

中国信息经济学会电子商务专业委员会 推荐用书

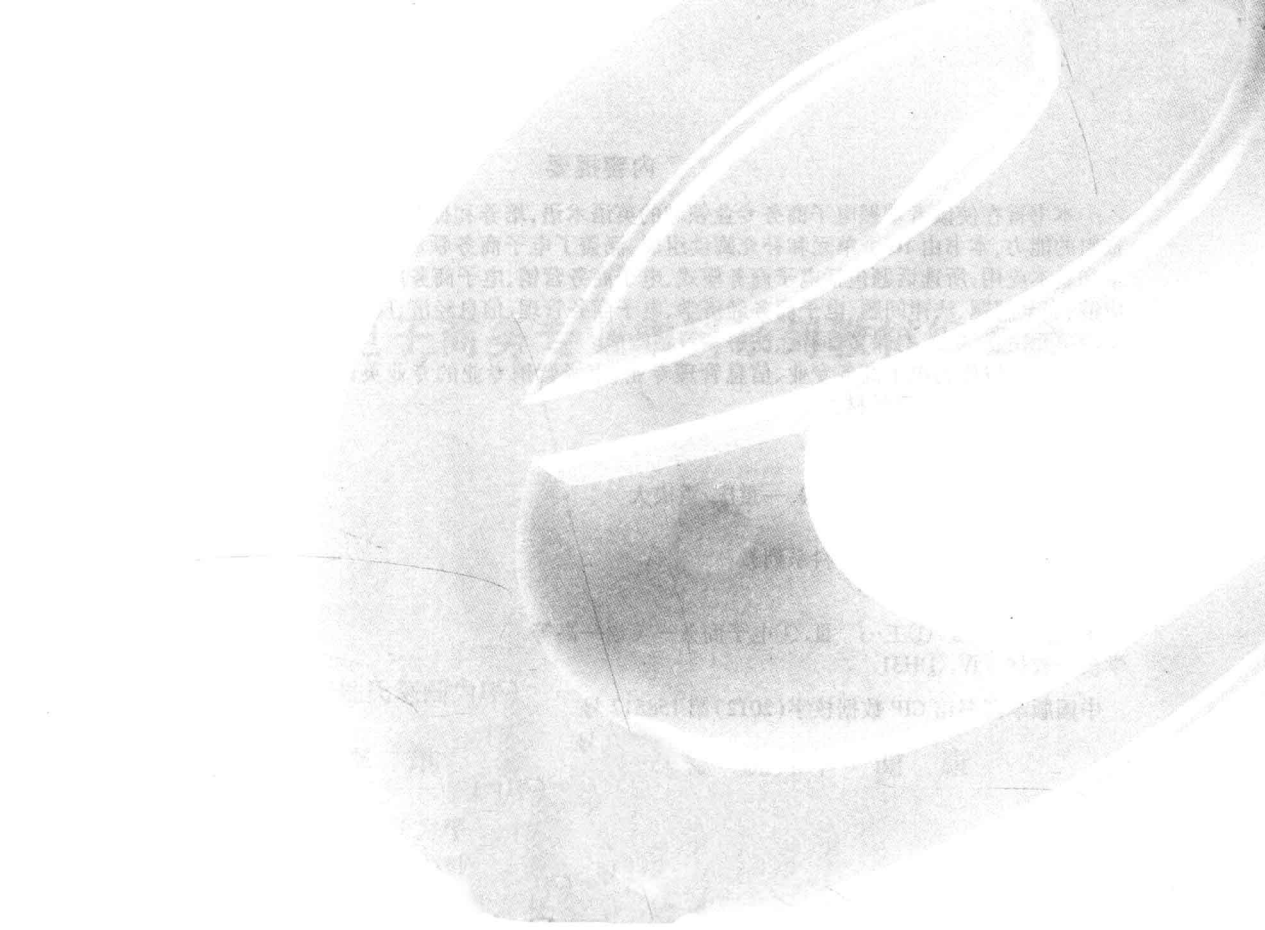
高等院校电子商务专业本科系列教材

电子商务英语教程

主编 王晔 副主编 党争胜



重庆大学出版社
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内容提要

本书旨在使读者掌握电子商务专业领域的英语术语,培养和提高读者阅读和翻译专业英语文献资料的能力,本书由16个单元和补充阅读组成,涵盖了电子商务领域的基本理论、基本知识、基本技术和基本应用,所选话题包括电子商务模式、电子商务营销、电子商务广告战略、支付、互联网协议、供应链、安全问题、法律问题、电子商务经济学、电子商务管理、信息经济、应用问题、移动商务、团购。每个主题单元由主课文、副课文、词汇、注解和习题构成。

本书可以作为电子商务专业、信息管理专业、市场营销专业的专业英语教材,也可以作为《电子商务概论》课程的英语教材。

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总 序



从教育部 2000 年首次批准电子商务本科专业开始,到 2003 年底为止,已有近 200 所高校获得开办电子商务本科专业的资格,该专业全国在校学生也已达几万人。但纵观电子商务本科专业的教材建设,尚有不尽如人意之处。虽然自 2000 年以来,国内不少出版社已出版了单本的或系列的电子商务本科教材,但由于教学大纲不统一,编者视角各异,许多高校在电子商务教材的选用中颇感困惑,教学效果不甚令人满意。

教育部从 2001 年以来,先后在南京审计学院、西安交通大学、华中师范大学和浙江大学等地,召开过全国高校电子商务专业建设工作会议和联席会议,并于第一次全国高校电子商务专业建设工作会议和联席会议上,成立了全国高校电子商务专业建设协作组,旨在通过协作组实现教育部与全国高校中开办电子商务本科专业的单位的紧密联系,在专业建设、教材建设、师资培训、学生学习和实习等多方面起到组织、引导和互助的作用。