

高等学校专业英语教材

电子商务

专业英语教程

■ 王 晔 主编 ■ 李 琪 主审



Electronic Business

Electronic Commerce

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高等学校专业英语教材

电子商务专业英语教程

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電子工業出版社

Publishing House of Electronics Industry

北京 · BEIJING

内 容 简 介

本书旨在使读者掌握电子商务专业英语术语及用法,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15个主题单元组成,涵盖了电子商务领域的基本理论、基本知识、基本技术、基本应用和法规等内容。每个主题单元由主课文、副课文、阅读材料、词汇、注释和练习组成。书后附有参考译文、参考答案和参考文献。为了方便教学,本书另配有电子教案,可在华信教育资源网 <http://www.huaxin.edu.cn> 免费下载。

本书可以作为电子商务、信息管理与信息系统、物流管理、市场营销等专业英语教材,也可供从事相关专业的工程技术人员参考使用。

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序

很欣然应编者的邀请为本书作序。我一直认为电子商务是一个涉及多学科的专业,或者说这个行业需要的是复合型人才,需要既懂技术又懂管理和商务的人来从事它。同时,对于这个专业,掌握外语也是十分重要的。首先,从实际工作需求的视角来看,电子商务源于美国等西方国家,许多基础设施的技术和软件程序都是西方人开发的,要第一手地掌握和了解这些基础东西,外语是不可或缺的。其次,从国际经济愈来愈全球化的趋势来看,掌握外语也是十分必要的。随着因特网、计算机和通信技术的发展,以及国际范围内一些经济和贸易制度的设计(包括WTO等),社会的分工不再局限于一国之内,而是世界范围内的分工。我们国家也提出来要利用两种资源,两种市场,而要做到这两个“利用”,没有外语是不行的。第三,国家教育部一直都很重视双语教学,曾经专门引进了一批电子信息类国外教材影印出版发行,但国内学生在使用这些教材时存在两个困难,一是内容多、篇幅大,与国内的课时衔接不上。二是学生的专业词汇有限,阅读困难。因此,编写一本专门针对电子商务专业的外语教学教材是十分有益的。目前在这一方面的主要问题是教材数量不多,质量差强人意,与国家提倡的双语教学的实际需求差距较大。所以,当编者向我征求本教材编写意见时,我表示赞同,在对具体的内容筛选上提出了自己的看法和要求。从我对初稿的审查来看,基本上实现了最初的设计目的。

本书有以下特点:

1. 比较全面地贯穿了电子商务各方面的内容。从经济到管理再到技术和商务,都有涉及,虽然篇幅所限,不可能展开,但对读者而言,能起到引导作用。

2. 基础知识和前沿研究相结合。主课文(TEXT A)介绍的是电子商务的基本知识,副课文(TEXT B)是对主课文的补充或者是学术研究型的材料。补充阅读材料主要集中在网络营销方面的知识。

3. 课文材料实用新颖。书中所选择的材料大都是电子商务专业普遍涉及的内容,涵盖电子商务的主要技术分支。另外,注重选材新颖,比如美国商务部最新的电子商务报告等也被选取。

4. 书中对于专业术语都做了解释,免去读者查阅其他工具的不便。书后附有主课文译文和练习参考答案,便于教师的教学和学生的阅读。

电子商务无论作为一种专业,还是作为一个行业在国际和国内发展得都很快,可以说日新月异,需要有不同的专业特长的人来参与,欢迎有识之士都来共同推动我国电子商务的发展,贡献自己的一份才智。衷心希望这本教材能与时俱进,不断地把电子商务所涉及的新技术、新知识介绍给广大读者。

国家教育部全国高等学校电子商务专业
教学指导委员会副主任 李琪

前 言

电子商务是上个世纪末的宁馨儿,经过本世纪初的血与火的洗礼,它凤凰涅槃,正以重生后的蓬勃姿态展示在世人的面前,气势如虹。铅华洗尽后的电子商务,如飞入寻常百姓家的“旧时王谢堂前燕”,渐行渐近,走入普通百姓的生活之中。据统计:截至2007年6月,我国的网民数量已达1.62亿,网民普及率突破12.3%,宽带网民数达到1.22亿,网站数超过131万,上网计算机数达到6710万台,国际出口带宽总量为312 346 Mbps,年增长率达到45.8%(这些数据在读者您读到这本书时已经发生了改变)。B2B、B2C、C2C以及支付机制和信用机制都得到长足的发展。信息时代,一个个极限在短时间被突破,科技正以不可思议的速度改变人们的生活。

电子商务的发展为人们提供了机会,然而,机会总是青睐于有准备的人们。临渊羡鱼不如退而结网,只有那些掌握了电子商务所需知识的人,才能抓住它所带来的机遇。随着信息网络的发展,激烈的经济竞争日渐全球化。掌握技术知识固然重要,但掌握一门外语将使你如虎添翼。本书的编写宗旨就是要为这些有志于从事电子商务的青年人打造一对这样的翅膀。本书既是一本电子商务英语书,也是一本英语的电子商务书。选择的内容均出自国外最近几年电子商务各个领域的最新教材、专著及电子商务相关网站提供的技术应用文章(详见参考文献)。章节的安排都尽量贴近电子商务专业入门知识的体系轮廓。但由于篇幅的限制,不得不有所删减。为了方便教学,本书另配有电子教案,向采纳本书作为教材的教师免费提供(获取方式:登录电子工业出版社华信教育资源网 www.hxedu.com.cn 或电话联系 010-88254537 获得)。

