

E –BUSINESS AND ACCOUNTING

Meaning of E-Commerce

E-commerce is the process of buying, transferring or exchanging products, services and information via computer networks including internet.

E business models

- Business to Consumer

Business to Consumer e commerce involves a business communicating with or selling to an individual consumer.

- Business to Business

B2B E Commerce is simply implies E-Commerce between business house. B2B refers to commercial interaction between a manufacturer and a supplier, or between a manufacturer and a wholesaler through internet.

- Consumer to Business

C2B involves consumers offering products or services to companies and the companies bid for them. It also represents reverse auction or demand collection E-commerce, where buyers place their bids for a specific good or services generating demand

- Consumer to Consumer

C2C E-Commerce represents commerce between and among consumers through internet. It enables customers to directly deal with each other through web auctions etc

- Peer to Peer

E-Commerce between group of people with some common characteristics or status is called peer to peer.

- Business and Government

It comprises marketing products and services to various government levels- local, state, national- through integrated communication network.

- Government to Business

G2B is the online commercial and non commercial interaction between local and central governments and the commercial business sector .

- Government to Citizen

G2C is a common link between a government and its citizen, it normally takes place through information and communication technologies

, but can also include direct mail and media campaign.

- Government to Government

It includes online non commercial interactions between government organizations departments and authorities.

- Business to Employee

It relates to communication between business houses and its employees through online. It is an intra business network, which allows companies to provide products and services to their employees.