

E-BUSINESS & E-COMMERCE

Session #5

E-environment

Learning Objectives

1. Students able to *identify* the different elements of an organization macro-environment that impact on an organization's digital business and digital marketing strategy;
2. Students able to assess the impact of legal, privacy and ethical constraints or opportunities on a company;
3. Students able to assess the role of macro-economics factors such as economics, governmental digital business policies, taxation, and legal constraint.

Macro-environmental forces (SLEPT

1. **Social factors.** These include the influence of consumer perception in determining usage of the Internet for different activities
2. **Legal and ethical factors.** Determine the method by which products can be promoted and sold online. Government seek to safeguard individual's right to privacy
3. **Economics factors.** Variations in economic performance in different countries and regions affect spending pattern and International
4. **Political factors.** National government and transnational organizations have an important role in determining the future adoption and control the Internet
5. **Technological factors.** Changes in technology offer new opportunities to the way products can be marketed

Factors governing e-commerce service adoption

1. Cost of access
2. Value proposition
3. Ease of use
4. Security
5. Fear of the unknown

Motivation for use of online services

1. Community
2. Entertainment
3. Product trial
4. Information
5. Transaction
6. Game
7. Survey
8. Download
9. Interaction
10. Search
11. Exploration
12. News

Business demand for digital business services

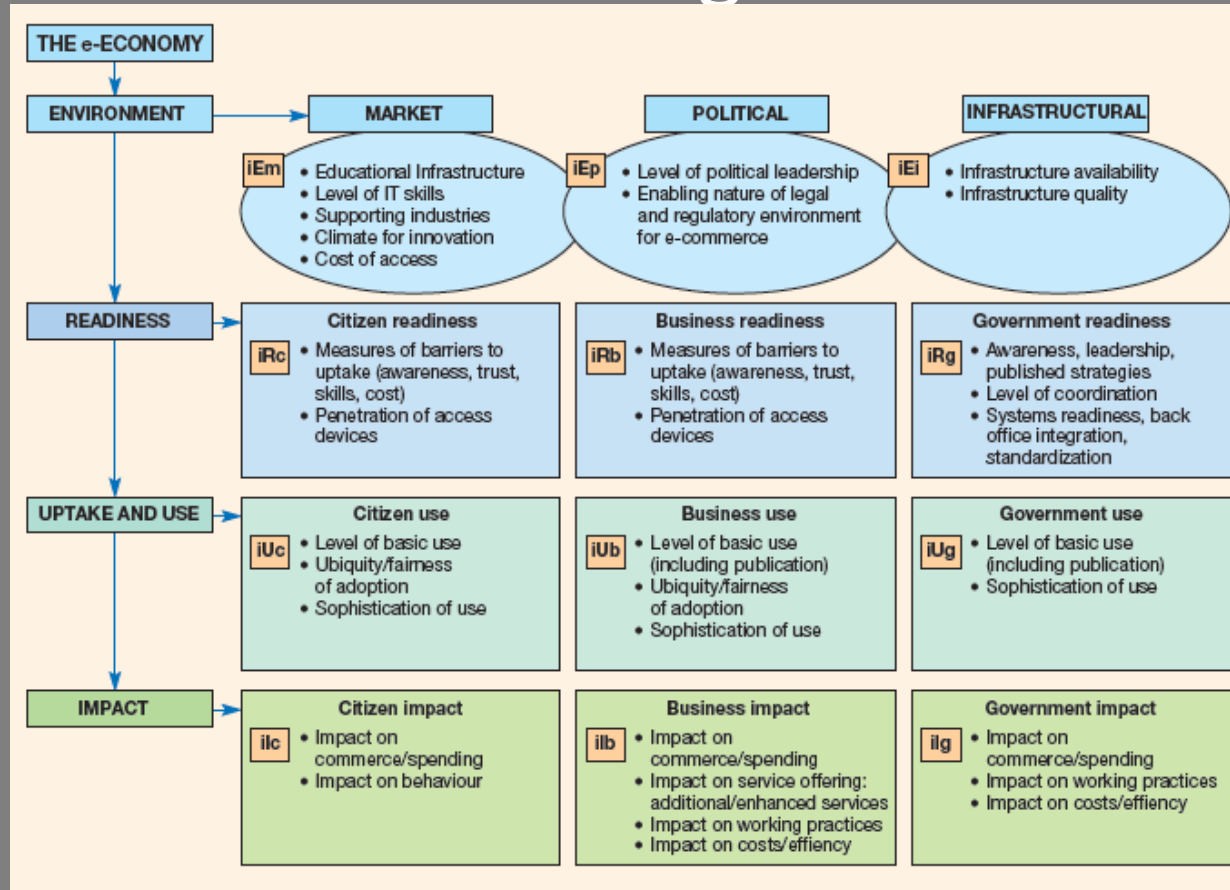
- Variation in organization characteristics

- Size of company
- Industry sector and products
- Organization type
- Division
- Country and region

- Individual role

- Role and responsibility from job title, function or number of staff managed
- Role in buying decision
- Department
- Product interest
- Demographics

Framework for assessing an e-economy



Approaches to identifying emerging technology

- Technology networking
- Crowdsourcing
- Technology hunting
- Technology mining

Main source

1. Chaffey, D. (2015) E-Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition. Pearson Education Limited, Harlow, UK.

Other source

1. Rayport, J. And Joworski, B.J. (2003) Introduction to E-Commerce, 2nd edition. McGraw-Hill/Irin, New York, USA.

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