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电子商务专业英语

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English Course for Electronic Commerce

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电子商务专业英语

English Course for Electronic Commerce

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内 容 简 介

　　本书作为电子商务的英语读物,重点在于介绍基本概念和理念,因此全书分
为四部分依次叙述了电子商务概况、电子商务的网络平台、电子营销和因特网购
物的过程;B2B、B2C、拍卖、智能代理以及广告等电子商务的应用;电子支付与协
议、电子支付系统、电子营销的商务模型、一对一营销、供应链、企业资源计划、电
子商务安全等基础设施;电子商务中的法律、道德以及经济事务。

　　本书既可以作为电子商务相关领域专业技术人员、高级管理人员的参考用
书,也可以作为高等院校电子商务或相关专业的专业英语阅读教材,或者相关企
业的培训教材。

　　当今世界变化万千,我们正在经历着生活中最重要的变化,其中之一就是我们正在向基于因特网的社会发展。家庭、学校、工作、政府,几乎一切都将改变,甚至于我们的休闲活动。有的变化已经发生,并且正在向全世界扩展。还有的只是刚刚开始。其中,最显著的变化之一就是我们发展商务的方式,尤其是在我们如何管理市场和商务方面。

　　电子商务描述的是一种商务活动模式,在这种模式中交易通过网络进行,大多数集中于因特网。这是货物、服务和信息进行电子买卖的过程。电子商务对世界有着意义深远的影响,包括对商务活动、专业技术和人类。

　　本书写给对信息技术和电子商务感兴趣的人们,不论你是商人,还是计算机科学、电子商务、信息管理或相关专业的大学生。通过阅读本书,您可以较为全面地了解电子商务相关的专业知识和专业术语,有助于您从事电子商务活动或进行科技阅读与写作。此外,本书还提供了大量的练习和实践环节,因此可以作为电子商务或相关专业的专业英语阅读教材。

　　本书内容分为四部分:

　　单元 1 至单元 4,介绍了电子商务的概况,电子商务的网络支撑(因特网,内联网和外联网),电子营销和因特网购物的过程。

　　单元 5 至单元 9,探讨了电子商务的应用,例如 B2B 电子商务,B2C 电子商务,拍卖,市场研究与智能代理,以及广告。

　　单元 10 至单元 16,介绍了电子商务的基础设施和支持服务,包括电子支付与协议,基本电子支付系统,电子营销的商务模型,一对一营销,供应链,企业资源计划,以及电子商务安全。

单元 17 至单元 18,主要讨论了电子商务中的法律、道德以及经济事务。

参与本书编写的有:宋艳,哈尔滨工程大学副教授,完成了单元 1,2,7,8,9,13 的编写;梁刚健,哈尔滨工程大学工程师,完成了单元 4,5,14,15,18 的编写;兰小亭,首都师范大学讲师,完成了单元 3,6,10,11 的编写;张永春,哈尔滨工程大学助理研究员,完成了单元 12,16 的编写;刘玉梅,长春住房公积金管理中心德惠管理部职员,完成了单元 17 的编写。

非常荣幸在过去的一年中与一些才能出众的人合作,他们都盼望着这本书能够尽早出版。向那些幕后的支持者致以我们最深的和最衷心的敬意!在这里尤其要提到的是:袁菲,本书编写的发起者。

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Foundation of EC

Part Two

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Legal, Ethical and Economical Issues in EC

Part One Foundation of EC

Unit 1

Overview of Electronic Commerce

Preview

In this unit, Electronic Commerce is identified from four perspectives and differed from e-business first. And then 8 types of Electronic Commerce used frequently are introduced. Next, history and scope of EC are discussed, and then benefits of EC, the limitations and failures of EC are listed. At last, Intel Corporation as an example of EC industry is illustrated.

Outline

Definition of Electronic Commerce
Types of E-Commerce
History and Scope
Benefits of E-Commerce
Limitation and Failures of E-Commerce
Intel Corporation Embraces the Web

Learning objectives

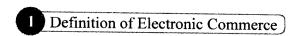Describe the definition of E-commerce and distinguish it from e-business.
Discuss the major types of EC.
Understand the history and scope of EC.
Understand the benefits of EC.
Discuss limitations and failures of EC.

1 Definition of Electronic Commerce

Electronic Commerce (E-commerce, or EC) is an emerging concept that describes the buying, selling, and exchanging of products, services, and information via computer networks, primarily the Internet. According to Kalakota and Whinston (1997), EC can be defined from these four 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.
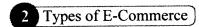
From a service perspective, EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

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

Some people view the term **commerce** as describing transactions conducted between business partners. To them, the term electronic commerce seems fairly narrow, so many use the term **e-business** (electronic business) instead. It refers to a broad definition of EC, not just buying and selling, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization. According to Lou Gerstner, IBM's formal **CEO**, "e-business" is all about time, cycle, speed, globalization, enhanced productivity, reaching new customers, and sharing knowledge across institutions for competitive advantage. So, we use the term electronic commerce in its broadest scope, as basically equivalent to e-business.

