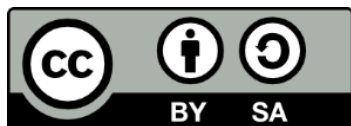


ΑΓΓΛΙΚΑ Ι

Ενότητα 1γ: e-Business

Ζωή Κανταρίδου

Τμήμα Εφαρμοσμένης Πληροφορικής



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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επένδυση στην κοινωνία της γνώσης
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ΕΣΠΑ
2007-2013
πρόγραμμα για την ανάπτυξη
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ

Questions

- What is digital economy?
- What is e-business?
- Do you know of any successful e-business ventures?

While reading the text, find out the answers

- Which are the main business domains that ICT has been successfully used?
- Which expectations do businesses have from ICT developments?
- Which business sectors/ industries have been mostly affected by ICT?

True or False ???

- The e-business revolution has led to a new global economy.
- e-Business is at an evolutionary stage rather than revolutionary one.
- The digital economy is an emerging economy.
- European companies have grown their competitiveness on a global scale.
- Cost reduction is effected through electronic business.
- Business efficiency mainly promotes business competitiveness.
- ICT is mostly used in production and marketing.

data mining, digital economy, e-business, enterprise resource planning (ERP), Customer Relationship Management (CRM) [1]

1. A _____ is an economy that is based on electronic goods and services produced by an electronic business and traded through electronic commerce. That is, a business with electronic production and management processes and that interacts with its partners and customers and conducts transactions through Internet and Web technologies.
2. _____ is defined as “automated business processes (both intra- and inter-firm) over computer mediated networks”.
3. _____ is an integrated computer-based system used to manage internal and external resources including tangible assets, financial resources, materials, and human resources. It is a software architecture whose purpose is to facilitate the flow of information between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders.

data mining, digital economy, e-business, enterprise resource planning (ERP), Customer Relationship Management (CRM) [2]

4. _____ is the process of extracting patterns from data. Data mining is becoming an increasingly important tool to transform these data into information. It is commonly used in a wide range of profiling practices, such as marketing, surveillance, fraud detection and scientific discovery.
5. _____ is a broadly recognized, widely-implemented strategy for managing and nurturing a company's interactions with customers and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales related activities, but also those for marketing, customer service, and technical support.

What do the acronyms stand for?

- ICT
- IT
- B2B
- B2C
- ERP
- CRM

What do the acronyms stand for?

Answers

- ICT •Information & Communication Technology
- IT •Information Technology
- B2B •Business-to-business
- B2C •Business-to-customer
- ERP •Enterprise Resource Planning
- CRM •Customer Relationship Management

Collocations: match the words in the two columns

- customer
 - keyword
 - monetary
 - promotional
 - shipping
 - target
 - technology
- advantage
 - audience
 - charges
 - conversions
 - offers
 - search
 - service

Collocations: Answers

- customer service
- keyword search
- monetary conversions
- promotional offers
- shipping charges
- target audience
- technology advantage

Pros or Cons ???[1]

1. Business conducted 24/7
2. Constant need to maintain sites, high cost of site optimization
3. Cost effective marketing & promotions (inexpensive methods such as pay per click advertising)
4. Danger of negative reviews from dissatisfied customer
5. Danger of viruses and other malware
6. Disruption of business and family privacy
7. Flexibility in working hours
8. Improved information content
9. International customer access
10. Issue of customer trust due to the faceless nature of e-business

Pros or Cons ???[2]

11. Lack of immediate health care benefits
12. Late nights and long hours
13. Lower overhead(=operating expenses of a business, rent, utilities, decoration)
14. Lower product cost
15. Lower start-up costs
16. No immediate results, may take time to attract customers or generate traffic on your site which will improve your site ranking in search engines
17. Quick response to customers
18. Ubiquitous Web presence
19. Work from home or remotely
20. You can't physically see customers

eBusiness Pros: Answers

- ✓ Lower start-up costs
- ✓ Ubiquitous Web presence
- ✓ International customer access
- ✓ Business conducted 24/7
- ✓ Quick response to customers
- ✓ Lower overhead(=operating expenses of a business, rent, utilities, decoration)
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- ✓ Cost effective marketing & promotions (inexpensive methods such as pay per click advertising)
- ✓ Improved information content

eBusiness Cons: Answers

- ✗ No immediate results, may take time to attract customers or generate traffic on your site which will improve your site ranking in search engines
- ✗ You can't physically see customers
- ✗ Constant need to maintain sites, high cost of site optimization
- ✗ Late nights and long hours
- ✗ Issue of customer trust due to the faceless nature of e-business
- ✗ Lack of immediate health care benefits
- ✗ Disruption of business and family privacy
- ✗ Danger of negative reviews from dissatisfied customer
- ✗ Danger of viruses and other malware

Derivatives

Another important mechanism by which ICT impacts on competitiveness, which is closely related to 1 _____ (**produce**) effects, is the link between ICT and innovation. The 2 _____ (**Europe**) Commission has for good reason long placed great emphasis in policy actions on the critical role of 3 _____ (**innovate**) in ensuring European businesses stay 4 _____ (**compete**) in the global economy. At the same time, competitive 5 _____ (**press**) provides 6 _____ (**power**) incentives for companies to 7 _____ (**continuous**) engage in innovation and R&D. Thus, innovation, 8 _____ (**compete**) and competitiveness are closely intertwined. ICT has a special role to play in innovation and the related increases in 9 _____ (**compete**), being widely recognised as a major enabler of innovation, in particular for process innovation. According to a survey by *e-Business W@tch* (2005), 75% of companies that had introduced new business processes in 2004 reported that this innovation was 10 _____ (**direct**) related to or enabled by ICT.

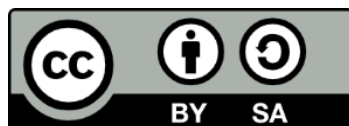
Tenses 1

The meaning of electronic commerce 1 _____ (**change**) over the last 30 years. Originally, electronic commerce 2 _____ (**mean**) the facilitation of commercial transactions electronically, 3 _____ (**use**) technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These 4 _____ (**both introduce**) in the late 1970s, 5 _____ (**allow**) businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system 6 _____ (**typify**) by Sabre in the USA and Travicom in the UK.

Tenses 2

In 1990 Tim Berners-Lee 7 _____ (**invent**) the World Wide Web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the Internet 8 _____ (**prohibit**) strictly until 1991. Although the Internet 9 _____ (**become**) popular worldwide around 1994 when the first internet online shopping started, it 10 _____ (**take**) about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies 11 _____ (**offer**) their services through the World Wide Web. Since then people began 12 _____ (**associate**) a word "ecommerce" with the ability 13 _____ (**purchase**) various goods through the Internet 14 _____ (**use**) secure protocols and electronic payment services.

Τέλος Ενότητας



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