CHAPTER 8

Agenda

- E-government
- Implementing e-government
- E-learning
- Online publishing and E-Books
- Blogs and wikis
- Knowledge management and E-Commerce
- Customer-to-customer E-Commerce
- Peer-to-peer networks and applications
E-government is a growing e-commerce application that includes many topics.

As e-commerce matures and its tools and application improve, greater attention is being given to its use.

To improve the business of public institution and governments.
What is E-government?

- E-government is an e-commerce model in which a government entity buys or provides goods, services, or information to businesses or individual citizens.

- E-government offers an opportunity to improve the efficiency and effectiveness of the government functions.

- Allow access to more information generated by the government, as well as facilitating transactions with and within governments.
Scope of E-government

- It provides citizens and organization with more convenient access to government information and services.

- It provides delivery of public services to citizens, business partners, and those working in the public sector.

- It is also an efficient and effective way of conducting government business transactions with citizens and business and within governments themselves.
Categories of E-government

- Several major categories fit within this definition
  - G2C
  - G2B
  - G2G
  - IEE
  - G2E
The basic idea is to enable citizens to interact with the government from their homes.

It includes all the interactions between a government and its citizens that can take place electronically.

G2C enables citizens to ask questions of government agencies and receive answers, pay taxes, receive payments and documents.
Governments seek to automate their interactions with business.

E-government category that includes interactions between governments and businesses.

Government selling to business and providing them with services, and businesses selling products and services to government.

Two keys G2B areas are; Government E-Procurement and Government E-Auctions.
This category consists of EC activities between units of government, including those within one governmental body.

G2G aimed at improving the effectiveness or the efficiency of the government.
Government to Employee (G2E) and Internal Efficiency and Effectiveness (IEE)

- E-government category that includes activities and services between government and employees.

- G2E applications may be especially useful in enabling efficient communication.

- IEE provides tools for improving the effectiveness and efficiency of government operations and the processes are basically intra-business applications implemented in government units.
Like most other organizations, government entities want to move into the digital area and become click-and-mortar organizations.

Therefore, one can find a large number of EC applications in government organizations.
E-Learning is gaining much attention, especially because world-class universities such as MIT, Harvard and Stanford are implementing it.

E-Learning is the online delivery of information for purposes of education, training, or knowledge management.

E-learning may include the use of web-based teaching materials and hypermedia in general, multimedia CD-ROMs, websites, discussion boards, e-mails, blogs ... etc
Forces that are driving the transition from traditional education to online learning

- Global Network Connectivity and access
- Increasing costs of conventional education
- Move toward Digital Libraries
- Virtual Universities
- Electronic Commerce
- Globalization of businesses and education
- Rapidly changing content
E-learning is broader than online learning, which generally refers to purely Web-based Learning.

M-Learning has been proposed when the material is delivered wirelessly to cell phones.

E-learning can be useful both as an environment for facilitating learning at schools and as an environment for efficient and effective corporate training.
The Problem
- Cisco recognizes that its employees, business partners, and independent student require training on a continuous basis.
- Traditional classroom training was flawed by its inability to scale rapidly enough.

The Solution
- Cisco Believes that E-learning is a revolutionary way to empower its workforce and its partners with the skills and knowledge needed.
- Build two learning portals, one for 40 partner companies and one for 4,000 systems engineers.
To encourage its employees to use its e-learning programs
- Makes e-learning a mandatory part
- Offers easy access to e-learning tools
- Enables managers to track, manage and ensure employee
- Gives those fail tests precision learning targets to help them

Cisco converted a popular four-and-a-half-day, instructor-led training (ILT) to e-learning program the goal was to teach system engineers how to sell, install, configuration and maintain
The Results

- Its cost $12,400 to develop the course
- Saved each SE 1 productivity day and 20% of the travel and lodging cost of a 1-week training course in San Jose, totaled $1,200 per SE
- Seventeen SEs attended the course, so Cisco recovered the development costs and save $8,000
- Cisco saves 1,152,000 net for just this one course every 12 months
Benefits and drawbacks of e-learning

- Most Specific Benefits
  - Time reduction
  - Large volume and diversity
  - Cost Reduction
  - Higher content retention
  - Flexibility
  - Update and consistent material
  - Fear-Free environment
Possible drawbacks

