

E-commerce

business. technology. society.

Kenneth C. Laudon | Carol Guercio Traver

2013

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Laudon And Traver E Commerce 2013

**Kenneth C. Laudon, Carol Guercio
Traver**



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E-commerce 2013 Kenneth C. Laudon, Carol Guercio Traver, 2012-11-08 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book This comprehensive market leading text emphasizes the three major driving forces behind e commerce technology change business development and social issues to provide a coherent conceptual framework for understanding the field

Encyclopedia of E-Commerce Development, Implementation, and Management Lee, In, 2016-03-31 The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries The ubiquity of online retail stores and availability of hard to find products in the digital marketplace has been a catalyst for a heightened interest in research on the best methods techniques and strategies for remaining competitive in the era of e commerce The Encyclopedia of E Commerce Development Implementation and Management is an authoritative reference source highlighting crucial topics relating to effective business models managerial strategies promotional initiatives development methodologies and end user considerations in the online commerce sphere Emphasizing emerging research on up and coming topics such as social commerce the Internet of Things online gaming digital products and mobile services this multi volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate level students researchers IT developers and business professionals

Agile Estimation Techniques and Innovative Approaches to Software Process Improvement Colomo-Palacios, Ricardo, Calvo-Manzano Villalón, Jose Antonio, de Amescua Seco, Antonio, San Feliu Gilabert, Tomás, 2014-02-28 Applying methodologies of Software Process Improvement SPI is an effective way for businesses to remain competitive in the software industry However many organizations find implementing software process initiatives challenging Agile Estimation Techniques and Innovative Approaches to Software Process Improvement reviews current SPI techniques and applications through discussions on current and future trends as well as the presentation of case studies on SPI implementation Ideal for use by academics students and policy makers as well as industry professionals and managers this publication provides a complete overview of current tools and methodologies regarding Software Process Improvement

Digital Business and Electronic Commerce Bernd W. Wirtz, 2021-03-28 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 smart business services smart homes and digital consumer applications as well as artificial intelligence The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business

model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVAs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google s organizational history its integrated business model and its market environment rounds out the book

Managing Digital Enterprise Jun Xu,2014-10-10 This book describes the setup of digital enterprises and how to manage them focusing primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision makers in organizations It covers ten essential knowledge areas of this field Foundation of Digital Enterprise Technology Foundation and Talent Management for Digital Enterprise Digital Enterprise Strategy Planning and Implementation B2C Digital Enterprise E tailing B2C Digital Enterprise E Services B2B Digital Enterprise and Supply Chain Digital Platforms Digital Marketing and Advertising Digital Payment Systems Mobile Enterprise Overall this text provides the reader with the basics to understand the rapid development of digitization facilitated by the dramatic advancements in digital technologies extensively connected networks and wider adoption of computing devices especially mobile devices as more and more organizations are realizing the strategic importance of digitization e g sustainable growth of the organization competitive advantage development and enhancement and are embarking on digital enterprise

Regulation of Taxation on Electronic Commerce In Tanzania. An Analysis of the Role of The Law Datius Didace,2022-11-23 Bachelor Thesis from the year 2022 in the subject Law Tax Fiscal Law grade 23 3 2 Mzumbe University language English abstract This study explores three specific research questions Is the absence of clear law governing taxation of e commerce the main challenge facing taxation of e commerce in Tanzania Does the tax legislation in Tanzania effectively help toward achieving tax compliance on electronic commerce in Tanzania How effective is the Tanzanian legal framework and the regulatory pieces of machinery on the taxation of e commerce in Tanzania The research assumes that the challenges in respect of taxation of e Commerce are centered on determination of value of supply of goods and services permanent establishment and place of supply of goods and services and also payment services in Electronic Business Transaction All these challenges which have not well been articulated by the tax laws in Tanzania makes the Government to lose revenue from taxation of E commerce Based on taxation of electronic commerce including all people involved in selling and buying of products online like taxation of income to the people who sell products like shoe clothes domestic equipment transport facilities Cars Laptops and other products by using websites Instagram WhatsApp status as well as by attaching their products on YouTube consumer based retail sites and get customers finally to sell their products and trading in product services using computer networks such as the internet This revenue loss is particularly worrying to governments that rely heavily on tax revenue as a source of funding their fiscal programs To provide a better understanding

