



Evolution of e-Business

Course prepared for:

Summary : Evolution of e-Business

Pertemuan 13 – 14

DISKUSI & PRESENTASI



Evolution of e-Business

Concept of STRATEGY ...

IS Vision

The Concept of VALUE CREATION

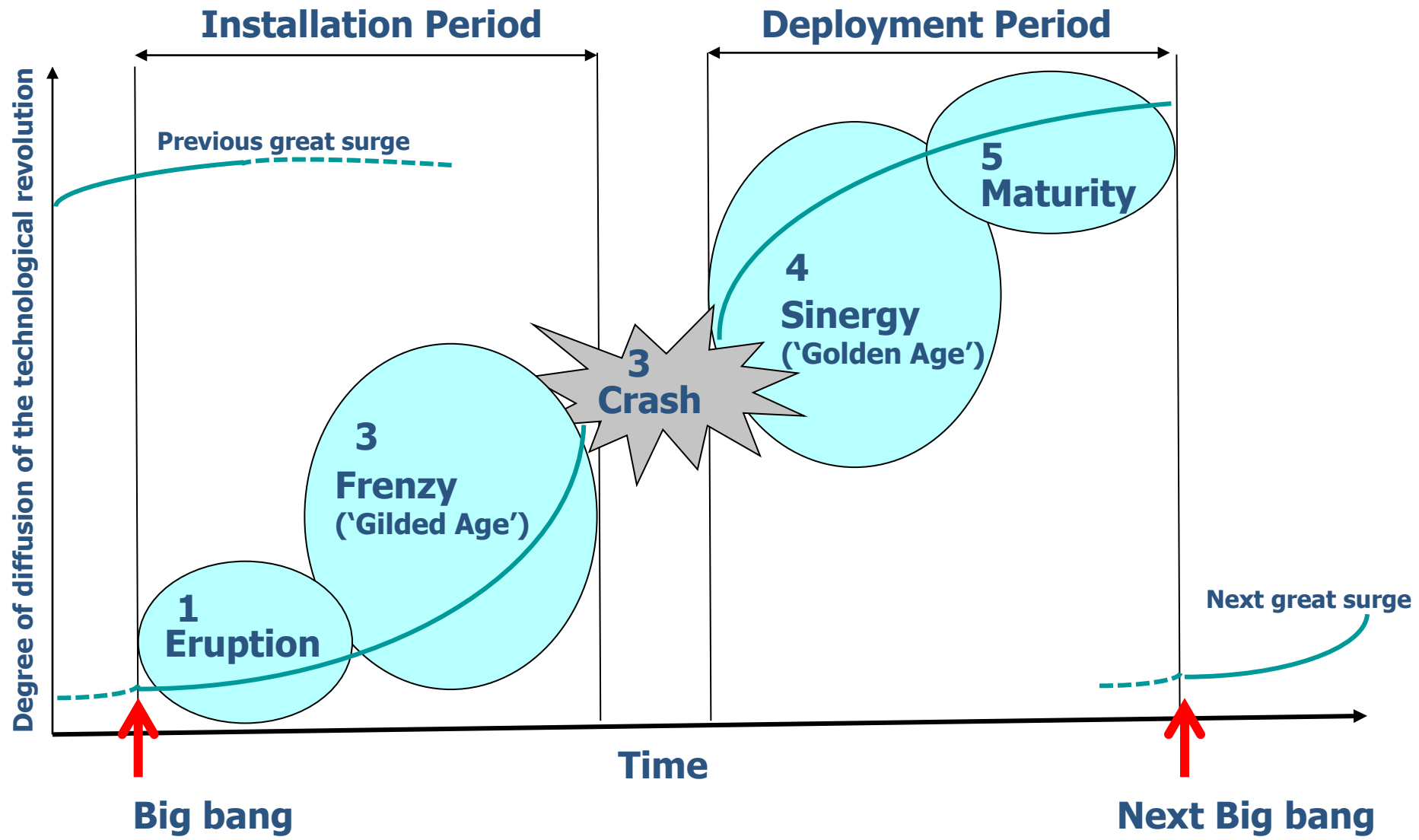
The ability of a firm to create value of its customers is a prerequisite condition for achieving sustainable profitability.

In the context of e-Business strategies, the concept of value creation deserves special attention because many Internet start-ups that ended up in bankruptcy at the end of the Internet boom years did not pay enough attention to this issue.

Nowadays, in a harder and more turbulent business environment, it is imperative that **strategies focus on what value to create and for whom.**

Evolution of (Technology) e-Business in simple word

Adapted from source: TAWFIK JELASSI and ALBRECHT ENDERS, STRATEGIES for e-BUSINESS, Creating Value through Electronic and Mobile Commerce, *Concepts and Cases*, 2004, Prentice Hall,



Lakukan juga eksplorasi dalam Konsep dan Konteks Evolution of e-Business dalam lingkungan lengkap : Eko-sistem sd Hal spesifik dalam telaah anda.

Lakukan eksplorasi dan temukan peta evolusi dalam konsep & konteks eBusiness ??