

Exercise 2 ⁽¹⁾

2.1 Explain which business model(s) you would expect in a disintermediation scenario, and which ones you would expect in a reintermediation scenario. Justify your answer.

NOTE: Take into consideration the different roles of the cooperating partners (i.e. more than one business model might apply in a multi-partner scenario).

2.2 There is a tendency to integrate aspects of different business models into business solutions, i.e. "a business aggregates many business models". What business models do you find in www.yahoo.com? Briefly justify your choices.

2.3 Compare Expert Sites (Community Model) with Recommender Systems (Infomediary Model). Name similarities and differences of the business models.

2.4 If you started a small online company (few resources, few products to sell), which business model would suit you best? Justify your answer.

2.5a What can be done to oppose current instabilities in electronic commerce as described at the end of the chapter (e.g. funding problems, technology decisions, staff employment and loyalty)?

2.5b What differences can you find for small- / medium-size companies and large-size companies? Put together your propositions and information from the Internet. Name sources you use.

Electronic Commerce (WS-02/03)

2-1

Exercise 2 ⁽²⁾

2.6 For what reasons do Internet Service Providers (ISP) facilitate some free-of-cost services like email, chatting, forums?

2.7 Explain how companies following the Infomediary business model offering "free stuff" can be successful. Draw a diagram for the relationship between such a company and its business partners illustrating the information and monetary flow.

2.8 Do you think Reverse Auction is a profitable business model? Justify your answer (2-3 sentences).

2.9 Your ECommerce lab group intends to found a new start-up company.

Decide on one or two business models that you find interesting to pursue.

Create a short presentation of this/these business model(s) (either as Powerpoint slides or as a speech) [Powerpoint is installed in the STS computer pool]. Your presentation shall be no longer than 5 minutes [2-3 slides] and include information about

- the benefits, advantages as well as possible disadvantages, liabilities of the business model
- where you expect the revenue will come from (how to make money with it)

Be prepared to present one business model in the next lab class.

[for slides: send them to pa.hupe@tuhh.de before the lab class; a beamer will be provided]

2.10 For technical information about Electronic Commerce (e.g. hosting corporate web sites, technical platform, payment), which online web sites would you consult? Name URLs.

Electronic Commerce (WS-02/03)

2-2