of this critical but complex subject this study explores the issues related to e commerce taxation through a review of relevant extant literature It analyzes the challenges posed by the growth of e commerce and makes proposals on how e commerce can be developed with proper tax regulations by articulating key policy recommendations that will aid inform the establishment of a sound regulatory framework for e commerce taxation The study has important legal and policy recommendations which if implemented would provide tax administrations with an appropriate and effective response to some of the challenges of Electronic Commerce

LePALISSHE 2021 Joko Nurkamto,Kalu Osiri,Abd. Qadir Muslim,Marzuki Alie,Iuliaa Feofilova ,2022-01-04 This book contains the proceedings of the First Lekantara Annual Conference on Public Administration Literature Social Sciences Humanities and Education LePALISSHE was held by Lentera Akademika Nusantara Lekantara Indonesia in collaboration with Universitas Trisakti Indonesia on August 3 2021 The aim of the conference is to promote new insights and discussion about the current global perspectives considering the differences in academic and subject fields approaches across time and countries with its implications and to improve and share the scientific knowledge on public administration literature social sciences humanities and education The theme of the conference is Responding to Current Changes and Future Prospects Post Covid19 Pandemic from Various Perspectives The Covid19 pandemic has brought social and economic disruption worldwide but is also providing opportunities in terms of new paths new perspectives and new ways of seeing things while addressing the underlying challenges The conference invites delegates across Indonesia United Kingdom Japan Malaysia Australia Canada USA and beyond and is attended by more than 300 participants from scholars academics researchers practitioners students and policymakers from national and international institutions to provide an opportunity for discussion and to enhance professional networking in various related to the theme of the conference

Making a difference digitally. E-Commerce in South Africa Felix Deubert,2014-11-24 Master s Thesis from the year 2014 in the subject Business economics Trade and Distribution grade 1 3 University Witten Herdecke language English abstract According to the South African B2C E Commerce Report 2012 South Africa was already in 2011 the fifth largest country in Africa in terms of the number of Internet users Today in 2014 there are approximately 12 5 million South African Internet users Since several years the E Commerce sector is facing a boom in South Africa However not everybody seems to profit from or participate in this boom Economically and socially South Africa is still deeply divided The inequality within the population the distance between rich and poor is extreme The richest 20 percent of the population account for almost 70 percent of total income the share of the poorest 20 percent is just under three percent Almost a third 31 9% of the population lives on the equivalent of less than 2 Dollars a day Around seven million people are considered long term unemployed with no job prospects especially those living in informal settlements the so called townships The social and economic inequality is a big problem for the country of South Africa E Commerce has the potential to resolve this problem as it is booming and companies plan to extend their businesses as well as their employee numbers The idea is to train people from the townships

in order to get them to work in the E Commerce business Interesting for this thesis are those E Commerce companies with big storage halls as they are the ones who might be in need of untrained employees of the townships Jobs could be needed in basic positions such as picking and packing quality control and customer services in big warehouses Supposed it would be actually possible to use training initiatives and programs in the form of cooperations of E Commerce companies and township NGO s resulting in diminishing unemployment and leading to permitting more people participate in the boom of E Commerce the South African economy and its society as a whole would gain a tremendous benefit The research question in this master thesis is interlinking the existing economic boom of E Commerce with the high unemployment rate in the townships Does the fast growing E Commerce in South Africa have an effect on the high unemployment rate in the townships In the quest for an answer to this question attention is paid to two related questions as well Do the lowest social classes feel an improvement in their living standards after being hired by an E Commerce business

