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工商管理经典教材·市场营销系列

电子商务导论

INTRODUCTION TO
E-COMMERCE

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中国人民大学出版社

教育部高校工商管理类教学指导委员会双语教学推荐教材
工商管理经典教材·市场营销系列
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总　序

随着我国加入WTO，越来越多的国内企业参与到国际竞争中来，用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考，如何顺应这一发展潮流，推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上，双语教学在我国教育界已经不是一个陌生的词汇了，以双语教学为主的科研课题也已列入国家"十五"规划的重点课题。但从另一方面来看，双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今，依然是有人赞成有人反对，但不论是赞成居多还是反对占上，双语教学的规模和影响都在原有的基础上不断扩大，且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验，不断加以改进；一些待进入者也在模仿中学习，并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言（包括英语）的环境，开展双语教学面临特殊的困难，因此，选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为，双语教学从一开始就应该使用原版的各类学科的教材，而不是由本土教师自编的教材，从而可以避免中国式英语问题，保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外，还应根据双语教学的特点和需要，适当调整教学课时的设置，合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势，中国人民大学出版社同众多国际知名的大出版公司，如麦格劳-希尔出版公司、培生教育出版公司等合作，面向大学本科生层次，遴选了一批国外最优秀的管理类原版教材，涉及专业基础课，人力资源管理、市场营销及国际化管理等专业方向课，并广泛听取有着丰富的双语一线教学经验的教师的建议和意见，对原版教材进行了适当的改编，删减了一些不适合我国国情和不适合教学的内容；另一方面，根据教育部对双语教学教材篇幅合理、定价低的要求，我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头，将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点：

● 保持英文原版教材的特色。本套双语教材根据国内教学实际需要，对原书进行了一定的改编，主要是删减了一些不适合教学以及不符合我国国情的内容，但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定，使本套教材既保持了学术上的完整性，又贴近中国实际；既方便教师教学，又方便学生理解和掌握。

● 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

● 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使我们后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明
中国人民大学商学院
2005 年 1 月

改编者的话

进入 21 世纪，我们每一个人都在经历着信息化社会给我们带来的巨大变化。国际互联网的崛起和迅速普及在使我们的学习、工作、娱乐方式发生变化的同时，也让企业的商务活动方式发生了前所未有的变化。这些变化之所以产生，主要是因为国际互联网已经使我们不得不面临两个市场空间：一个是传统的实物市场空间（marketplace）；另一个就是虚拟市场空间（marketspace）。前者是以实物为基础的传统商务，体现的是人与人直接接触的商业行为，其交易活动更多地反映其商业交易标的的物流过程。而后者则是基于虚拟的国际互联网的新兴的商务活动，体现的是人与电脑、电脑与电脑之间的互动行为。所有的商业活动，包括交易，甚至产品交付本身都可以在网络上完成，因此体现了虚拟市场的特点。

这一新型网络虚拟市场空间的崛起，给我们的商业交易方式、企业与客户的互动方式带来了变化。电子商务就是在这个背景下出现的，其基本的内涵是总结和探讨在国际互联网上围绕商业交易所展开的商务活动的规律。

电子商务的影响已经不仅是强调创建基于网络的企业，而且涉及新的行业秩序的建立。它就像一场革命，带来了无数的机会，也带来了无限的风险和挑战。就电子商务学科体系而言，目前学术界还很难界定电子商务课程的外延。埃弗瑞姆·特伯恩（Efraim Turban）和戴维·金（David King）在他们合著的这部《电子商务导论》（*Introduction to E-Commerce*）教材中认为，电子商务实际上并不局限于网上买卖行为本身，而是包括了商业沟通、协同和搜集信息，以及在线学习，甚至电子政务等更广泛的领域。

该书是有关电子商务的最早的教材之一。作者经验丰富，学术与实践均硕果累累。该书作为本科电子商务课程教材被世界上许多大学采用，影响遍及世界各地，其特色主要体现在如下几个方面：