教育部高教司对电子商务本科专业的师资培训、教材建设等问题给予了极大的关注和指导。2003 年 3 月底,全国高校电子商务专业建设协作组在福建泉州的华侨大学,召开了电子商务专业本科教学大纲研讨会,集思广益,基本形成了电子商务本科教学大纲。

重庆大学出版社在 2002 年的首届电子商务联席会议上,就与协作组常务理事会联系,提出要组织力量编写一套电子商务本科专业的教材。到 2003 年 3 月,经协商决定:由全国高校电子商务专业建设协作组、中国信息经济学会电子商务专业委员会和重庆大学出版社三家,联合组织编写以讨论后的本科电子商务教学大纲为基础的电子商务本科专业系列教材。

从 2003 年 3 月到 2004 年 4 月,在重庆大学出版社、全国高校电子商务专业建设协作组和中国信息经济学会电子商务专业委员会的共同努力下,成立了电子商务本科系列教材编写委员会,继而从众多自愿报名和编委会推荐的学校和教师中,选出主编,采取主编负责制,召开写作大纲研讨会,反复征求各方面意见,群策群力,逐步编写出本套电子商务专业系列教材。

该系列教材有如下几点特色:

1. 在专家、学者对教学大纲进行研讨的基础上,吸收了众多学者和学校的意见,使系列教材具有较强的普遍适用性。

2. 集中了协作组和专业委员会内外在电子商务专业教学方面有丰富经验的许多教师、研究人员的宝贵意见,使系列教材有较好的系统性、科学性和实用性。

3. 从教学大纲研讨到编写大纲的讨论,再到按主编负责制进行的编写、审核等,经过一系列较为严格的过程约束,使整套教材趋向严谨和规范。

4. 注重电子商务的理论与实践相结合,教学与科研相结合,课堂教学与实验、实习相结合,把最新的科研成果、实务发展同教学内容有机地结合起来,以促进教学水平的提高。

5. 较全面地包含了我国电子商务教学中的各种课程。不仅把电子商务教学大纲中的各门必修专业课纳入了编写计划,而且还把一些选修课程也纳入了编写计划,从而使开设电子商务本科专业的学校具有更多的选择余地。