Mobile Commerce: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2017-06-19 In the era of digital technology business transactions and partnerships across borders have become easier than ever As part of this shift in the corporate sphere managers executives and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business Mobile Commerce Concepts Methodologies Tools and Applications provides a comprehensive source of advanced academic examinations on the latest innovations and technologies for businesses Including innovative studies on marketing mobile commerce security and wireless handheld devices this multi volume book is an ideal source for researchers scholars business executives professionals and graduate level students

E-commerce Kenneth C. Laudon,Carol Guercio Traver,2004 E Commerce business technology society provides an overview of the current and next generation of E commerce The book emphasizes the three major driving forces behind E commerce technology change business development and social controversies Each of these driving forces is represented in every chapter and together they provide a coherent conceptual framework for understanding E commerce The result is a complete treatment of a very diverse subject that is aimed specifically at readers interested in business concepts IS IT developments and computer science applications The LearnE Commerce website at www.LearnEcommerce.net is a dynamic companion to the textbook with original content provided by the authors This Web site is a portal to the E commerce field specifically for higher education instructors and their students The site combines solid educational and editorial content to help instructors prepare their classes and help students become aware of research about E commerce

E-commerce Kenneth C. Laudon,Carol Guercio Traver,2009 For the undergraduate and graduate e commerce course in any business discipline This comprehensive market leading text emphasizes the three major driving forces behind e commerce to provide a coherent conceptual framework for understanding the field technology change business development and social issues

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Laudon,Carol Guercio Traver,2017-01-13 Revised edition of the authors E commerce 2016 **Strategien für den**

innerstädtischen Einzelhandel. Wie können Ladengeschäfte der Digitalisierung begegnen? Dennis

Kistner,2022-01-17 Bachelorarbeit aus dem Jahr 2021 im Fachbereich BWL Handel und Distribution Note 1 3 Hochschule Ludwigshafen am Rhein Sprache Deutsch Abstract Im Rahmen dieser Forschungsarbeit wird der Frage nachgegangen mit welchen Strategien der innerst dtische Einzelhandel der Digitalisierung begegnen kann Das Ziel dieser Forschung ist es herauszufinden welche grunds tzlichen Einflussfaktoren auf den Einzelhandel einwirken und wie die innerst dtischen Ladeninhaber diesen zielgerichtet begegnen k nnen Insbesondere wird hierbei auf Kleinstunternehmen wie inhabergef hrte Ladengesch fte eingegangen da diese im Gegensatz zu gr eren Unternehmen begrenzte Ressourcen haben Durch eine deduktive Literaturrecherche wird das Strategiemodell von Porter und Harrigan auf den innerst dtischen Einzelhandel angewendet und daraus verschiedene Handlungsm glichkeiten abgeleitet Ausgehend von den zugrundeliegenden Ver nderungen werden theoretische und praktische Handlungsempfehlungen f r das Forschungsobjekt vorgestellt

E-Commerce 2021-2022: Business, Technology and Society, Global Edition Kenneth C. Laudon,Carol Guercio Traver,2021-07-01 For courses in e commerce The most up to date comprehensive overview of e commerce today Lively and fun to read E commerce 2021 Business Technology and Society is an in depth thought provoking introduction to e commerce focusing on key concepts and the latest empirical and financial data Hundreds of examples from companies such as Facebook Google Twitter Amazon Pinterest eBay Uber WhatsApp and Snapchat illustrate how e commerce is altering business practices and driving shifts in the global economy The entire 16th edition has been updated through October 2020 and includes up to date coverage of privacy and piracy government surveillance cyberwar fintech social local mobile marketing internet sales taxes and intellectual property **Warenkorbabbrüche im M-Commerce. Eine quantitative Studie zum**

