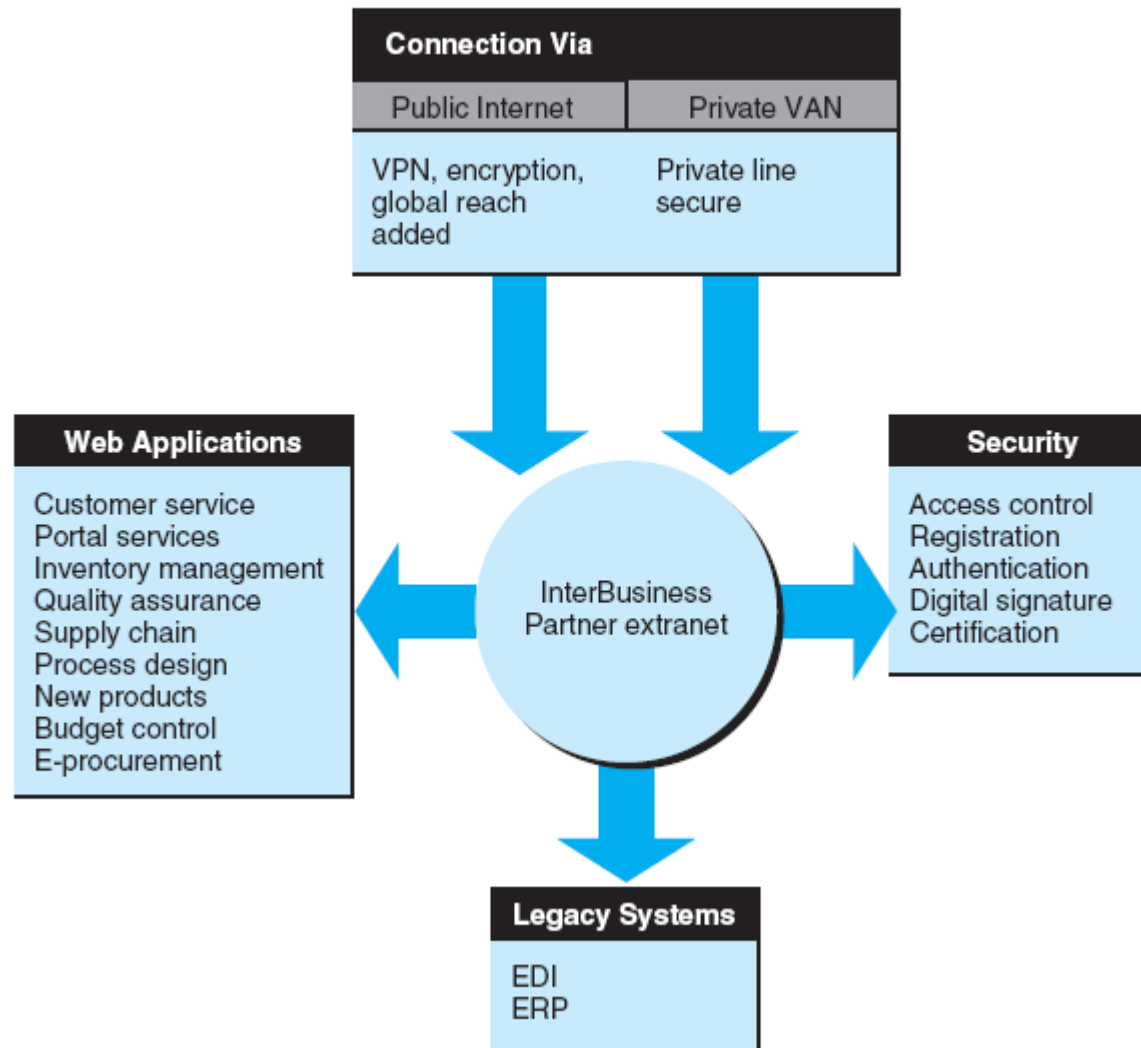
- **vendor-managed inventory (VMI)**

A system in which retailers make their suppliers fully responsible for determining when to order and possibly how much to order

