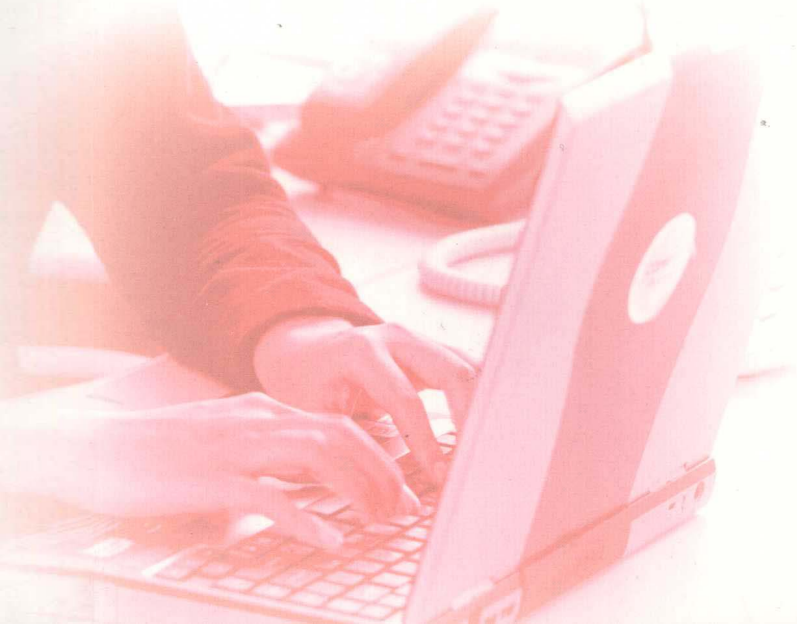
专业外语系列教材

English for Electronic Commerce

（供电子商务专业学生使用）

电子商务专业英语

孟健 张李义 编著



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前　言

随着计算机技术、通信技术、网络技术以及经济全球化的迅速发展，电子商务已经成为人们从事商务活动的主要手段，也日益成为世界各国经济发展的竞争焦点。在我国，自教育部2000年批准首批高校试开电子商务专业以来，电子商务专业已经成为我国高等教育专业建设中发展最为迅速的专业之一。电子商务是一个新兴学科，涵盖的知识十分丰富而且发展非常迅速；同时，欧美国家在电子商务领域起步较早，比较领先，他们先进的理论、技术和实践都值得我们借鉴和学习。因此，电子商务专业人才的专业英语水平对其专业发展至关重要。

本书精选了一些英文原版专业文章，基本涵盖了电子商务专业的主要知识点，具有实用性和前瞻性。这些文章难易度适中，语言流畅，并具有较强的专业性，每篇文章后都配有注释和练习，十分适合作为高等院校电子商务专业英语教材。希望通过本书的学习，电子商务专业人士不仅可以加深对电子商务专业知识的了解，同时可以提高专业英语水平。

本书由孟健老师编撰，张李义老师给予了大量的指导和帮助。同时，作者还要感谢武汉大学出版社外语图书事业部的王春阁编审和叶玲利编辑的辛勤工作。本书如有不足之处，还请各位师生和读者不吝赐教。

作　者

2008年7月

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Unit 1
What Is Electronic Commerce

Let's begin by looking at what the management guru Peter Drucker has to say about Electronic Commerce: "The truly revolutionary impact of the Internet Revolution is just beginning to be felt. But it is not 'information' that fuels this impact. It is not 'artificial intelligence.' It is not the effect of computers and data processing on decision making, policymaking, or strategy. It is something that practically no one foresaw or, indeed even talked about 10 or 15 years ago; e-commerce—that is, the explosive emergence of the Internet as a major, perhaps eventually the major, world-wide distribution channel for goods, for services, and, surprisingly, for managerial and professional jobs. This is profoundly changing economics, markets and industry structure, products and services and their flow; consumer segmentation, consumer values and consumer behavior; jobs and labor markets. But the impact may be even greater on societies and politics, and above all, on the way we see the world and ourselves in it."

■ Defining Electronic Commerce

Electronic Commerce (EC) is the process of buying, selling, transferring, or exchanging products, services, and information via computer networks, including the Internet. EC can be defined from the following perspectives:

- **Communications.** From a communications perspective, EC is the delivery of goods, services, information, or payments over computer networks or by any other electronic means.
- **Commercial (Trading).** From a commercial perspective, EC provides the capability of buying and selling products, services, and information over

the Internet and via other online services.

