

Institute

# **What is E-Business?**

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## **Abstract**

This paper explores the e-Business structure, implementation, and different working styles. E-Business is now prevalent every kind of organization. With the facility of e-Business organizations have better options for carrying out their business activities. The present age is the age of technology and the implementation of modern and up-to-date techniques of information technology to business sector make the overall customary business practices easier. This also provides new ways and markets to the organizations for presenting their products or services. This research presents the detailed and comprehensive analysis of the four online businesses, their working, management, and e-Business style.

## **Introduction**

The Internet is a wide-reaching group of networks that connects the millions of organizations, government agencies, educational institutions, and individuals (Shelly, Cashman, & Vermaat, 2005). More than one-half billion people all over the world make use of the Internet every day for an assortment of reasons, few reasons are given below: (Shelly, Cashman, & Vermaat, 2005, pp. 11-12)

- Talk with and meet other people around the globe
- Utilize a wealth of information, news, and research results
- Online shopping for goods and services of their choice

- Bank and investment
- Participating in online classes
- Utilizing ways of entertainment and free time, for instance online games, music, videos, books, and magazines.

Now days we see web based business is evolving more readily so it is really important to have an online business system for every organization so that their business can flourish. E-commerce is most likely one of the majority popular subjects between sorts of studies on the effects of the Internet. By seeing the people's interest in Internet, a lot of studies regarding business to customers and Internet shopping have been done to recognize main factors influencing buying decisions on the Internet, which comprise, in common, the psychographic and demographic characteristics of customers and the excellence of products or services (Armstrong & Kotler, 2004). This research is aimed at providing a deep insight into different online or e-Business structure. In this research I will present a detailed analysis of the four different e-businesses as well as their style of business and management.

Main e-businesses I will discuss are:

- [www.Wikipedia.org](http://www.Wikipedia.org)
- [www.Esure.com](http://www.Esure.com)
- [www.Podcast.net](http://www.Podcast.net)
- [www.Sourceforge.net](http://www.Sourceforge.net)

## **E-Commerce**

Before we go into the depth of our topic we should know basics of e-Commerce. The comprehensive accessibility of the Internet for the exchange of transactions between buyers and sellers is the basic reason for the development of electronic commerce (e-Commerce).

“Electronic commerce is the course of action of purchasing and selling goods and services electronically with computerized business transactions by means of the Internet, networks, and other digital technologies” (Laudon & Laudon, 1999, p. 25). It also includes actions behind those market transactions, for instance advertising, customer support delivery, marketing, and payment. By substituting manual and paper-based techniques with electronic methods, and by making use of information flows in modern and energetic modes, e-Commerce can speed up ordering, delivery, and payment for goods and services on the other hand reducing organizations operating and inventory expenditures. “E-Business is the utilization of the Internet and other digital technology for organizational communication and coordination and the management of the organization” (Laudon & Laudon, 1999, p. 25). The World Wide Web has turned out to be a universal medium for electronic commerce (e-commerce), developing modern techniques for businesses to cooperate with one another and their customers. In most simple words, e-commerce means carrying out business online (Norton, 2001, p. 371).

### **[www.wikipedia.org](http://www.wikipedia.org)**

This section presents the analysis of the Wikipedia, its online business and working structure and other signification factors. [www.wikipedia.org](http://www.wikipedia.org) is a multilingual, free, Web-based encyclopedia project supported through unnamed contributions. Wikipedia name is mixture of two words, one

is wiki that stands for some kind of mutual or shared website and other is “Pedia” stands for encyclopedia, so these two words jointly generate the word “Wikipedia”. The Wikipedia's articles offer links to direct the user to associated pages by means of additional information (Wikipedia, 2009). The information contents of Wikipedia are written through a huge number of international groups of volunteers. These people are mostly anonymous. Anyone by means of internet facility is able to write as well as make modifications to wikipedia articles. There are no necessities to offer one's actual name when giving or contributing; on the other hand every writer's confidentiality is confined unless they decide to disclose their personality themselves. After its formation in year 2001, [www.wikipedia](http://www.wikipedia) has developed speedily and has turned out to be one of the major reference websites, drawing approximately 65 million web site visitors each month as of 2009 (Wikipedia, 2009).

At the present time [www.wikipedia.org](http://www.wikipedia.org) consist of mode than 70,000 energetic knowledge contributors operational on more than 13,000,000 online Wikipedia’s articles. Such huge quality of Wikipedia articles is also available in more than 260 languages at the same time. We can find more than 3,033,928 articles in English on Wikipedia. Every day, thousands of online website visitors all around the world jointly make tens of thousands of online Wikipedia’s articles creating and editing thousands of fresh articles to extend and improve the knowledge detained through the Wikipedia encyclopedia.

