

Value creation dan perspektif strategi dalam e-business/e-commerce

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=114204&lokasi=lokal>

Abstrak

Currently the internet and World Wide Web (www) increase exponentially as the sophistication of the information technology. Moreover the technology is being used in term of business (e-business or e-commerce). This technology have some benefit such as cost reduction no time consuming nd also less office space or factory. But these technology and system need some management commitment in doing value creation to the customer. Firstly the e-business or e-commerce values creation. Teh second is the perspective strategies development which is consist of four strategies; business of financial models, the relationship commerce and responsiveness. Both of them are quite different and all of the process through the way electronically rather than traditional one. This conceptual analysis needs some implication such as the factor infrastructure requirement as a vehicle in the internal and external value creation activities. Besides that collaborative business in their community is necessary an also by flexibility and speed the e-business will be high end value.