- **Retailer-Supplier Collaboration**

- **Example: Target**

## EXHIBIT 5.8 Target's Extranet



# Collaborative Commerce

- **Reducing Transportation and Inventory Costs**
- **Reduction of Design Cycle Time**
- **Reduction of Product Development Time**
- **Elimination of Channel Conflict: Collaboration with Dealers and Retailers**
- **IMPLEMENTING C-COMMERCE**
- **BARRIERS TO C-COMMERCE**
  - **Overcoming Barriers to Collaboration**



# Consumer-to-Consumer Electronic Commerce

- **consumer-to-consumer (C2C) EC**  
E-commerce model in which consumers sell directly to other consumers
- **E-COMMERCE: C2C APPLICATIONS**
  - C2C Auctions
  - Classified Ads
  - Personal Services
  - File-Sharing Utilities: Napster and Others
  - C2C Activities in Social Networks and Trading Virtual Properties

# Managerial Issues

1. What are the e-government opportunities?
2. How do we design the most cost-efficient government e-procurement system?
3. How do we design the portfolio of e-learning knowledge sources?
4. How do we incorporate social networking-based learning and services in our organization?
5. What will the impact be of the e-book platform?



# Managerial Issues

6. How do we connect our expert location system and social networking initiatives?
7. How difficult is it to introduce e-collaboration?
8. Can we capitalize on C2C EC?
9. How much can be shared with business partners?
10. Who benefits from vendor-managed inventory?



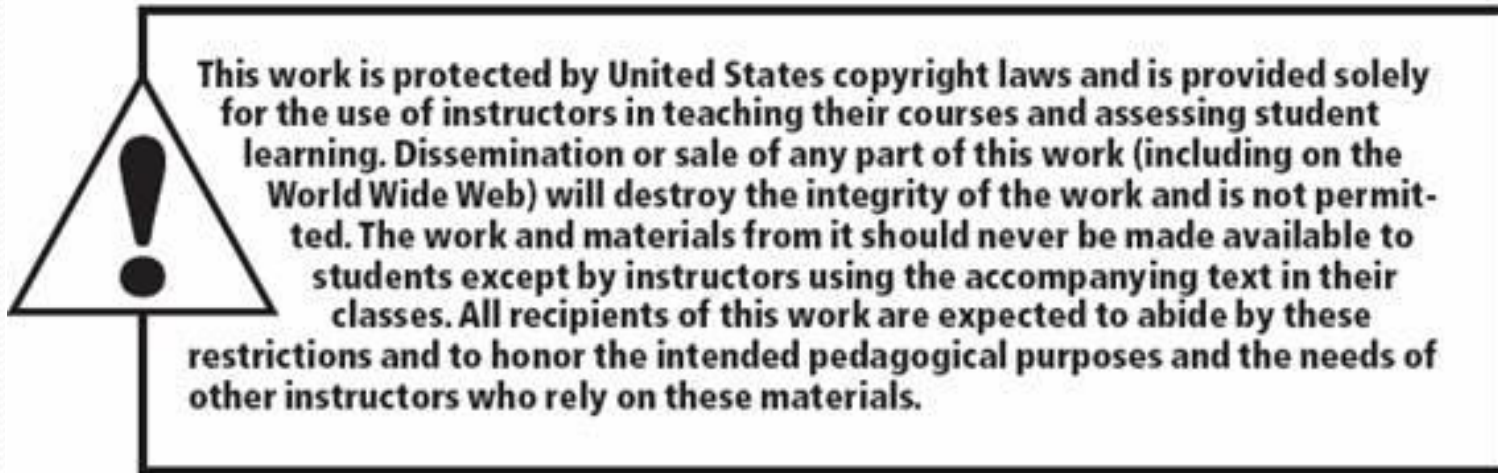
# Summary

1. E-government activities
2. Implementing e-government to citizens, businesses, and its own operations
3. E-learning and training
4. E-books and their readers
5. Knowledge management and dissemination as an e-business

# Summary

- 6. Online advisory systems
- 7. C-commerce
- 8. Collaboration 2.0
- 9. C2C activities





All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher. Printed in the United States of America.

**Copyright © 2012 Pearson Education, Inc.  
Publishing as Prentice Hall**