Background: [www.wikipedia.org](http://www.wikipedia.org) was established like a subsidiary of Nupedia, a now-abandoned development to create a free of charge encyclopedia. Nupedia had an intricate structure of peer appraisal as well as needed very qualified donors; on the other hand the writing of objects was sluggish. Throughout year 2000, Jimmy Wales, founder of Nupedia, together with Larry Sanger,

whom Wales had employed to carry out job on the development, talks behaviors of supplementing Nupedia by means of an additional open, balancing project. Numerous sources are recommended for the thought that a wiki might permit associated public to add material, as well as Nupedia's initial wiki departs to online on 1-10-2001 (Wikipedia, 2009).

Wikipedia's business is established on a corporate based environment. Here we have huge number of administrators, editors, contributors, and assessment panels. At this site each new article is checked and accessed by a qualified team of editors. They check and categorize with specific name. Those articles are acknowledged as new articles which are newly created. Transformations can be viewed at the new changes page as well as a random page at unsystematic articles (Wikipedia, 2009).

Featured articles are the best articles of the Wikipedia. Some articles are also designated as best articles in the encyclopedia. Good articles offer good quality of knowledge. On Wikipedia each contribution of knowledge remains the property of their creators. Any specific quality of article is offered for sale and mostly it was featured quality articles. This type of sales makes the overall business of Wikipedia (Wikipedia, 2009).

### **www.Esure.com**

This section presents the detailed analysis of the online insurance business of Esure.com. This business was established in 2000 by Chairman, Peter Wood. This insurance business offers competitive insurance cover through the Internet like a primary sales channel. Esure.com is going with the aim of "going a step further" as well as attaching the competence of the web to

provide an enhanced arrangement to responsible drivers and cautious homeowners (Esure , 2009).

Esure.com has established goals to present greater service- on mutually the phone and internet by means of technologically progressing systems and guaranteeing to keep premiums small. The business of Esure.com in last few years has developed extensively, at the present Esure.com has turned out to be a fastest growing insurance business ever, consisting of over 1 million clients' combined previous to Esure.com fifth birthday. In general, Esure.com has established frequent accolades intended for the quality of Esure.com cover as well as web based services with modern marketing (Esure , 2009).

In present projects of Esure.com the development of new offer that is also known as Sheilas' Wheels brand. The business took one major step forward through the opening of the Sheilas' Wheels brand in year 2005, originally presenting immediately car insurance. Sheilas' Wheels has spent on to be one of the mainly known female insurance trademarks in the United Kingdom and 2008 saying the opening of Sheilas' Wheels home insurance (Esure , 2009). The business of Esure.com holds helpful apprehensions in the course of its contribution in the HBOS Foundation. It as well holds the 'Safe Drive Stay Alive' movement to educate driving age youth regarding the hazards of the road. The Esure.com business was established in February 2000 plus opened to the public in July 2001. Previous to the brand opening, Esure.com had taken on the guaranteeing as well as management of Halifax Car Insurance for Halifax. This product is still managed by the Esure.com business (Esure , 2009).

Esure.com formally opened Esure.com home insurance in Sep-2001. Esure.com contents cover comprises a variety of client friendly advantages like that improved cover for garden contents as

well as office equipment in the home and features Esure.com's exclusive 'pest cover' alternative that wraps the costs connected with the exclusion of plague through wasps' as well as hornets' nests, squirrels and rats (Esure , 2009). Through popular demand, Esure.com has launched travel insurance in Jan-2003. Esure.com reimbursement comprises immune costs intended for single parent who purchases a family plan when contrasted by other plans where the description of a family repeatedly comprises two adults. This was trailed through Pet Insurance, presenting cover intended for dogs and cats. At the present, Esure.com offers better services of insurance for car, home, pet, travel, motorbike, van and some other areas. This business is directed through the similar procedures of insurance claiming and dealing. Here we have online support for the insurance handling and policy purchasing. This business is working on the innovative policy of effective customer relationship management (Esure , 2009).

The policy of Esure.com business is established similar to other insurance corporations. Esure.com online facility for the policy taking and managing offers a huge advantage for the better policy purchasing and ongoing premium management and claiming. This business is targeting each aspect of life. Presently it has launched the new brand targeted at women drivers. This launch was done in 2005 where Sheilas' Wheels had turned out to be iconic as launch appreciation to its singing as well as dancing TV advertisements. Sheilas' Wheels was intended to bring in a variety of advantages that women would discover useful however different to a number of people's attitude- is as well obtainable for men in addition on their own or as element of their partners' plans (Esure , 2009). The adverts were shortlisted for the 2003 National Business Awards in the Advertiser of the Year class, and facilitated to produce huge national awareness. In 2005, Esure.com introduced a new icon in its advertising to promote their Internet

benefits - Mister Mouse - prior to returning once again to feature Michael Winner in a new series of ads in November 2006 (Esure , 2009).