- **Business Process.** From a business process perspective, EC is doing business electronically by completing business processes over electronic networks, thereby substituting information for physical business processes.
- **Service.** From a service perspective, EC is a tool that addresses the desire of governments, firms, consumers, and management to cut service costs while improving the quality of customer service and increasing the speed of service delivery.
- **Learning.** From a learning perspective, EC is an enabler of online training and education in schools, universities, and other organizations, including businesses.
- **Collaborative.** From a collaborative perspective, EC is the framework for inter-and intra-organizational collaboration.
- **Community.** From a community perspective, EC provides a gathering place for community members to learn, transact, and collaborate. EC is often confused with e-business.

■ Defining Electronic Business

Some people view the term commerce only as describing transactions conducted between business partners. If this definition of commerce is used, the term electronic commerce would be fairly narrow. Thus, many use the term e-business instead. E-business refers to a broader definition of EC, not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, conducting e-learning, and conducting electronic transactions within an organization. E-business is the use of the Internet and other information technologies to support commerce and improve business performance. However, some view e-business as comprising those activities that do not involve buying or selling over the Internet, such as collaboration and intra-business activities (online activities between and within businesses).

■ Framework of Electronic Commerce

The opening case Dell illustrates a new way of conducting business—electronically, using networks and the Internet. The case demonstrates several ways that businesses can use EC to improve the bottom line. Dell is not the only company that has moved its business online. Thousands of other companies, from retailing to hospitals, are moving in this direction. In general, e-commerce is either business-to-consumer (B2C) or business-to-business (B2B). In B2C transactions, online transactions are made between businesses and individual consumers, such as when a person purchases a computer at dell. com. In B2B transactions, businesses make online transactions with other businesses, such as when Dell electronically buys components from its suppliers. Dell also collaborates electronically with its partners (EC) and provides customer service online (e-CRM).

EC is not yet a significant global economic force (less than 5 percent of all transactions). However, some predict that it could become globally significant within 10 to 20 years. Networked computing is the infrastructure for EC, and it is rapidly emerging as the standard computing environment for business, home, and government applications. Networked computing connects multiple computers and other electronic devices that are located in several different locations by telecommunications networks, including wireless ones. This connection allows users to access information stored in several different physical locations and to communicate and collaborate with people separated by great geographic distances.

Although some people still use a stand-alone computer exclusively, the vast majority of people use computers connected to a global networked environment known as the Internet or to its counterpart within organizations, an intranet. An intranet is a corporate or government network that uses Internet tools, such as Web browsers, and Internet protocols. Another computer environment is an extranet, a network that uses the Internet to link multiple intranets.

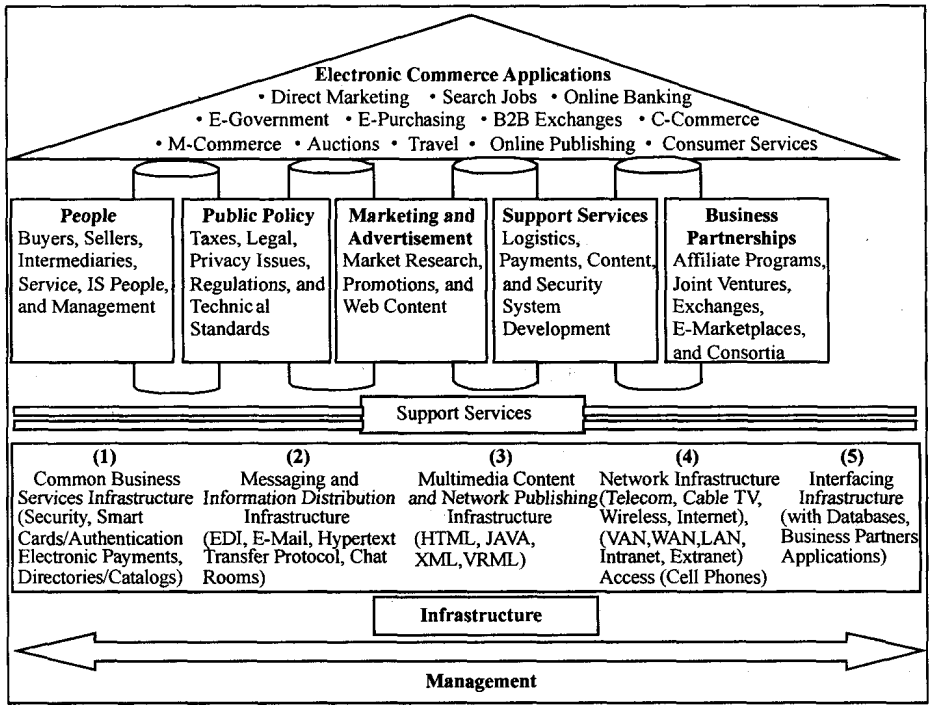

Figure 1 A Framework for Electronic Commerce

An E-Commerce Framework

The EC field is a diverse one, involving many activities, organizational units, and technologies. Therefore, a framework that describes its content is useful. Figure 1 introduces one such framework.

