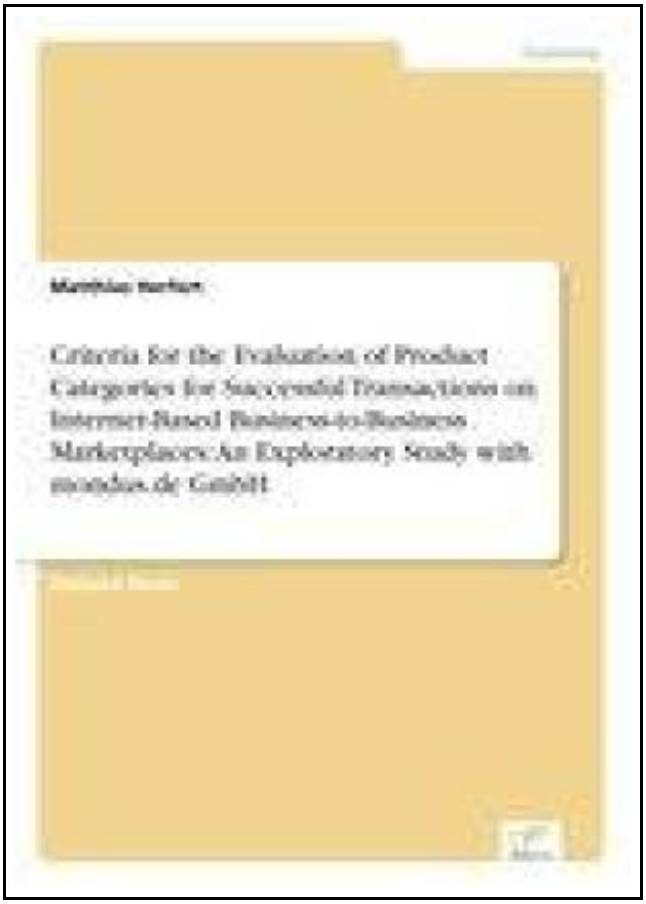
Criteria for the Evaluation of Product Categories for Successful Transactions on Internet-Based Business-to-Business Marketplaces: An Exploratory Study with mondus.de GmbH



Filesize: 2.98 MB

Reviews

This written publication is wonderful. It can be writter in straightforward phrases instead of confusing. I discovered this pdf from my dad and i suggested this publication to learn.
(Jesse Tremblay)

CRITERIA FOR THE EVALUATION OF PRODUCT CATEGORIES FOR SUCCESSFUL TRANSACTIONS ON INTERNET-BASED BUSINESS-TO-BUSINESS MARKETPLACES: AN EXPLORATORY STUDY WITH MONDUS.DE GMBH

DOWNLOAD PDF

Diplom.De Mrz 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x9 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2000 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Leipzig Graduate School of Management (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: The Internet plays an important role of today s management decision-making. Great opportunities have to be weighted against investments into knowledge, technology, and organizational restructuring. Often, great uncertainty is involved because of rapidly changing technologies and mutual dependence of transaction parties on each other s degree of technology adoption. The main advantage of electronically performed activities is its improved efficiency. In the past, business-to-business applications have been based on specific investments of individual firms that attempted to gain competitive advantages from proprietary electronic data interchange (EDI). However, investments were huge and flexibility was very limited. Nowadays, Internet technologies allow for global reach, ubiquity, and improved efficiency at reduced asset specificity. One business application of Internet technologies is the independent business-to-business Internet-based marketplace (IBMP), on which buyers and sellers can perform service, product, information, and money transactions. Due to the early stage of technology adoption, the suitability of specific IBMP-transactions is often unclear and all those actors involved have to make strategic decisions concerning the way in which future product transactions will be performed. With the help of this thesis, buyers, sellers, and marketplace providers can evaluate the transactional suitability of product categories. Such an evaluation is of particular importance to small- and medium-sized enterprises (SME). They often lack automation and economies of scale. Therefore, the potential of improved efficiency through Internet technologies is here especially high. An exploratory study with the IBMP mondus has allowed for an empirical testing of selected evaluation criteria within selected...

Read Criteria for the Evaluation of Product Categories for Successful Transactions on Internet-Based Business-to-Business Marketplaces: An Exploratory Study with mondus.de GmbH Online

Download PDF Criteria for the Evaluation of Product Categories for Successful Transactions on Internet-Based Business-to-Business Marketplaces: An Exploratory Study with mondus.de GmbH

Related Kindle Books

Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Save PDF »

Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

Save PDF »

Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Save PDF »

Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Save PDF »

California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

Save PDF »