E-commerce is a very diverse and interdisciplinary topic, with issues ranging from technology, addressed by computer experts, to consumer behavior, addressed by behavioral scientists and marketing research experts.

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2 Types of E-Commerce

There are several types of EC.

1 B2B (business-to-business) EC

Two or more businesses make transactions or collaborate electronically. It is the major current type of electronic commerce.

2 Collaborative commerce (c-commerce)

In this type of EC, business partners collaborate electronically. Such collaboration frequently occurs between and among business partners along the supply chain.

3 Business-to-consumers (B2C)

In this case, the sellers are organizations, and the buyers are individuals.

4 Consumers to businesses (C2B)

In this case, consumers make known a particular need for a product or service, and organizations compete to provide the product or service to consumers.

5 Consumer-to-consumer (C2C)

In this case an individual sells products (or services) to other individuals.

6 Intrabusiness

(intraorganizational)
commerce

In this case an organization uses EC internally to improve its operations. A special case of this is known as B2E (business to its employee) EC.

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7 Government-to-citizens (G2C) and to others

In this case the government provides services to its citizens via EC technologies. Governments can do business with other governments (G2G) as well as with businesses (G2B).

8 Mobile commerce (m-commerce)

When e-commerce is done in a wireless environment, such as using cell phones to access the Internet, we call it m-commerce.

Each of the above types of EC may have several business models. For example, in B2B one can sell from catalogs or in **auction**. Buying can be done in several models such as reverse auctions, group purchasing, or negotiations.

3 History and Scope

E-commerce applications began in the early 1970s with such innovations as electronic transfer of funds. However, the applications were limited to large corporations and a few daring small businesses. Then came **electronic data interchange (EDI)**, which added other kinds of transaction processing and extended participation to all industries. Since the commercialization of the Internet and the introduction of the Web in the early 1990s, EC applications have rapidly expanded.

The field of e-commerce is broad. There are many applications of EC, such as home banking, shopping in electronic malls, buying stocks, finding a job, conducting an auction, collaborating electronically with business partners around the globe, and providing customer service. The implementation of various EC applications depends on four major support categories, including people, public policy, marketing/advertising, and supply chain logistics. In addition, there are infrastructure support and EC management within each organization.

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4 Benefits of E-Commerce

Few innovations in human history encompass as many benefits to organizations, individuals, and society as does e-commerce. These benefits have just begun to materialize, but they will increase significantly as EC expands.

1 Benefits of E-Commerce to organizations

First, it expands a company's marketplace to national and international markets. With minimal capital outlay, a company can quickly locate more customers, the best suppliers, and the most suitable partners worldwide.

Second, it enables companies to procure material and services from other companies, rapidly and at less cost.

Third, it shortens or even eliminates marketing distribution channels, making products cheaper and vendors' profits higher.

Fourth, it decreases (by as much as 90 percent) the cost of creating, processing, distributing, storing, and retrieving information by digitizing the process.

Fifth, it allows lower inventories by facilitating pull-type supply chain management. This allows product customization and reduces inventory costs.

Sixth, it lowers telecommunications costs because the Internet is much cheaper than **value-added networks** (**VANs**).

Seventh, it helps small businesses compete against large companies.

Last, it enables very specialized niche markets.

2 Benefits of E-Commerce to customers

First, it frequently provides less expensive products and services by allowing consumers to conduct quick online comparisons.
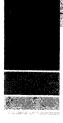
Second, it gives consumers more choices then they could easily locate otherwise.

Third, it enables customers to shop or make other transactions 24 hours a day, from almost any location.

Fourth, it delivers relevant and detailed information in seconds.

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Fifth, it enables consumers to get customized products, from PCs to cars, at competitive prices.

Sixth, it makes it possible for people to work and study at home.

Seventh, it makes electronic auctions possible.

Last, it allows consumers to interact in electronic communities and to exchange ideas and compare experiences.

3 Benefits of E-Commerce to society

First, it enables individuals to work at home and to do less traveling, resulting in less road traffic and lower air pollution.

Second, it allows some merchandise to be sold at lower prices, thereby increasing people's standard of living.

Third, it enables people in developing countries and rural areas to enjoy products and services that are otherwise not available. This includes opportunities to learn professions and earn college degrees, or to receive better medical care.

Last, it facilitates delivery of public services, such as government entitlements, reducing the cost of distribution and chance of fraud, and increasing the quality of social services, police work, health care, and education.

5 Limitation and Failures of E-Commerce

Counterbalancing its many benefits, EC has some limitations, both technical and non-technical, which have slowed its growth and acceptance.

1 Technical limitations

Technical limitations include:

Lack of universally accepted standards for quality, security, and reliability.

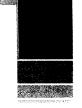Insufficient telecommunications bandwidth.

Still-evolving software development tools.

Difficulties in integrating the Internet and EC software with some existing (especially legacy) applications and databases.

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Need for special Web servers in addition to network servers.

Expensive and/or inconvenient Internet accessibility for many would-be users.