本书的第1单元到第9单元由西安交通大学王晔编写,第10、11单元由宁夏大学屈晓莉编写,第12、13单元由西安航专王小艳编写,第14、15单元由西安交通大学韩红建编写。

本书的出版得到了教育部电子商务教学指导委员会副主任,著名电子商务专家李琪教授的大力支持,也得到了中国信息经济学会电子商务专业委员会、西安交通大学“985”工程二期的支持。另外,西安交通大学的研究生周彦君、左纯场、任伟、张磊、杨阳、郑兴华、王言峰、陈璐、崔静、杨璨和西安外国语大学的研究生王瑞等也为本书的出版做了不少的工作,在此一并表示感谢。

由于水平所限,书中难免有疏漏和欠妥之处,请各位读者不吝赐教。反馈意见请发电子邮件至:dzswyy@126.com

编 者

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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 online), 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 way. 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 from these perspectives:

From a communications 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 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) 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 CEO recognizes the challenge of eCommerce 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, eCommerce 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 availability, prior to entering into a sales contract. Further, the customer may be able to electronically receive design and product specifications prior to entering into a sales contract. The actual sales may be placed electronically and a promised or expected shipping date given by the supplier’s information system to the customer. Once the order is placed, the customer may be able to check the status of the order/service placed.

The customers can also check the shipping status of orders placed with a supplier that have been completed and are in the shipping process. The customer’s use of the supplier’s information system to help provide better customer service after the sale is complete is another positive use.

The customer-oriented value chain also needs to link its procurement information systems to those of the firm’s supplier. The supplier needs to access its supplier’s information system in order to best serve its own customers. The supplier becomes the customer to its suppliers and should be able to interface its procurement systems with its suppliers’ information systems to receive the same types of information that it provides to its own customers.

The Internet is enabling companies to fully integrate their supply chains, and this integration has a dramatic influence on the structure of participating companies to fully

integrate their supply chains.

New Words

1. embark [im'ba:k] *v.* 上船, 上飞机, 着手, 从事, 装于船上, 登上
2. impact ['impækt] *n.* 碰撞, 冲击, 冲突, 影响, 效果
3. encompass [in'kʌmpəs] *v.* 包围, 环绕, 包含或包括某事物
4. via ['vi:ə, 'vi:ə] *prep.* 经, 通过, 经由
5. engage [in'geɪdʒ] *v.* 使忙碌, 雇佣, 使从事于, 使参加
6. subset ['sʌbset] *n.* [数]子集
7. preclude [pri'klu:d] *v.* 排除
8. residential [ˌrezi'denʃəl] *a.* 住宅的, 与居住有关的
9. implement ['implɪmənt] *n.* 工具, 器具
v. 贯彻, 实现, 执行
10. innovative [ˌɪnəʊveɪtɪv] *a.* 创新的, 革新(主义)的
11. encounter [in'kaʊntə] *v.* 遭遇, 遇到, 相遇
n. 遭遇, 遭遇战
12. constrain [kən'streɪn] *v.* 强迫, 抑制, 拘束
13. paradigm ['pærədaim, -dɪm] *n.* 范例
14. sequentially *ad.* 继续地, 从而
15. procurement [prə'kju:mənt] *n.* 获得, 取得

Notes About Terms

1. Capitol Hill: 美国国会山
2. NII: 国家信息基础设施(国家信息高速公路) National Information Infrastructure
3. GII: 全球信息基础设施(全球信息高速公路) Global Information Infrastructure
4. Business-to-business (B2B): 企业对企业的电子商务
5. Business-to-consumer (B2C): 企业对个人的电子商务
6. Consumer-to-consumer (C2C): 消费者对消费者(个人对个人)的电子商务
7. Consumer-to-business (C2B): 企业对个人的电子商务
8. Nonbusiness EC: 非商业性电子商务
9. Intrabusiness (organizational) EC: 企业内部或组织内部电子商务
10. Amazon: 亚马孙网站, 总部位于美国的一家著名电子商务网站, 最初只经营图书。

Exercises

I. Fill in the blanks according to the text.

Nowadays it seems everybody talks about E-Commerce, but 1 really knows how define it precisely. What is exactly E- Commerce? E-Commerce is doing 2 through electronic media or the practice of buying and selling products and services over the 3, utilizing technologies such as the Web, Electronic Date Interchange (or EDI for short), email, electronic fund transfers and smart cards, without 4 meeting between the two parties of the transaction. In brief, it is the online exchange or sale and 5 of goods and services. E-Commerce, in other words, refers to business transactions on the web 6 all it takes is a click of your mouse button and a 7 of your finger and you are on your way to 8 the proud owner of anything under the sun. E-Commerce is expected to boom 9 limits in near future, and it will 10 a major role in the way that small, medium and large companies conduct business either with their consumers, other businesses, or both.

