

Chapter 1

Overview of Electronic Commerce

eCommerce

Learning Objectives

1. Define electronic commerce (EC) and describe its various categories.
2. Describe and discuss the content and framework of EC.
3. Describe the major types of EC transactions.
4. Describe the digital revolution as a driver of EC.
5. Describe the business environment as a driver of EC. Describe some EC business models.
6. Describe the benefits of EC to organizations, consumers, and society.
7. Describe the limitations of EC.
8. Describe the contribution of EC to organizations responding to environmental pressures.
9. Describe online social and business networks.
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Commerce

Definitions and Concepts

- **electronic commerce (EC)**

The process of buying, selling, transferring, or exchanging products, services, or information via computer networks.

- **e-business**

A broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization.

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