

**An analysis of the influence of E-commerce on Chinese business
management**

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different departments, 15 (30%) were serving as team leaders in their respective departments while 10 (20%) were supervisors and only 5 (10%) were serving other positions in their respective departments. Table 4.2 and figure 4.2 below indicates the different positions held by the respondents for this research in their respective departments.

Position held by respondents		
position	number	Percentage
manager	20	40
Team leader	15	30
supervisor	10	20
others	5	10
Total	50	100

Table 4.2: Position held by the respondents

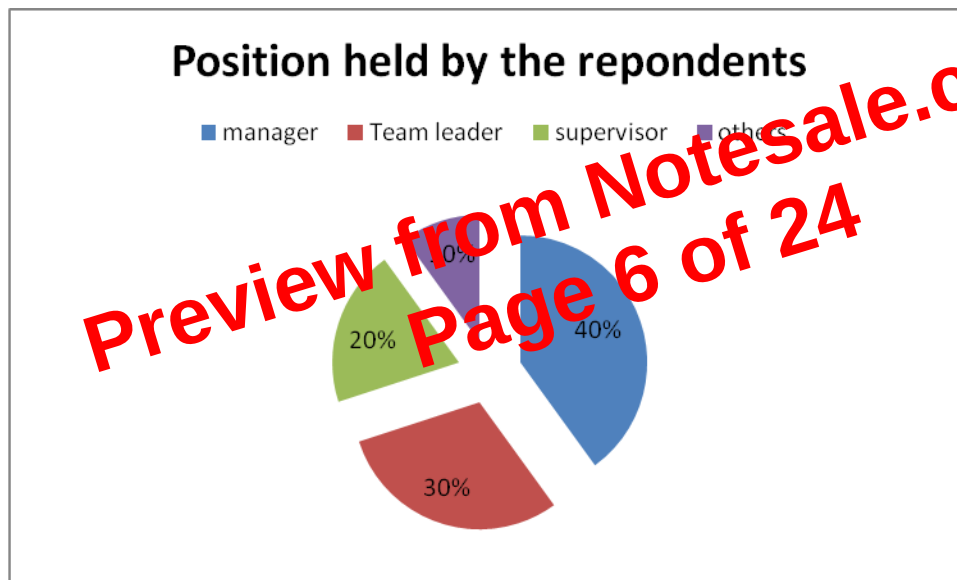


Figure 4.2: Position held by the respondents

4.3.2 E-commerce Activities

The respondents were also requested through the questionnaires to indicate whether the company uses E-commerce in the performance of their activities. The respondents were to indicate the use of E-commerce in the company based on their experience in the company. All the respondents (100%) indicated that the company made use of E-commerce. Furthermore, the respondents were

the customers to the information are collected. The client coverage where a company is using E-commerce is high as indicated by some of the general comments.

4.4 Analysis and discussion

The findings of this research were analyzed and discussed by the researcher. The analysis and discussion of the findings is presented in this chapter. Different E-commerce activities and models are discussed in this chapter, the motivations and advantages of E-commerce to business management are also discussed in this chapter and finally the influence of E-commerce on the business management is also provided in the chapter.

4.5.1 E-commerce activities and Models

E-commerce is defined as a modern methodology of performing business activities. This methodology addresses the needs of business entities, merchants and consumers of a given product to reduce the cost involved in the performance of their businesses without compromising the quality of the goods and services offered by the company. This process increases the speed of doing business and is mainly done through the internet. In simpler terms E-commerce means that business is done electronically. There are different activities that are involved in E-commerce for businesses. Electronic Data Interchange is one of the activities that are performed by businesses involved in E-commerce. Electronic Data Interchange refers to the process through which economic agents exchange information through the use of the internet connections. The information may be related to different activities the parties indulge. For instance, data concerning the different products that are produced by a given company can be transferred to a customer via interconnected computers. Electronic Funds Transfer is also another activity of E-commerce where funds are transferred from one economic agent to another. Internet marketing and internet advertising is the most common E-commerce activity since the wake of internet

services. Online Transaction Processing is also another E-commerce activity where transactions with the customers of the company are performed in the real time. The other activities of E-commerce include online direct marketing, selling and services, online banking and billing, secure online information distribution and corporate purchasing online (Palmar and McCole, 2000).

Performance of these E-commerce activities by a business is facilitated through a number of technologies including the internet, intranet and extranet. The internet connects businesses worldwide and offers universal access of information by different economic agents. Therefore a business may indulge in E-commerce through the internet where it would be accessible to a worldwide market space (Stankovic and Djukic, 2001). Intranet refers to the connection of computers within an organization. Transfer of information within the business is facilitated through these intranet connections. Extranets refer to the connection of a few businesses which may have similar interests. For instance a supplying company electronically connected to the purchasing company. Internet connections, intranet and extranet provide the foundation for E-commerce i.e. they facilitate online performance of business activities like ordering, invoicing and payment.

There are different models of doing E-commerce. The methods depend on the nature of the business that the company is involved and the different business partners of the company. The main models of E-commerce include business-to-business (B2B) model, Business-to-consumer (B2C) model, consumer-to-consumer (C2C) model and consumer-to-business (C2B) model (Dou and Chou, 2002). Business-to-business model entails performance of business transactions between houses electronically. These transactions include ordering, purchasing and other administrative tasks for business entities. It is simply the trading of goods and services like