应当承认,在全国范围组织编写电子商务新学科系列教材,碰到的各种困难确实不少。在各方的共同努力下,有些主要困难已被克服,作为系列教材的丛书即将面世,但仍有待于逐步完善。我们相信各教学单位和教师们,在具体授课过程中是会根据教学大纲更好地把握教学内容的。当然,大家希望本套系列教材的出版,能给开办电子商务本科专业的学校提供尽可能好的教学用书,但这有个过程,还需得到用书单位的宝贵意见,使编者与时俱进,不断修改和完善这套系列教材。

乌家培

2004年3月5日于北京

修订和新版序



重庆大学出版社“高等院校电子商务专业本科系列教材”出版3年多来,受到了全国多所高校师生的关注,并获得了较好的评价和支持。同时,随着国内外电子商务的实践、科研和教学环境的巨大变化,本套教材的部分内容很有必要进行修订和新编,以适应新的电子商务教学的需要。

电子商务在全球的应用发展到了一个新的阶段,发达国家80%的企业、50%的个人已普遍应用互联网从事商务活动;到2006年底,我国信息化500强企业的采购和销售的20%左右已是网上达成;中国网民数量已达到1.44亿,仅次于美国网民数,网民网上购物的比例超过了亚洲的平均水平。到2007年2月,中国网商中的52%已实现了赢利。

从2005年1月以来,中共中央、国务院及多个部委陆续出台了一系列引导、支持和鼓励发展电子商务的法规和政策,极大地鼓舞了已经从事和将要从事电子商务活动的企业、行业和产业,从而推动了电子商务在我国的稳步发展。

2006年春,教育部成立2006—2010年高等学校电子商务专业教学指导委员会,还特聘了商务部信息化司司长王新培、中国电子商务协会理事长宋玲和阿里巴巴公司CEO马云作为领域专家委员。电子商务专业教学指导委员会成立以来,在专业教育的大政方针、师资培养、教材建设、实验和实训建设方面积极努力地工作,从不同方面指导和推动着本专业的发展。2006年在电子商务的课程体系方面提出了三级结构的设想:专业基础课、专业课和前沿类课程,反映了电子商务专业与时俱进的特色。2007年在教育部的统一部署下,电子商务专业教学指导委员会大力推进电子商务专业的知识体系建设,将其归纳为电子商务经济(ECE)、电子商务技术(ECT)、电子商务管理(ECM)和电子商务综合(ECG)四个大类。

本系列教材经过对上述多方面变化的充分调研和分析,对部分教材进行了修订,还增加了部分新编教材,形成了更为全面、科学的系列教材。其中更有多本教材被纳入了国家“十一五”规划教材,这是特别值得庆贺的事。

综上所述,我们希望此套教材的修订和新编为繁荣我国电子商务教育事业和专业

教材市场,支持我国电子商务专业建设和提高电子商务专业人才培养质量发挥更好更大的作用。同时我们也希望得到同行学者、专家、教师和同学更好更多的意见和建议,使我们能够不断地提高本套教材的质量。

在此,我谨代表全体编委和工作人员向本套教材的读者和支持者表示由衷的感谢!

总主编 李 琪

2007 年 7 月 7 日

序 言

我的第一本电子商务专业英语书出版于 2002 年。那一年,阿里巴巴还是襁褓中的婴儿,那一年,腾讯的即时通信还羽翼未丰,淘宝还在孕育,支付宝也未出生,还没有移动商务,也没有团购,也没有各单位门前繁忙的快递员和堆积的邮包,人们对电子商务还是将信将疑,网上购物只是网络很小的应用。那一年,国家教育部才刚刚批准了 13 所高校试办电子商务本科专业。十年树木,电子商务这棵大树现在终于枝繁叶茂了。电子商务不仅仅是一种革命性的商业业态,也是一种生活方式与生产方式。网络技术、通信技术和计算机技术的新成果被不断地吸纳其中,信息设备日新月异,目不暇接,这一切都使得我们的生活更加便利。是的,计划永远没有变化快,发展永远超出了我们的想象,科技是生产力,而电子商务是商业领域的先进生产力的代表。网络是资源配置的最佳市场环境,是价值发现的利器。回首过去的十年,变化真的太大了。十年中中国电子商务的垦荒者马云成就了传奇,马化腾的 QQ 改变了众多人的沟通方式和表达方式。我们期待着下一个十年,我们盼望有更多的惊喜,生活因这些改变和体验使我们感受到魅力与意义。