## **www.Podcast.com**

Podcasting is an innovative and novel kind of online media delivery technology. Podcasting is a process of posting and distributing electronic media files (like: video or audio series) online (Torrone, 2005). At the present Podcasts technology is getting interest of people for the reason that it provides the capability to get gorgeous multimedia content to a dispersed group of people in an easy way which can be listened whenever and wherever they want on a range of frequently available platforms (computer, iPod, iPhone, or Apple TV). A podcast is at no cost resource video or audio series, looks related to a TV or radio show, that anyone download from iTunes web and watch and listen on your on hand platform (Torrone, 2005). The business of the Podcast.com is the premier podcast intention that offers admission to a rising list of more than 60,000 podcasts and continually updated podcast feeds on behalf of more than 1 million set of video and audio content. Podcast.com's exclusive value intention to satisfy clients as well presents an unmatched method for content suppliers to reach the viewers that consumes podcasts by means of the multimedia devices, Web and Internet radio (Podcast, 2009). Podcast.com offers the viewers audio records to listen in their free time. While blogs have twisted many bloggers into the media, podcasting has the latent to roll podcasters into radio celebrates.

Podcast.com offers following innovative facilities to its visitors: (Podcast, 2009)

1. Self Guided tours for informational data.
2. Music - group promotional clips and discussions.

3. Talk Shows -organizational information, investor reports and news, sportscasts, news reporting and interpretations.
4. Guidance - Instructional informational resources.
5. Story - Stories for children in the form of audio or video.

Podcast.com presents a new technology of RSS feeds and has been incorporated in the RSS v2.0 prerequisite for previous four years; podcasting has actually been introduced ever since from August of 2004 (Stephens, 2005). Webmasters are discovering inventive ways to provide media well-off content. The syndication feature and eventual add to in viewers amount are a gorgeous entice. Listeners profit from podcasting for the reason that, similar to RSS, podcasting is a resource to concern content that eventually provides the receivers the command of over the information they desire to observe or hear (Stephens, 2005). Podcast.com offers a membership plan that entitles small registration fee. After this we can access the online podcasts. Podcast.com business is established on the online proprietary video and audio selling. This business involves a better relation to client and presenting him a real experience of entertainment. Podcast.com is taking pleasure of extensive membership and wide varsity of customer affiliation. In this scenario we have more positive bond among the business customer and Podcast.com. This business is targeting all type of viewers like lovers of music, sport, news, radio, TV and all other aspects of life. Here we can also present our video for sharing our experience other community (Podcast, 2009).

### **www.Sourceforge.net**

This section covers the business analysis of SourceForge.net. Here I will present the detailed analysis of the SourceForge.net business, working structure and other online business scenarios.

SourceForge.net is the world's major open source software dealing and development web site.

SourceForge.net offers free services that help out community construct cool stuff as well as share it with a worldwide audience (Sourceforge, 2009). The community circle of the SourceForge.net is really huge and it's getting bigger. This year in February, more than 230,000 projects of software have been registered to utilize SourceForge.net services given by more than 2 million registered clients, developing this open source software dealing business the biggest collection of open source tools as well as applications on the internet (Sourceforge, 2009).

The online business of SourceForge.net is possessed as well as managed through SourceForge, Inc., a publicly traded United States based corporation (Sourceforge, 2009). The current network of SourceForge's media and e-commerce websites consist of millions of powerful technology experts as well as devotees every day. Joining clients developed content, online markets as well as ecommerce, SourceForge.net is the worldwide knowledge community's nexus intended for information of system development transfer and exchange, open source software distribution plus services and goods for geeks. SourceForge.net's system of websites serves up 34 million exclusive online web based viewers every month. Their associated websites are (Sourceforge, 2009):

- SourceForge.net
- Slashdot
- ThinkGeek
- Freshmeat.net

The business of SourceForge.net is established under the web based system development expertise. Through taking a proper membership of the SourceForge.net we can access unlimited source code to the web and also take some help online for the specific system development.

SourceForge.net has established online business that operates on better customer handling and management of clients for the better relationship establishment. All these are innovative features of this e-business.

## **Conclusion**

E-business has become the need of every organization. In this paper I have discussed about four different e-Businesses. This research has presented the detailed analysis of their online business and management of online customers. This research has outlined these business working structure, organizational background, and style of dealing. In this paper I have tried to access the main focus areas of online business regarding these companies. This paper provides a deep insight into the overall concepts of online business and management.

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