- Need for instructor retraining
- Lack of face-to-face interaction and campus life
- Equipment needs and support services
- Maintenance and updating
- Protection of intellectual property
- Student retention

Some of these drawbacks can be reduced by advanced technologies
E-learning failures

- It's believed that e-learning failures are due to the following
  - Believing that e-learning is always a cheaper learning
  - Overestimating what e-learning can accomplish
  - Overlooking the shortcomings of self-study
  - Viewing content as commodity
  - Assuming that learned knowledge will be applied

  To prevent failure these issues must address carefully and systematically
Distance Learning is the formal education that takes place off campus, usually, but not always through online resources.

Virtual university is online university from which student take classes from home or other off-site locations, usually via the internet.
The Drivers of E-Training

- Technological change
- Globalization
- Network Connectivity
- Competition and cost pressures

Most Companies combine online and offline E-training
Edutainment is the combination of education and entertainment, often through games.

- E-learning tools

  - webCT and blackboard
  - IBM Workplace collaborative learning 2.6 software
  - Ecollege
Online publishing is the electronic delivery of the newspapers, magazines, books, news, music, videos and other digitizable information over the internet.

E-zines is electronic magazine or newsletter delivered over the internet via e-mail.
Approaches and methods to online publishing

- Online-archive approach
- New-medium approach
- Publishing-intermediation approach
- Dynamic approach

Many online content providers are starting to charge for the content because advertising is proving insufficient to cover their expenses.
Webcasting is a free internet news service that broadcasts personalized news and information, including seminars, in categories selecting by the user.

Webinars is a seminars on the web

Podcast is a media file that is distributed over the internet using syndication feeds for playback on mobile devices and personal computers.

Podcaster is the host or author of the podcast
E-book is a book in digital form that can be read on a computer screen or on a special device.

E-Books can be delivered and read in various ways:

- Via web access
- Via web downloaded
- Via a general-purpose reader
- Via web server
Types of E-books

- Traditional book format
- Online bookshelf
- The download
- The Rubics-Cube hyperlink book
- The Online reference book model
Advantages and Limitations of E-Books

- **Advantages**
  - Readers can carry as many as 80 books
  - Easy search capabilities and links
  - Reduce some of the physical burdens of traditional books
  - Lower production, marketing and delivery costs

- **Limitations**
  - Require hardware and software that may be too expensive
  - Difficult to read large amounts of materials on screen
Print on demand refers to customized printing job, usually in small quantities and possibly only on document to book.

The print on demand process has three steps:

1. A publisher creates a digital master in Adobe system Acrobat format and send it to a specialized print on demand company.
2. When an order is placed a print on demand machine prints out the text of the document or book. And the process takes about a minute for 300 page book.
3. The book is packaged and shipped to the publisher or consumer.
Blogging is a technology for personal publishing on the internet.

Blog is a personal website that is open to public to read and to interact with dedicated to specific topic.

Blog started to be popular after the terrorist attach of September 11, 2001

Many types of blogs are available the most common type of blog are professional blog, which focus on professions, job aspects and careers building

Building a blog doesn’t need any software to be installed or obtain a domain.

You can create your own blog easily using blogger.com or pitas.com they are very user friendly.
Blogging

- Types of blogs:
  - Personal blog: diary or commentary by an individual
  - Corporate and organizational blog: A blog can be private or it can be for business purposes and used internally to enhance the communication in a corporation
  - By genre: blogs focus on a particular subject, such as political blogs, travel blogs (also known as travelogs), house blogs, fashion blogs, education blogs, classical music blogs, quizzing blogs
  - By media: A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs.
  - By device: Blogs can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a moblog.
  - Reverse blog: A Reverse Blog is composed by its users rather than a single blogger. These can be written by several contributing authors on a topic, or opened up for anyone to write. It’s like a Web Forum.
Wiki" (pronounced ['witi] or ['viti]) is a Hawaiian word meaning "fast" or "quick"

A wiki is a blog that allows everyone to participate as a peer, anyone may add, delete or change contents.

