

## CSCS 406 : Management of the digital Value Chain in eBusiness, eCommerce and eGovernance

### UNIT I

**eBusiness Framework:** Defining Electronic Business, Case Studies : Electronic Shop (B2C), Electronic Health Market (B2B), Electronic Voting and Elections (A2C), Knowledge Exchange via Electronic Books (C2C), **eProducts and eServices:** Components of a Business Model, Anatomy of an Electronic Marketplace, Classification of Business Webs According to Tapscott, Comparison and Valuation of Networks, The Price Formation Process, **eProcurement:** Strategic and Operational Procurement, Information Support for Procurement, Basic Types of eProcurement Solutions, Catalog Management. (12 hours)

### UNIT II

**eMarketing :** The Path to Individual Marketing, Comparison of the Communications Media, The Development Model for Online Customers, Online Promotion, **eContracting:** The Electronic Negotiation Process, Generic Services for the Negotiation Process, The Digital Signature, XML and Electronic Contracts, Legal Rights of the Information Society, **eDistribution:** Components of a Distribution System, Types of Distribution Logistics, Supply Chain Management, Electronic Software Distribution (ESD), Protection Through Digital Watermarks, **ePayment :** Credit Card-Based Procedures, Asset-Based Procedures, Innovative ePayment Solutions, Comparison of ePayment Solutions. (12 hours)

### UNIT III

**eCustomer Relationship Management:** The Customer Equity Model by Blattberg et al, Analytical Customer Relationship Management, Operational Customer Relationship Management, Use of CRM Systems, **mBusiness :** Mobile Devices, Mobile Communications, Mobile Applications, **eSociety:** Virtual Organizations, Work Organization in eTeams, The Knowledge Worker in a Knowledge Society, Measuring the Success of Intellectual Capita, Ethical Maxims for eTeams. (12 hours)

#### TextBooks :

- (1). “eBusiness & eCommerce- Managing the digital Value Chain”, Andreas Meier, Henrik Stormer, Springer, 2009
- (2). “Digital Economy: Impacts, Influences and Challenges”, Harbhajan S. Kehal, Varinder P. Singh, IDEA GROUP PUBLISHING, 2005
- (3). “The Digital Economy Fact Book”, NINTH EDITION, Daniel B. Britton Stephen McGonegal, The Progress & Freedom Foundation, 2007