As can be seen in the Figure 1, there are many EC applications, including direct marketing, online banking, e-government, e-purchasing, B2B exchanges, m-commerce, auctions, travel, online publishing, consumer services and so on. To execute these applications, companies need the right information, infrastructure, and support services. Figure 1 shows that EC applications are supported by infrastructure and by the five policymaking support areas. These pillars are:

- **People**. Sellers, buyers, intermediaries, information systems specialists, other employees, and any other participants comprise an important

support area.

- **Public Policy**. Legal and other policy and regulating issues, such as privacy protection and taxation, which are determined by governments. Included as part of public policy is the issue of technical standards, which are established by government or industry-mandated policymaking groups.
- **Marketing and Advertisement**. Like any other business, EC usually requires the support of marketing and advertising. This is especially important in B2C online transactions in which the buyers and sellers usually do not know each other.
- **Support Services**. Many services are needed to support EC. These range from content creation to payments to order delivery.
- **Business Partnerships**. Joint ventures, exchanges, and business partnerships of various types are common in EC. These occur frequently throughout the supply chain (i. e., the interactions between a company and its suppliers, customers, and other partners).

At the bottom of Figure 1 is the infrastructure for EC. Infrastructure describes the hardware, software, and networks used in EC. All of these components require good management practices. This means that companies need to plan, organize, motivate, devise strategy, and reengineer processes as needed to optimize their business using EC models and strategies. Management also deals with strategic and operational decisions.

Figure 1 can be viewed as a framework for understanding the relationships among the EC applications and other EC components and for conducting research in the EC field.

■ Classification of Electronic Commerce

A common classification of EC is by the nature of the transactions or the relationship among participants. The following types of EC are commonly distinguished.

- **Business-to-Business (B2B)**. All of the participants in business-to-business e-commerce are either businesses or other organizations. For example, several of Dell's and Marks & Spencer's applications involve

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B2B with their suppliers. Today, over 85 percent of EC volume is B2B.

- **Business-to-Consumer (B2C).** Business-to-consumer EC includes retail transactions of products or services from businesses to individual shoppers. The typical shopper at Dell online or at Amazon. com is a consumer or customer.
- **Business-to-Business-to-Consumer (B2B2C).** In business-to-business-to-consumer EC, a business provides some product or service to a client business. The client business maintains its own customers, who may be its own employees, to whom the product or service is provided without adding any value to it. One example of B2B2C is a company that pays AOL to provide its employees with Internet access rather than having each employee pay an access fee directly to AOL. Another example is wholesaler-to-retailer-to-consumer merchandising, such as airlines and travel units that provide travel services, such as airline tickets and hotel rooms, to business partners, such as travel agencies, who then sell the services to customers. As a final example, Godiva sells chocolates directly to business customers. Those businesses may then give the chocolates as gifts to employees or to other businesses. The term B2B frequently includes B2B2C as well.
- **Consumer-to-Business (C2B).** The consumer-to-business category includes individuals who use the Internet to sell products or services to organizations and individuals who seek sellers to bid on products or services. Priceline. com is a well-known organizer of C2B transactions.
- **Consumer-to-Consumer (C2C).** In the consumer-to-consumer category, consumers transact directly with other consumers. Examples of C2C include individuals selling residential property, cars, and so on in online classified ads. The advertisement of personal services over the Internet and the selling of knowledge and expertise online are other examples of C2C. In addition, many auction sites allow individuals to place items up for auction.
- **Peer-to-Peer Applications.** Peer-to-peer technology can be used in C2C, B2B, and B2C. This technology enables networked peer computers to share data files and processing with each other directly. For example, in a C2C peer application, people can exchange music, videos, software,

and other digitized goods electronically.

- **Mobile Commerce**. EC transactions and activities conducted in full or in part in a wireless environment are referred to as mobile commerce, or m-commerce. For example, people can use Internet-enabled cell phones to do their banking or order a book from Amazon. com. Many m-commerce applications involve mobile devices. If such transactions are targeted to individuals in specific locations, at specific times, they are referred to as location-based commerce, or l-commerce. Some people define m-commerce as those transactions conducted when people are away from their home or office; such transactions can be done both on wireless or wireline systems.
- **Intra-Business EC**. The intra-business EC category includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in that organization. Activities can range from selling corporate products to one's employees to online training and collaborative design efforts. Intra-business EC is usually performed over intranets or corporate portals (gateways to the Web).
- **Business-to-Employees (B2E)**. The category is a subset of the intra-business category in which the organization delivers services, information, or products to individual employees, as Maybelline is doing. A major category of employees is mobile employees, such as field representatives. EC support to such employees is called B2ME (business-to-mobile employees).
- **Collaborative Commerce**. When individuals or groups communicate or collaborate online, they may be engaged in collaborative commerce, or c-commerce. For example, business partners in different locations may design a product together, using screen sharing; manage inventory online; or jointly forecast product demand, as Marks & Spencer does with its suppliers.
- **Nonbusiness EC**. An increased number of nonbusiness institutions such as academic institutions, nonprofit organizations, religious organizations, social organizations, and government agencies are using EC to reduce their expenses or to improve their general operations and customer

service.