Ward Cunningham, the developer of the first wiki software, WikiWikiWeb, originally described it as "the simplest online database that could possibly work."
Commercial uses of blog

- 8% of U.S.-based organizations operate business blogs.
- 55% of them operate external (facing out) blogs to communicate with customers.
- 48% of them have established internal blogs to enhance employees communication with each other.
Potential risks of blogs

- Two obvious examples are the risk of revealing trade secrets and of making statements that are or could be construed as libel or defamation.

- Blog-related risks can be minimized by applying the 3-Es of electronic risk management:
  - Establish comprehensive, clearly written rules and policies.
  - Educate Employees about blog-related risks, rules, and regulations.
  - Enforce blog policy with disciplinary action and technologies, use blog search engines to monitor the blog and keep track of what is being written about your company.
Knowledge management (KM) is the process of capturing or creating knowledge, storing it, updating it constantly, interpreting it, and using it whenever necessary.

KM used to improve the functionality of any organization; it's considered an asset of any organization.

Organizational knowledge base is the repository for an enterprise accumulated knowledge. Knowledge is collected from external and internal sources.
KM types and activates

- KM types:
  - Human capital
  - Structured capital (organizational capital)
  - Customer capital

KM tasks:
- create knowledge repositories
- Enhancing knowledge environment in order to conduct more effective knowledge creation and transfer and use
- Managing knowledge as an asset so it increase the effective use of knowledge assets over time.
- Improve knowledge access to facilitate its transfer between individuals.
How is knowledge management related to EC

- Core knowledge management activates for companies doing EC should include the following electronic support activates identification, creation, capturing, classification, distribution, utilization and evolution.

- Knowledge portal is a single-point-access software system intended to provide timely access to information and to support communities of knowledge workers.

- Information intelligence refers to information, data, knowledge and the semantic infrastructure that enables organization to create more business application.
Online advice and consulting

- Another use of knowledge online is offering advice and consulting services
  - medical advice
  - Management consulting
  - Legal advice
  - Financial advice

Expert location system is computerized system that helps employees to find and connect with colleagues with expertise required for specific problem.

Desktop search is the search tool that search you’re the contents of a user’s or organization's own computer files Ruther than searching the internet.
**Consumer - To – Consumer Commerce**

- **C2C**: E-Commerce model in which consumers sell directly to other consumers. Example eBay.

**Its Applications**

- **Classified Ads**: People sell to other people everyday through classified ads. Example freeclassified.com

- **Personal Services**: Are available on internet as lawyers, handy helpers, dating services, investment clubs

- **CSC Exchanges**: consists of
  - **C2C bartering exchange**: In which goods & services are exchanges without monetary transactions. E.g target barter.com
CSC Exchanges

- **Consumer Exchanges:** Helps buyers & sellers find each other & negotiate deals OR another form is consumer exchange information about products. E.g. opinion.com

- **Selling Virtual Properties:** Millions of online players in China are selling & buying online virtual properties via auctions when playing the game.

- **Support Service For C2C:** Since individuals buy products/services from other individual, some issues have to be considered like quality, receiving payments

*Therefore, Some intermediary companies helps C2C as PayPal company for example*
Peer To Peer Network Applications

- C2C is based on computer architecture known as (P2P) which is type of network where client computer can share files or computer resources directly without central server.

Benefits

1. It can expand universe of information accessible from personal computers or mobile devices.
2. Offers better security, reliability and availability of content
Properties of P2P

- They provide for real time access to other users through techniques as instant messages.
- The users' computers can act as both client and server.
- The overall system is easy and well integrated.
- P2P maximize the use of physical attributes as storage space.
- It provides an easy system for sharing, publishing.
C2C P2P Applications

- Napster-The File Sharing Utility
  People can download files that other people are willing to share example music, games

- Other File Sharing Programs
  1. Gnutella
  2. Kazaa

- Other Commercial P2P Applications
  1. Lending
  2. Bartering

- Intra business P2P Applications
B2B P2P Applications

- It helps the business relationships to communicate, interact, transact with each other.

However, it needs to address security and scalability issues.

B2C P2P Applications

P2P helps in marketing, advertising and B2C payment.

Example, certrapay.com which is P2P email payment platform that enables e-banking customer to send and receive money using email address.
Thank you 😊