流光如沙,十年转瞬即逝,这十年,我在不同的出版社出版了 4 种电子商务英语方面的教材,在编写这些教材的过程中,我一直在探索,将哪些内容纳入其中。面面俱到势必篇幅过大,况且电子商务的文献日积月累已经汗牛充栋,所以要选择,选择就得有原则,我的原则是必须有电子商务知识结构的主干和框架,这是“纲领”,然后还要有“花朵”点缀,于是我选择了一些案例,以期减少枯燥与沉闷。最后的补充阅读是美国商务部的年度电子商务报告,从中可以领略美国电子商务的发展概况。


本书主编王晔,副主编党争胜。参编人员包括西安交通大学的博士生赵米芸(第 9 单元)、博士生郭洁(第 10 单元)、硕士生段樊龔(第 4 单元)、申一婷(第 5 单元),西安外国语大学党争胜教授(第 11 单元、第 12 单元)和赵红建副教授(第 3 单元、第 9 单元)、王安迪(第 6 单元)、王梦琳(第 7 单元)和钟梦晨(第 8 单元),其余的章节为王晔编写。西安交通大学经济与金融学院的研究生牛芳、袁伟、周莹莹、肖柱、负彩虹和郝威亚也参与了部分工作,一并感谢。

本书一共 16 单元,每单元分为 A、B 两篇,A 篇用作老师讲解,B 篇用于学生阅读,补充阅读是美国的电子商务报告。因为考虑到内容的完整性,所以篇幅仍然较大,教师不必每单元的 A 篇都要讲完,剩下部分可供学生阅读,学生阅读的难点可作为第二次讲课之前的答疑内容。

本书起名之所以叫《电子商务英语教程》而不是《电子商务专业英语》的初衷在于,编者不想把此书仅仅作为电子商务专业学生的专业英语学习教程,而是也可以做《电子商务概论》的双语课教材。在设计课程内容的时候,编者已经考虑到了作为概论内容体系的完整性。尽管如此,把此书作为《电子商务概论》双语教程教材的老师,在有些内容方面还要做一些必要的补充。

王晔 于西安交通大学电子商务系
2012 年 5 月

Contents



| | | |
|--------|---|----|
| Unit 1 | Electronic Commerce Theory | 1 |
| Text A | Overview of Electronic Commerce | 1 |
| Text B | Advantages and Disadvantages of Electronic Commerce | 7 |
| Unit 2 | Electronic Business Model | 12 |
| Text A | Nine Business Models on the Web | 12 |
| Text B | A Case: the Success of Taobao in China | 20 |
| Unit 3 | Advertising Strategies | 23 |
| Text A | Advertising Methods on the Web | 23 |
| Text B | Advertisement Strategies | 30 |
| Unit 4 | Electronic Marketing Structure and Direct Marketing | 34 |
| Text A | Overview of Electronic Marketing Structure | 34 |
| Text B | Direct Marketing | 39 |
| Unit 5 | Electronic Commerce Payment | 44 |
| Text A | Electronic Money and Internet Bank | 44 |
| Text B | E-Commerce Payment System | 52 |
| Unit 6 | Internet and Protocols | 55 |
| Text A | Computer Networks | 55 |
| Text B | The TCP/IP Protocol Suite | 61 |