Einkaufsverhalten der Generation Z Martin Macek,2025-07-01 Masterarbeit aus dem Jahr 2024 im Fachbereich BWL E Commerce Note 2 FHWien der WKW Sprache Deutsch Abstract Mit der fortschreitenden Globalisierung Konnektivit t und Digitalisierung entstehen nicht nur neue M rkte sondern auch bestehende M rkte m ssen sich anpassen und entwickeln In diesem dynamischen Umfeld werden Unternehmen herausgefordert sich neu auszurichten und agile innovative Antworten auf die ge nderten VerbraucherInnenbed rfnisse zu finden Durch die Zunahme der Smartphone Nutzung und die ver nderten Einkaufsgewohnheiten der Generation Z stehen Unternehmen vor einer neuen Herausforderung Ein wesentliches Problem f r Unternehmen im Online Handel sind die hohen Warenkorbabbruchraten die im Durchschnitt bei rund 70% liegen und in manchen Branchen sogar bis zu 90% erreichen k nnen Diese Abbr che sind eine signifikante Herausforderung f r den

ECommerce da sie direkten Einfluss auf den Unternehmenserfolg haben Vertrauen Nutzererfahrung und die Qualität der Website Funktionalität sind Schlüsselfaktoren die das Verhalten der Generation Z beeinflussen und entscheidend für die Verringerung von Warenkorbabbrüchen sind Der theoretische Teil gliedert sich in vier Teile Angefangen mit einer Überblick über das Thema E Commerce fokussiert sich der zweite Teil der Theorie auf die Generation Z In diesem Kapitel wird beschrieben warum diese Generation sich von den bisherigen Generationen maßgeblich unterscheidet Darüber hinaus wird auch ihr Einkaufs und Informationsverhalten erläutert Im letzten Kapitel wird die Definition von Warenkorbabbrüchen aufgezeigt Ausgehend von diesem Standpunkt werden die Gründe für und Strategien gegen einen Warenkorb niedergeschrieben Die quantitative Forschung wurde anhand eines Online Fragebogens durchgeführt und untersuchte die verschiedenen Gründe für einen Warenkorbabbruch der Generation Z in Österreich Die Ergebnisse haben eine Verringerung der Kaufentscheidungsprobleme mit dem Zahlungsanbieter technische Fehler und hohe Gebühren wie Versandkosten als wesentliche Faktoren für einen Warenkorbabbruch identifiziert Des Weiteren haben die Ergebnisse gezeigt dass eine Erinnerung E Mail bei einem bereits durchgeführten Warenkorbabbruch durchaus hilfreich ist um die KundInnen zur Wiederaufnahme und zum Abschluss ihres Einkaufs zu motivieren Daher wird empfohlen dass Unternehmen diese Aspekte bei der Verbesserung des Online Shops implementieren um somit die Anzahl an Warenkorbabbrüchen zu minimieren

E-Commerce 2023: Business, Technology, Society, Global Edition Kenneth C. Laudon,Carol Guercio

Traver,2023-06-21 E commerce 2023 2024 business technology society provides you with an in depth introduction to e commerce with coverage of key concepts and the latest empirical and financial data Hundreds of examples from companies such as Meta TikTok Netflix YouTube Walmart and Amazon illustrate how e commerce is altering business practices and driving shifts in the global economy The 18th Edition features all new or updated opening closing and Insight on cases Coverage reflects the latest developments in business technology and society that impact e commerce with text data figures and tables updated through September 2022 Each chapter ends with a section on careers in e commerce that features job postings from online companies for entry level positions Tips on how to prepare for interviews and apply course knowledge to likely interview questions are included This print textbook is available for students to rent for their classes The Pearson print rental program provides students with affordable access to learning materials so they come to class ready to succeed

E-COMMERCE 2013 KENNETH C.; GUERCIO TRAVER LAUDON (CAROL.),2014 **Essentials of E-Commerce**

Kenneth C. Laudon,Carol Guercio Traver,2014-06-27 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book Based on the authors market leading E Commerce Business Technology Society this brief book offers the same thought provoking and current content but in a brief format E Commerce Essentials emphasizes the three major driving forces behind E commerce technology change business development and social issues to provide a coherent conceptual framework for understanding the field

E-Commerce: Business, Technology, Society, 4/e Kenneth C. Laudon, 2011

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