第一，逻辑体系完整，内容丰富，涵盖了电子商务各方面的基本概念。其概念阐释清晰准确，易于理解。章节编排也符合教学规律。每章的关键术语都做了精确的定义，并且在教材中单独列出。第二，体例完整，各章内容以多种形式来体现。每章体例设置包括内容提要、学习目标、引导案例、电子商务应用实例、对管理者的启示、小结、关键术语、讨论题、网络浏览、小组作业与角色扮演，以及真实的案例等。第三，提供了大量的图例，复杂的概念通过生动的图例表现出来，生动活泼，让读者可以一目了然。另外，作者还通过各种图例安排，帮助读者准确掌握各种概念。第四，内容理论联系实际，案例素材均取自真实世界所发生的事件，新颖独特，既可以单独用于课堂案例教学，也可以帮助学生提高分析问题和解决问题的能力。第五，提供了丰富实用的教辅材料，包括教师教学指南、课题演示幻灯片，以及网络实用资源等。

为了满足我国高校相关专业双语或者英语教学的需要，考虑到课程体系、教学重点以及课时安排，改编者经过亲自教学实践后，在保持原有的系统性和特色的前提下，对原版教材的内容进行了必要的删减和修改。考虑到我国高校学生的实际情况，删除了原版教材中一些内容，例如有关电子商务扩展性的内容，即第 7 章"企业内部电子商务、电子政务、在线学习"和第 6 篇，即第 11 章"电子商务战略与实施"。现在，这本改编版教材集中反映出电子商务的基本核心问题。全书主要内容包括电子商务的基本概念和网络市场机制（第 1 篇：电子商务导论）、电子商务的基本形态和运行模式（第 2 篇：互联网零售；第 3 篇：企业间电子商务；第 4 篇：其他电子商务模式和应用），以及与电子商务关联性较强的电子商务支持体系（第 5 篇：电子商务支持性服务）。因此，这本改编版教材更加突出电子商务学科的基础内容，并照顾到我国高校本科生的可接受程度。

经过改编，本书保留了原版教材的基本体例和核心内容，可以满足双语或者英语教学的需要，非常适合作为我国高校相关专业本科教学的教材。

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根据我们的教学实践，如果将本书作为双语教学的教材，教师可到该教材的相关网站下载有关的课程演示幻灯片。由于教材内容非常丰富，按照中国高校惯常的教学方式不可能在有限的课时内全部讲授完，因此，我们建议教师将本书的 9 章内容按照专题方式平均分摊到每周的课时中。教师主要讲解关键的内容和相关的知识框架，要求学生课后仔细阅读相关章节的内容。如果想考核学生阅读和学习的效果，可以将每章的案例分析分派给学生，让学生分组讨论，并撰写案例分析报告。如果时间充裕，还可以让学生进行课堂陈述。

　　在本教材的改编中难免出现疏漏与不妥之处，恳请各位老师和读者批评指正。

As we enter the third millennium, we are experiencing one of the most important changes to our daily lives—the move to an Internet-based society. The U.S. Department of Commerce reported that in January 2002 more than 55 percent of all Americans (141 million) surfed the Internet. More interesting is the fact that over 90 percent of people 5 to 17 years old surf the Internet on a regular basis. It is clear that this percentage will continue to increase. Similar trends exist in most other countries. As a result, much has changed at home, school, work, and in the government—and even in our leisure activities. Some changes are already here and are spreading around the globe. Others are just beginning. One of the most significant changes is in how we conduct business, especially in how we manage marketplaces and trading.

Electronic commerce (EC), also known as e-business, describes the manner in which transactions take place over networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks on the Internet, are growing very rapidly. In Korea, for example, 70 percent of all stock trading is already conducted on the Internet. Electronic commerce will impact a significant portion of the world, affecting businesses, professions, and, of course, people. Electronic commerce is not just about buying and selling, it is also about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, and much more.

The impact of EC is not just in the creation of Web-based corporations. It is the building of a new industrial order. Such a revolution brings a myriad of opportunities as well as risks. Bill Gates is aware of this, as the company he founded, Microsoft, is continually developing Internet and EC products and services. Yet, Gates has stated that Microsoft is always 2 years away from failure—that somewhere out there is an unknown competitor who could render your business model obsolete. Bill Gates knows that competition today is not among products or services, but among business models. What is true for Microsoft is true for just about every other company. The hottest and most dangerous new business models out there are on the Web.