| | | |
|---------|---|-----|
| Unit 7 | Supply Chain and Logistics | 66 |
| Text A | Supply Chain and Logistics in Electronic Commerce | 66 |
| Text B | The Logistics Gaps in China | 81 |
| Unit 8 | Electronic Commerce Security | 85 |
| Text A | Electronic Commerce Security Technology | 85 |
| Text B | A Case; Bibliofind Company | 99 |
| Unit 9 | Security Issues in Electronic Commerce | 101 |
| Text A | Internet E-Commerce Security | 101 |
| Text B | Creating and Maintaining Brands on the Web | 108 |
| Unit 10 | Issues in the Law of E-Commerce | 113 |
| Text A | The Law of E-Commerce | 113 |
| Text B | Other Legal Issues | 119 |
| Unit 11 | Economics of Electronic Commerce | 123 |
| Text A | Interaction of Economics and E-Commerce | 123 |
| Text B | E-Commerce Changes the Economics of Search | 129 |
| Unit 12 | Electronic Commerce and Information Economy | 133 |
| Text A | The Evolving Information Economy | 133 |
| Text B | The Information Economy and Competitive Advantage of Enterprises; A Value Chain Analysis | 138 |
| Unit 13 | Application of E-Commerce | 144 |
| Text A | Application of E-Commerce in Enterprise | 144 |
| Text B | The Cases of Harley-Davidson and GE | 157 |
| Unit 14 | Mobile Business | 160 |
| Text A | Mobile Payment | 160 |
| Text B | A Case—Paypal | 168 |



| | | |
|------------------|--|-----|
| Unit 15 | Electronic Commerce Management | 172 |
| Text A | Electronic Commerce Strategies | 172 |
| Text B | Designing Trust into Online Experiences | 184 |
| Unit 16 | Group Buying and How It Works | 189 |
| Text A | Group Buying | 189 |
| Text B | Does Group-Shopping Work?—The Economics of Mercata and Mobshop ... | 195 |
| Further Reading: | E-Commerce 2009 (E-Commerce Report of U. S. A.) | 198 |

Unit 1

Electronic Commerce Theory

Text A Overview of Electronic Commerce

The term electronic commerce is heard frequently in corporate boardrooms, in management meetings, on the news, in newspapers (both hard copy and on-line), and on Capitol Hill. Electronic commerce is one of the most common business terms in use as we embark on the 21st century. So what exactly is electronic commerce and will the term still be important in the years to come, or will it be just another overused and discarded buzzword? In this text we will examine the definition of electronic commerce, categories and the impact on business models and value chain.

1. The Definition

Different scholars define electronic commerce in different ways. Marilyn Greentein and Todd M. Feinman define electronic commerce as: The use of electronic transmission mediums (telecommunications) to engage in the exchange, including buying and selling, of products and services requiring transportation, either physically or digitally, from location to location. They think electronic commerce is different from electronic business in that the former is restricting, however, and does not fully encompass the true nature of the many types of information exchanges occurring via telecommunication devices. Whereas, the term electronic business also includes the exchange of information not directly related to the actual buying and selling of goods. Increasingly, businesses are using electronic mechanisms to

distribute information and provide customer support. These activities are not “commerce” activities; they are “business” activities. Thus, the term electronic business is broader and may eventually replace the term electronic commerce. Although the term electronic commerce is used throughout this text, many of the activities described are more accurately classified as electronic business.

Kalakota and Whinston (1997) define EC (Electronic Commerce) from these perspectives:

From a communication perspective, EC is the delivery of information, products/services, or payments over telephone lines, computer networks, or any other electronic means.

From a business process perspective, EC is the application of technology toward the automation of business transactions and work flow.

From a service perspective, EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

From an online perspective, EC provides the capability of buying and selling products and information on the Internet and other online services.

Lou Gerstner, IBM's CEO: “E-business is all about cycle time, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions for competitive advantage.”

Li Qi, a professor and expert in this field, defines EC from the perspective of productive force. He thinks there should be two definitions. The broader definition is that electronic commerce is the use of electronic tools in commercial activities. These electronic tools range from telegram, telephone of early times to NII, GII and INTERNET of modern times. The commercial activities here refer to all lawful activities of demand and consumption except for typical production process. The narrower definition is that electronic commerce is the whole process in which people, who master information technology and business regulations and rules, systematically use electronic tools and efficiently and low-costly engage in all kinds of activities centering on the exchange of commodities and services in a highly technically and economically advanced society. The first definition can be simplified as commercial electronic application, the second can be shortened as electronic commercial system.