II. Translate the following sentences into Chinese.

1. As human beings embark on the 21st century, some people think the electronic commerce will be just another overused and discarded buzzword.
2. Electronic commerce is different from electronic business in that the latter encompasses the true nature of the many types of information exchanges occurring via telecommunication devices.
3. 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.
4. Electronic commerce allows a marketplace to exist where buyers and sellers can "meet" and transact with one another.
5. When the marketplace is electronic, the business center is not a physical building but rather a network-based location where business interaction occur.

III. Translate the following sentences into English.

1. 人类历史上的创新几乎没有哪一个比电子商务更具潜力。
2. 电子商务使得越来越多的人在家就可以工作,并且几乎不用走路就可购物。
3. 电子商务应用极为广泛,比如网上购物、购买股票、找工作、进行拍卖等。
4. 运用互联网,制造商能够直接与客户获得联系而不用通过中间人。
5. 电子商务是通过电话,计算机网络或其他任何电子方式来传送信息,提供产品(或服务)及完成支付。

IV. Answer the following questions.

1. How many types of E-Commerce do you know? And what are they?
2. What benefits can be brought to business with E-Commerce?

Text B Advantages And Disadvantages of Electronic Commerce

1. Advantages of Electronic Commerce

Firms are interested in electronic commerce because, quite simply, it can help increase profits. All the advantages of electronic commerce for businesses can be summarized in one statement: Electronic commerce can increase sales and decrease costs. Advertising done well on the Web can get even a small firm's promotional message out to potential customers in every country in the world. A firm can use electronic commerce to reach small groups of customers that are geographically scattered. The Web is particularly useful in creating virtual communities that become ideal target markets for specific types of products or services. A virtual community is a gathering of people who share a common interest, but instead of this gathering occurring in the physical world, it takes place on the Internet.

Just as electronic commerce increases sales opportunities for the seller, it increases purchasing opportunities for the buyer. Businesses can use electronic commerce to identify new suppliers and business partners. Negotiating price and delivery terms is easier in electronic commerce because the Internet can help companies efficiently obtain competitive bid information. Electronic commerce increases the speed and accuracy with which businesses can exchange information, which reduces costs on both sides of transactions. Many companies are reducing their costs of handling sales inquiries, providing price quotes, and determining product availability by using electronic commerce in their sales support and order-taking processes.

Cisco Systems, a leading manufacturer of computer networking equipment, currently sells almost all its products online. Because no customer service representatives are involved in making these sales, Cisco operates very efficiently. In 1998, the first year in which its online sales initiative was fully operational, Cisco made 72 percent of its sales on the Web. Cisco avoided handling 500,000 calls per month and saved \$ 500 million in that year alone. Today, Cisco conducts more than 99 percent of its purchase and sales transactions online.

Electronic commerce provides buyers with a wider range of choices than traditional

commerce because buyers can consider many different products and services from a wider variety of sellers. This wide variety is available for consumers to evaluate 24 hours a day, every day. Some buyers prefer a great deal of information in deciding on a purchase; others prefer less. Electronic commerce provides buyers with an easy way to customize the level of detail in the information they obtain about a prospective purchase. Instead of waiting days for the mail to bring a catalog or product specification sheet, or even minutes for a fax transmission, buyers can have instant access to detailed information on the Web.

Some digital products, such as software, music and video files, or images, can even be delivered through the Internet, which reduces the time buyers must wait to begin enjoying their purchases. The ability to deliver digital products online is not just a cost-reduction opportunity. It can increase sales, too. Intuit sells its TurboTax income tax preparation software online and lets customers download the software immediately if they wish. Intuit sells a considerable amount of TurboTax software late in the evening on April 14th each year (April 15th is the deadline for filing personal income tax returns in the United States).

The benefits of electronic commerce extend to the general welfare of society. Electronic payments of tax refunds, public retirement, and welfare support cost less to issue and arrive securely and quickly when transmitted over the Internet. Furthermore, electronic payments can be easier to audit and monitor than payments made by check, providing protection against fraud and theft losses. To the extent that electronic commerce enables people to telecommute, everyone benefits from the reduction in commuter-caused traffic and pollution. Electronic commerce can also make products and services available in remote areas. For example, distance education is making it possible for people to learn skills and earn degrees no matter where they live or which hours they have available for study.

2. Disadvantages of Electronic Commerce

Some business processes may never lend themselves to electronic commerce. For example, perishable foods and high-cost, unique items, such as custom-designed jewelry, might be impossible to inspect adequately from a remote location, regardless of any technologies that might be devised in the future. Most of the disadvantages of electronic commerce today, however, stem from the newness and rapidly developing pace of the underlying technologies. These disadvantages will disappear as electronic commerce matures and becomes more available to and accepted by the general population.