



International Management
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INTERNET IN BUSINESS



BUSINESS IN INTERNET



Electronic business – what's that?

**INTERNET
E-BUSINESS**

E-BUSINESS



From historic point of view...

| | |
|--------------|--|
| 60. of XX c. | ERMA (the Electronic Recording Machine Accounting) |
| 70. of XX c. | EDI (Electronic Data Interchange), internal use |
| 80. of XX c. | EDI (Electronic Data Interchange), external use |
| 90. of XX c. | Internet |



E-business definition

E-business covers all business processes that involves electronic data interchange





Forms of e-business

- **B2B** (business-to-business)
- **B2C** (business-to-consumer lub business-to-client)
- **intra-business** (intranet)
- **C2C** (consumer-to-consumer)
- **B2P** (business-to-public)
- **G2C** (government-to-citizen)
- **G2B** (government-to-business)
- **A2B** (application-to-business)

any other?



E-business models

- **e-shop**
- **e-procurement**
- **e-mall**
- **e-auction**
- **virtual community**
- **collaboration platform**
- **value-chain integrator**
- **information brokerage**
- **e-trust services**
- **E-ECONOMY**

any other?



From Web1.0 To Web3.0, and beyond

- Web 1.0 – Google (**use**)
- Web 2.0 – You Tube (**fun**)
- Web 3.0 – Second Life (**business**)



EUROPA – information society

- Lisbon strategy – „European Community will be **information society**”
- One of the targets of the **eEurope 2005 Action Plan** is that *"by 2005, Europe should have (...) a dynamic e-business environment"*.
- The **Go Digital** initiative included a specific action concerning the measuring of the take-up of ICT and e-business in the EU. This action has resulted in the **eBusiness W@tch** function: its mission is to monitor, analyse and compare the development of businesses in different **sectors** of the European economy.
- For the measurement of ICT adoption and ICT use, the Council approved in 2003 a pilot exercise among the e-Europe 2005 Benchmarking indicators, the **“e-business readiness”** indicator. The components of the e-business readiness will be revised in view of the **i2010 initiative**: a critical revision of the conceptual model of e-business is currently ongoing.
- Other

More:

- http://europa.eu.int/information_society/ecowor/ebusiness/index
- <http://www.ebusiness-watch.org/>



Information Society

Information Society theories propose that information and the appropriation, flow, use and control of information and knowledge is becoming central to the organisation of society, the economy and our experience of everyday life



The 'New Age' Theories and Information

Information, knowledge, and communication are becoming central to the organisation of society, the economy and our experience of everyday life

- Information Economy, Knowledge Society, Post Industrial Society, Post-modern Society, Surveillance Society
 - Links to theories of Risk Society, Globalisation

But most of all it comes in many forms of our everyday life



Changes

- **The Knowledge Economy** (Drucker, 1968)
 - Knowledge becomes the key to economic power and success. Property no longer the basis of power.
- **Key knowledge is theoretical (Bell)**
 - rationalisation of information and abstract knowledge.
- **Knowledge Elites.**
 - A new social class controlling information and technology, knowing about everyone and everything, controlling meanings
- **The Information Professional**
 - **the problem of Experts is reinforced.**
- What about the rest of the population?
- **Dumbing down:** End of local processing and responsibility for information.
- Devaluation of local, personal Knowledge



Mdv Bt lst op

- **Information is everywhere, and everything carries a message.**
- **Signification increasingly important**
 - There may be more information, but is there really more “signification”?
- **3 Modes of Information**
Poster (1990): 1) face to face: symbolic correspondence; 2) print: representation of signs; 3) electronic: informational simulation



Issues in the Information Society

- ☐ **Oq'u` bx` mc Epldcnl**
 - Paradox: ICTs make us more free and less free
 - Surveillance by Government and Corporation and fellow citizens
 - Always connected.
- ☐ **Dldbsqntfb Onktx**
 - Electronic Democracy: Formal participation and political movements
 - Repression and subversion
- **Haves and Have Nots : Access, Skills, relevance**
 - "Digital Citizens" v. The Excluded
 - Digital Underclass
 - New Global Divisions
- ☐ **Bnmknesgd mds/ nqj**
 - Open standards, public control or proprietary systems and ownership
- ☐ **htrndj` snmNuddjn` c**
 - Too much to know, and no time do do anything
- ☐ **Eodd I` qj dsRnbktx**
- ☐ **Nqj` nfr` snmneV nqj**
 - The *networked* economy, Teleworking, Flexible Working, Portfolio workers, Virtual workplace
- ☐ **Bnl I ncltb` snm` mc hndkdbst` kOqodqz Qlf gsr**
 - Ownership of information and the challenge of cost free reproduction
- ☐ **@edqic Bnm blnt r ndr r . @v` qjndr r**
 - Changing perceptions of the world, of self, relationships, authority etc
- ☐ **Cd' sg neCfr s' nbd : Sgd Dmc ne SH d**
 - 24hr Global economy