EDI (Electronic Data Interchange) is a subset of electronic commerce. A primary difference between the two is that electronic commerce encompasses a broader commerce environment than EDI. Traditional EDI systems allow pre-established trading partners to



electronically exchange business data. The vast majority of traditional EDI systems are centered around the purchasing function. These EDI systems are generally costly to implement. The high entry cost precluded many small and mid-sized businesses from engaging in EDI. Electronic commerce allows a marketplace to exist where buyers and sellers can “meet” and transact with one another.

2. Classification of the EC Field by the Nature of the Transactions

A common classification of EC is by the nature of transaction. The following types are distinguished:

Business-to-business (B2B)

Most of EC today is of this type. It includes the IOS transactions and electronic market transactions between organizations.

Business-to-consumer (B2C)

These are retailing transactions with individual shoppers. The typical shopper at Amazon. com is a consumer, or customer.

Consumer-to-consumer (C2C)

In this category, consumer sells directly to consumers. Examples are individuals selling in classified ads (e. g. , [www. classified 2000. com](http://www.classified2000.com)) and selling residential property, cars, and so on. Advertising personal services on the Internet and selling the knowledge and expertise is another example of C2C. Several auction sites allow individuals to put items up for auctions. Finally, many individuals are using intranets and other organizational internal networks to advertise items for sale or services.

Consumer-to-business (C2B)

This category includes individuals who sell products or services to organizations, as well as individuals who seek sellers, interact with them and conclude a transaction.

Nonbusiness EC

An increased number of nonbusiness institutions such as academic institutions, not-for-profit organizations, religious organizations, social organizations, and government agencies are using various types of EC to reduce their expenses (e. g. , improve purchasing) or to improve their operations and customer service.

Intrabusiness (organizational) EC

In this category, we include all internal organizational activities, usually performed on

intranets, that involve exchange of goods services, or information. Activities can range from selling corporate products to employees to online training and cost-reduction activities.

Note that what we described as IOS is a part of B2B, Electronic markets, on the other hand, can be associated either with B2B or with B2C.

3. The Impact on Business Models and the Value Chain

Electronic commerce is forcing businesses to rethink their traditional business models. Today's forward thinking CEOs recognize the challenge of E-Commerce as a strategic business issue, not just one more technical issue to be delegated to the IS department, perhaps the existing EDI group. Although a company may have reengineered its internal business process and perhaps painfully installed an ERP system to bring inefficiencies to the back office, E-Commerce is about reengineering outward-facing processes—industry process reengineering.

Thus, electronic commerce is not just a technology, it is a way of conducting business that has the potential to impact every aspect of the firm's value chain. Implementing full-scale, innovative applications of electronic commerce requires management teams to view the marketplace beyond the typical physical boundaries. Enix Consulting Limited thinks the biggest problem that electronic commerce pioneers encounter is the limited set of mental models that constrain our thinking. We tend to think of the web in our "industrial age" paradigm—where everything must be described and related to the physical world.

If electronic commerce applications are not placed in the proper business context and the strategy aligned with the business' overall business strategy, then the electronic commerce application is likely to fail. Thus, new business models are necessary that integrate electronic commerce initiatives with overall business goals.

The traditional view of the value chain is no longer rich enough to encompass the true relationships underlying the flows of information between a firm, its customers, and its suppliers. The traditional value chain typically depicts the information system data as flowing sequentially through the processes with inputs/outputs to the supplier at the back-end stage and to the customer at the front-end stage. In reality, firms engaging in electronic commerce may share information with their customers and suppliers at many stages of the value chain. The firm's information system is the "glue" that links all phases of its processes together. This customer-oriented value chain enables the customer to access the firm's (the supplier's) information system at virtually every phase in order to assess the progress of the order. A customer may link to the firm's inventory data such as price, quantity, and