The purpose of this book is to describe the essentials of EC—how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. As electronic commerce is an interdisciplinary topic, it should be of interest to managers and professional people in any functional area of the business world. People in government, education, health services, and other areas will benefit from learning about EC.

Today, EC is going through a period of consolidation in which enthusiasm for new technologies and ideas is now being accompanied by careful attention to proper strategy and implementation. Most of all, people recognize that e-business has two parts; it is not just about technology, it is also about business.

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*前言中提到的部分内容（如第 7 章，第 6 篇等）在改编时已作了精简，但为了便于读者了解原书概貌，前言未作改动，保留原貌。——改编者注

This book is one of the first textbooks dedicated solely to EC. It is written by experienced authors who share academic as well as real-world practices. It is a comprehensive text, yet it is small enough so that it can be used for one semester or quarter. It also can be used to supplement a text on Internet fundamentals, MIS, or marketing.

FEATURES OF THIS BOOK

Several features are unique to this book.

MANAGERIAL ORIENTATION

Electronic commerce (e-commerce) can be approached from two major aspects: technological and managerial. This text uses the second approach. Most of the presentations are about EC applications and implementation. However, we do recognize the importance of the technology; therefore, we present the essentials of security in Chapters 9 and 10 and the essentials of infrastructure and system development in Chapter 12, which is located on the book's Web site (prenhall.com/turban). We also provide some detailed technology material in the appendices and tutorials on the book's Web site.

USER-FRIENDLY BEGINNERS' TEXT

This book is written for beginners in e-commerce. It is clear, simple, and well organized, and it provides all the basic definitions as well as logical support. Relevant review questions are provided at the end of each section so the reader can pause to review and digest the new material.

INTERDISCIPLINARY APPROACH

E-commerce is interdisciplinary, and we illustrate this throughout the book. Major related disciplines include accounting, finance, information systems, marketing, management, and human resources management. In addition, some nonbusiness disciplines are related, especially public administration, computer science, engineering, psychology, political science, and law. Finally, economics plays a major role in the understanding of EC.

REAL-WORLD ORIENTATION

Extensive, vivid examples from large corporations, small businesses, and government and not-for-profit agencies from all over the world make concepts come alive by showing students the capabilities of EC, its cost and justification, and the innovative ways real corporations are using EC in their operations.

SOLID THEORETICAL BACKGROUND

Throughout the book we present the theoretical foundations necessary for understanding EC, ranging from consumer behavior to economic theory of competition.

Furthermore, we provide Web site addresses, many exercises, extensive references, and lists of additional readings to supplement the theoretical presentations.

MOST CURRENT

The book presents the most current topics of EC, as evidenced by the many 2000, 2001, and 2002 citations. Topics such as e-learning, e-government, e-strategy, Web-based supply chain systems, collaborative commerce, mobile commerce, and EC economics are presented both from the theoretical point of view and from the application side.

INTEGRATED SYSTEMS

In contrast to other books that highlight isolated Internet-based systems, we emphasize those systems that support the enterprise and supply chain management. Intra- and interorganizational systems are particularly highlighted, including the latest innovations in global EC and in Web-based electronic data interchange (EDI).

GLOBAL PERSPECTIVE

The importance of global competition, partnerships, and trade is rapidly increasing. E-commerce facilitates export and import, the management of multinational companies, and electronic trading around the globe. International examples are provided throughout the book.

EC FAILURES AND LESSONS LEARNED

In addition to EC success stories, we also present EC failures, and, where possible, analyze the causes of those failures.

COMPREHENSIVENESS AND EASE OF READING

All major EC topics are covered by the text. Furthermore, the book is easy to understand and is full of interesting real-world examples and "war stories" that keep the reader's interest at a high level.

THEMES FOR EC APPLICATION CASES

In order to highlight the relevance of the EC Application Cases to the major categories of EC, we elected four major themes to be associated with the cases. In instances where a case might be associated with more than one category, we selected the most relevant one. The categories, and the icons used to identify them throughout the book, are as follows.