2 Non-technical limitations

Non-technical limitations include:

Unresolved legal issues.

Lack of national and international government regulations and industry standards.

Lack of mature methodologies for measuring benefits of and justifying EC.

Many sellers and buyers waiting for EC to stabilize before they take part.

Customer resistance to changing from a real to a virtual store. People do not yet sufficiently trust paperless, faceless transactions.

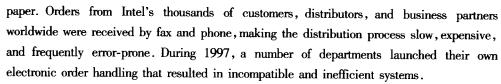Perception that EC is expensive and unsecured.

An insufficient number (critical mass) of sellers and buyers exists for profitable EC operations.

As time passes, the limitations, especially the technical ones, will lessen or be overcome. In addition, appropriate planning can minimize the impact of some of them. Despite its limitations and failures, e-commerce has made very rapid progress. Also, various B2B activities, **e-government**, and some B2C activities are ballooning. As experience accumulates and technology improves, the ratio of EC benefits to cost will increase, resulting in an even greater rate of EC adoption.

6 Intel Corporation Embraces the Web

Intel Corporation, the world's largest producer of microprocessor chips, sells its products to thousands of manufacturers. Much of its business is in the personal computer market, in which companies such as Dell computer use Intel's chips ("Intel Inside" logo). Competition in the chip market is intense. Intel creates customized catalogs and sends them to its potential customers together with information on product availability. Until 1997 it was all done on

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paper. Orders from Intel's thousands of customers, distributors, and business partners worldwide were received by fax and phone, making the distribution process slow, expensive, and frequently error-prone. During 1997, a number of departments launched their own electronic order handling that resulted in incompatible and inefficient systems.

So, in 1998, Intel established its e-business program, which is focused on selling online and on customer support for a range of products, including microprocessors, motherboards, embedded chips, chipsets, and flash memory.

Order placing is only part of what Intel is doing online. The site also features self-service order tracking and a library of product documentation and roadmaps that replace the work of customer service representatives, who previously sent information manually to customers. In 1999, Intel moved to a broad program of electronic commerce to improve its internal operations, such as interdepartmental collaboration.

Intel first specifically targeted small and midsize customers, the majority of which operate outside the United States. These companies had previously communicated with Intel mostly by phone and fax. Intel also moved 11 of its larger customers, which previously were connected to Intel on electronic data interchange (EDI) networks, to a system called Supply Line Management. This system lets Intel link to customers' plants across the Internet to track usage of parts. Intel is also using online systems to deliver personalized information to its customers and employees. Intel claims that it is doing more e-business than any other company in the world.

Intel's e-business initiatives enhance its competitive advantage by giving its customers better tools for managing transactions. At the same time they bring substantial tangible savings to Intel. For example, the company has been able to eliminate 45,000 faxes per quarter to Taiwan alone.

Key Terms and Notes

Electronic Commerce	Business transactions can be taken place by telecommunication networks and a process of buying and selling of products, services, and information via computer networks, primary the Internet.
Commerce	Describe transactions conducted between business partners.

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E-business	A broad definition of EC, not just buying and selling, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization.
CEO	Chief Executive Officer.
B2B (business-to-business) EC	Two or more businesses make transactions or collaborate electronically. It is the major current type of electronic commerce.
Collaborative commerce (c-commerce)	In this type of EC, business partners collaborate electronically. Such collaboration frequently occurs between and among business partners along the supply chain.
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Consumers to businesses (C2B)	In this case, consumers make known a particular need for a product or service, and organizations compete to provide the product or service to consumers.
Consumer-to-consumer (C2C)	In this case an individual sells products (or services) to other individuals.
Intrabusiness (intraorganizational) commerce	In this case an organization uses EC internally to improve its operations. A special case of this is known as B2E (business to its employee) EC.
Government-to-citizens (G2C) and to others	In this case the government provides services to its citizens via EC technologies. Governments can do business with other governments (G2G) as well as with businesses (G2B).
Mobile commerce (m-commerce)	When e-commerce is done in a wireless environment, such as using cell phones to access the Internet, we call it m-commerce.
Auction	A market mechanism by which sellers place offers and buyers make sequential bids.
Electronic data interchange (EDI)	Application that electronically transmits routine, repetitive business documents directly between the computer systems of separate companies doing business with each other.
Value-added networks (VANs)	Private, data-only wide area network used by multiple organizations that provides economics in the cost of service and

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E-government

network management, security, and high capacity.

The use of Internet technology in general and electronic commerce in particular to deliver information and public services to citizens, business partners and suppliers, and those working in the public sectors.

Questions

1. Define e-commerce and distinguish it from e-business.
2. Discuss the major limitations of e-commerce. Which of them are likely to disappear? Why?
3. List the major types of EC.
4. Describe e-government and its benefits.
5. Assume you're interested in buying a car. You can find information about cars at carpoint. com. Go to autoweb.com or autobytel.com for information about financing and insurance. Decide what car you want to buy. Configure your car by going to the car manufacturer's Web site. Finally, try to find the car from autibtel.com. Write a report about experience.

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