- **E-Learning**. In e-learning, training or formal education is provided online. E-learning is used heavily by organizations for training and retraining employees. It is also practiced at virtual universities.
- **Exchange-to-Exchange** (**E2E**). An exchange describes a public electronic market with many buyers and sellers. As B2B exchanges proliferate, it is logical for exchanges to connect to one another. Exchange-to-exchange EC is a formal system that connects two or more exchanges.
- **E-Government**. In e-government EC, a government entity buys or provides goods, services, or information from or to businesses (G2B) or from or to individual citizens (G2C).

■ The Future of EC

In 1996, Forrester Research, a major EC-industry analyst, predicted that B2C would be a $ 6.6 billion business by 2000, up from $ 518 million in 1996. In 1998, B2C sales in the United States were about $ 43 billion, or 1 percent of total retail sales. Today's predictions about the future size of EC, provided by respected analysts such as AMR Research, Emarketer. com, and Forrester, vary. For example, 2006 total online shopping and B2B transactions in the United States are estimated to be in the range of $ 3 to $ 7 trillion. The number of Internet users worldwide is predicted to reach 750 to 999 million by 2008. Experts predict that as many as 50 percent of all Internet users will shop online by that time. EC growth will come not only from B2C, but also from B2B and from newer applications such as e-government, e-learning, B2E, and c-commerce. Overall, the growth of the field will continue to be strong into the foreseeable future. Despite the failures of individual companies and initiatives, the total volume of EC is growing by 15 to 25 percent every year.

☞ Words and Phrases

guru	*n.*	权威，领袖
revolutionary	*adj.*	革命性的
impact	*n.*	冲击

artificial intelligence		人工智能
policy making		制定政策
emergence	*n.*	出现
surprisingly	*adv.*	令人惊讶地
profoundly	*adv.*	深深地
capability	*n.*	能力
substitute	*v.*	替代
service cost		服务成本
illustrate	*v.*	阐明，图解
demonstrate	*v.*	证明
significant	*adj.*	重大的
exclusively	*adv.*	专有地
counterpart	*n.*	副本，两个具有相同功能或特点/地位的人/物
pillar	*n.*	柱子，重要的支持者

☞ Notes

1. Dell Dell 是全球最大的通过邮购销售计算机的销售商，由 Michael Dell 于 1984 年建立，现在 Dell 电脑已经建立了以极具竞争力的价格销售高品质电脑的良好声誉。
2. Intranet Intranet 即内联网，是一个机构或公司内部基于 TCP/IP 协议的网络，只有该组织的成员、雇员或其他被授权的人员可以访问。内联网的网站外观和行为就像任何其他网站一样，但建立在内联网周边的防火墙会阻挡未经授权的访问。
3. Extranet Extranet 即外联网，是指被授权的外部人员可以访问的那部分内联网。内联网位于防火墙后面，只有属于同一公司或组织的人员可以访问，而外联网则为外部人员提供了不同层次的访问权限。只有当外部人员有一个合法的用户名和密码时才能访问外联网，而他的身份则决定了可以访问哪些部分。

☞ Key Terms

business process	商务过程
public policy	公共政策
support services	支持服务

business partnership	商务伙伴关系
Business-to-Business (B2B)	企业对企业
Consumer-to-Consumer (C2C)	消费者对消费者的电子商务
peer-to-peer application	对等应用程序
mobile commerce	移动商务
intra-business EC	企业内部电子商务
Business-to-Employees (B2E)	企业对员工
collaborative commerce	合作商务
e-learning	电子学习
Exchange-to-Exchange (E2E)	交易所对交易所的电子商务
e-government	电子政务

☞ Exercises

1. Please translate the following phrases into Chinese.

revolutionary impact
Internet Revolution
artificial intelligence
distribution channel
consumer segmentation
labor market
business process
business performance
stand-alone computer
direct marketing
online banking
business partnership
location-based commerce
virtual universities

2. Please answer the following questions according to the text.

- What fuels the revolutionary impact of the Internet Revolution?
- How to define e-commerce? From which perspectives can it be defined?
- What is e-business? What are the differences between e-commerce and e-business?

- Describe the framework of e-commerce.
- What's the bottleneck of B2B development in China?
- Is there any communication problem in C2C transaction?
- What's the most important factor in support services?

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