1. **Individuals and society.** These are cases that emphasize the relationship of EC to individuals or to society in general. Such cases discuss customer service, e-learning, selling to individuals, and online transactions between individuals. Examples of societal issues discussed include protection of privacy and provision of social services online. Finally, all government services to individuals belong to this category.
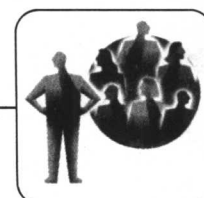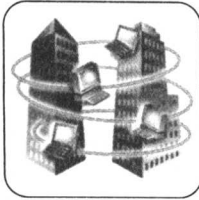
2. **Interorganization and collaboration.** All interactions between two or more organizations fall into this category. These interactions include selling and buying, exchanging information, collaborations of various types, services provided to organizations, and more. Organizations considered in this category can be private or public, profit or not for profit.

3. **Intraorganization.** All EC activities conducted *within* an organization belong to this category. These activities include transactions among employees, transactions between the organization and its employees, and all internal communication and collaboration within organizations.

4. **Implementation and strategy.** All issues related to EC strategy and implementation of EC applications belong to this category. Topics include justifying EC applications, planning for EC, deciding on development strategies, and deciding whether to go global.

ORGANIZATION OF THE BOOK

The book is divided into 11 chapters grouped into six parts. One additional chapter, four technology appendices, and three tutorials are available as online supplements.

PART I—INTRODUCTION TO EC

In Part I we provide an overview of the entire book as well as the fundamentals of EC and some of its terminology (Chapter 1) and a discussion of electronic markets and their mechanisms (Chapter 2). An online appendix to Chapter 2 provides additional discussion of auctions.

PART II—INTERNET RETAILING

In Part II we describe EC B2C applications in two chapters. Chapter 3 addresses e-tailing and electronic service industries. An online appendix to Chapter 3 describes how to build electronic storefronts; two related tutorials are also available online. Chapter 4 deals with consumer behavior online, market research, and online advertising.

PART III—BUSINESS-TO-BUSINESS E-COMMERCE

In Part III we examine the one-to-many B2B models (Chapter 5), including auctions, and the many-to-many models (Chapter 6), including exchanges. Collaborative commerce is also covered in Chapter 5. An online appendix to Chapter 5 provides discussion of the transition from traditional EDI to Internet-based EDI, and an online appendix to Chapter 6 provides additional material on extranets.

PART IV—OTHER EC MODELS AND APPLICATIONS

Part IV begins with a description of several interesting applications such as e-government, intrabusiness applications, consumer-to-consumer EC, and e-learning (Chapter 7). Chapter 8 explores the developing applications in the world of wireless EC (m-commerce and l-commerce).

PART V—SUPPORTING EC APPLICATIONS

Chapter 9, the first chapter of Part V, begins with a discussion of the need to protect privacy and intellectual property. It also describes various types of computer fraud and crime and discusses how to minimize these risks through appropriate security programs. Chapter 10 describes the major EC support services: electronic payments and order fulfillment. An online appendix to Chapter 10 explores issues surrounding content generation, delivery, and management.

PART VI—STRATEGY AND IMPLEMENTATION

Chapter 11 discusses strategic issues in implementing and deploying EC. The chapter also presents electronic communities, global EC, and EC for small businesses. This chapter closes the book with an overview of future EC directions. An interactive online tutorial deals with creation of a business plan for Internet companies and a business case for EC applications.

LEARNING AIDS

The text offers a number of learning aids to the student:

CHAPTER OUTLINES

Detailed outlines ("Content") at the beginning of each chapter provide a quick overview of the major topics covered.

LEARNING OBJECTIVES

Learning objectives at the beginning of each chapter help students focus their efforts and alert them to the important concepts to be discussed.

OPENING VIGNETTES

Each chapter opens with a real-world example that illustrates the importance of EC to modern corporations. These cases were carefully chosen to call attention to the major topics covered in the chapters. Following each vignette, a short section titled "What We Can Learn . . ." links the important issues in the vignette to the subject matter of the chapter.

