

IS 628: Computer-based Information Systems
Reading Preparation Assignment
Chapter 7
E-Business Systems

Read Chapter 6 of the text, pp. 253 – 276.

Be prepared for class discussion based on the following questions:

1. Do you agree with the statement, “The growth of e-business is due to both business and technological innovations?” Explain.
2. What business capabilities are enabled by digital signatures and XML?
3. Describe some characteristics of the U.S. regulatory and legal environment that influenced the early growth of e-business applications.
4. What are some of the potential benefits of B2B applications that use the Internet?
5. Why has the Internet lowered the “switching costs” for consumers?
6. Describe some of the reasons that early dot-com companies had an initial advantage over traditional companies in developing an online sales capability.
7. What is meant by the term *multichannel* capability?
8. Describe some of the reasons why a company that is a traditional catalog retailer may have an advantage over a traditional store retailer when first developing an online sales capability.
9. Why might a firm choose to use an external service provider to host its public Web site?
10. What is one of the ways that the dot-com meltdown in the United States during the early 2000s influenced the growth of e-business in this country?
11. What is m-commerce and what are some of the new business opportunities associated with it?
12. Why might a business choose to participate in a social networking site such as Facebook?