EC APPLICATION CASES

In-chapter cases highlight real-world problems encountered by organizations as they develop and implement EC. Questions follow each case to help direct student attention to the implications of the case material.

INSIGHTS AND ADDITIONS

Topics sometimes require additional elaboration or demonstration. Insights and Additions boxes provide an eye-catching repository for such content.

EXHIBITS

Numerous attractive exhibits (both illustrations and tables) extend and supplement the text discussion.
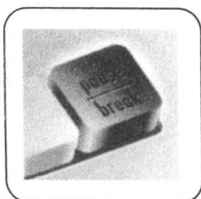
REVIEW QUESTIONS

Each section ends with a series of review questions about the specific section. Signaled by the "Pause/Break" icon shown here, these questions are intended to help students summarize the concepts introduced and to digest the essentials of each section before moving on to another topic.

MARGINAL GLOSSARY AND KEY TERMS

Each bolded Key Term is defined in the margin when it first appears. In addition, an alphabetical list of Key Terms appears at the end of each chapter with a page reference to the location in the chapter where the term is discussed.

MANAGERIAL ISSUES

The final section of every chapter explores some of the special concerns managers face as they adapt to doing business in cyberspace. These issues are framed as questions to maximize readers' active engagement with them.

CHAPTER SUMMARY

The chapter summary is linked one-to-one to the learning objectives introduced at the beginning of each chapter.

END-OF-CHAPTER EXERCISES

Different types of questions measure students' comprehension and their ability to apply knowledge. Discussion Questions are intended to promote class discussion and develop critical thinking skills. Internet Exercises are challenging assignments that require students to surf the Internet and apply what they have learned. Over 200 hands-on exercises send students to interesting Web sites to conduct research, investigate an application, download demos, or learn about state-of-the-art technology. The Team Assignment and Role Playing exercises are challenging group projects designed to foster teamwork.

REAL-WORLD CASES

Each chapter ends with a real-world case, which is presented in somewhat more depth than the in-chapter EC Application Cases. Questions follow each case.

SUPPLEMENTARY MATERIALS

The following support materials are also available.

INSTRUCTOR'S RESOURCE CD-ROM

This convenient *Instructor's CD-ROM* includes all of the supplements: Instructor's Manual, Test Item File, Windows PH Test Manager, PowerPoint Lecture Notes, and Image Library (text art). The Instructor's Manual, written by Professor Jon C. Outland of National American University, includes answers to all review and discussion questions, exercises, and case questions. The Test Item File (Test Bank), written by Professor James Steele of Chattanooga State Technical Community College, includes multiple-choice, true-false, and essay questions for each chapter. The Test Bank is provided in Microsoft Word, as well as in the form of the Windows PH Test Manager. The PowerPoint Lecture Notes, by Judy Lang, are oriented toward text learning objectives. They are also available at the book's Web site at prenhall.com/turban.
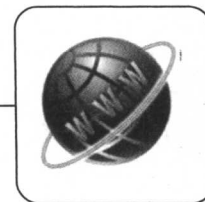
WEB SITE

The book is supported by a Companion Website that includes:

    a. An online chapter (Chapter 12 on EC applications and infrastructure).

    b. Four technology appendices.

    c. Three interactive tutorials, two on storefront development (store.yahoo and bigstep.com), and one on preparation of an EC business plan.

    d. A password-protected faculty area where instructors can download the Instructor's Manual.

    e. PowerPoint Lecture Notes.

    f. Interactive Study Guide, by Professor Jon C. Outland of National American University, includes multiple-choice, true-false, and essay questions for each chapter. Each question includes a hint and coaching tip for students' reference. Students receive automatic feedback upon submitting each quiz.

    g. All of the Internet Exercises from the end of each chapter in the text are provided on the Web site for convenient student use.

    h. Chapter Updates are posted periodically to help both students and instructors stay up to date with what's happening in e-commerce and e-business today and how it relates to chapter material.

    i. EC case studies, some with teaching notes.

    j. Links to a large number of case studies, including customer success stories and academically oriented cases.

    k. Links to many EC vendors' sites.

    l. Supplementary material to some chapters.

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