

电子商务

Electronic Commerce

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1.2 认知电商类型

A faint, light blue world map is visible in the background, overlaid with a network of dashed lines and small circular nodes, suggesting a global digital or e-commerce theme.

8848的模式之变

现在，阿里巴巴，马云，15年前，8848

成立于**1999年5月18日**，

是中国电子商务企业的旗舰。

1999年1月从四个人、约16万起步，迅速发展成为中国电子商务的标志性企业。

1999年11月，Intel公司总裁**贝瑞特**访华，称8848是“**中国电子商务领头羊**”

2000年2月，美国《时代周刊》称8848网站是“**中国最热门的电子商务站点**”

2000年7月，8848被《福布斯》杂志列入**中国前十大网站**

8848的模式之变



电子商务的分类

1. 交易**主体**的性质
2. 交易的**数字化**程度
3. 交易使用的**网络**类型
4. 交易**主体**所属**关境**.

一、按交易主体的性质分类

企业间电子商务 (Business-to-Business, B2B)

指所有参与者都是企业或其他组织的电子商务模式。

企业与消费者电子商务
(Business-to-Consumer, B2C)

企业面向个体消费者提供产品或服务的电子商务模式。

消费者间电子商务
(Consumer-to-Consumer, C2C)

消费者直接与其他消费者进行交易的电子商务模式

一、按交易主体的性质分类

企业间电子商务（Business-to-Business，B2B）

The image shows a login interface for the Haier Group Electronic Bidding Information System. At the top, the Haier logo is displayed in blue, followed by the Chinese characters '海尔' and the text '集团电子招标信息系统'. Below this is a dark blue horizontal bar. The main login area is white and contains the following elements: on the left, the word 'LOGIN' in blue with '用户登录' and a right-pointing arrow below it; in the center, two input fields for '用户名' (Username) and '密码' (Password); to the right of the password field is a blue button labeled '登录' (Login); below the password field are two smaller blue buttons labeled '找回密码' (Forgot Password) and '取消' (Cancel); and on the far right, the slogan '真诚到永远' (Sincerity is forever) is written in red cursive.

Haier 海尔 集团电子招标信息系统

LOGIN
用户登录 ▶

用户名

密码

找回密码 取消 登录

真诚到永远

一、按交易主体的性质分类

企业间电子商务（Business-to-Business，B2B）



一、按交易主体的性质分类

企业与消费者电子商务（Business-to-Consumer，B2C）



一、按交易主体的性质分类

企业与消费者电子商务（Business-to-Consumer，B2C）

The image shows a screenshot of the Tmall.com website homepage. The top navigation bar includes the Tmall logo, a search bar with the text "天猫年中大促" (Tmall Mid-Year Big Sale), and various utility links like "登录" (Login), "注册" (Register), "购物车" (Shopping Cart), and "收藏夹" (Favorites). Below the navigation bar, there are several promotional banners and product listings. The main banner features a woman in a red dress and the text "1元,就能耍大牌!" (1 Yuan, you can play big brand!), "1-5折包邮, 最后3小时!" (1-5% off with free shipping, last 3 hours!), and "火速秒杀" (Lightning Deal). Below this, there are two product listings: a GAP tank top for ¥12.9 (10% off) and a Veromoda dress for ¥29 (10% off). To the right, there are more promotional banners for "男装大牌 1折甩卖" (Men's Big Brand 10% off), "全场包邮 限时抢购" (Full site free shipping, limited time purchase), and "全新天才黄油+ 亚太首发" (New天才黄油+ Asia Pacific premiere). At the bottom, there is a banner for "MO&Co. DE PARIS" with the text "全场包邮返积分" (Full site free shipping, return points).

一、按交易主体的性质分类

消费者间电子商务 (Consumer-to-Consumer, C2C)

The screenshot shows the Taobao.com homepage. At the top, there's a navigation bar with '淘宝网 Taobao.com' and various utility links like '我要买', '我要卖', '我的淘宝', '社区', '交易安全', '客服中心', and '开始全新搜索'. Below this is a search bar with '搜索宝贝' and '所有分类'. A large banner for '去旅行 免费住酒店' is prominent. The page is divided into several sections: '公告栏' (Announcements), '淘宝集市' (Taobao Market), '品牌商城' (Brand Mall), '二手闲置' (Second-hand/Idle), and '最新成交' (Latest Transactions). Each section contains various product listings and promotional offers.

The screenshot shows the eeachnet.com homepage. The top navigation bar includes '注册', '买东西', '卖东西', '我的易购', '速购店', '社区', '客服中心', '开始全新搜索', and '搜索'. Below the navigation is a search bar with '搜索物品' and '所有物品分类'. A large banner for '百年哈藥' (Bainian Ha Yao) is featured. The page layout includes sections for '活动与公告' (Activities and Announcements), '超值竞拍' (Super Value Auctions), '点卡典狂送' (Point Card Crazy Giveaway), and '最新成交' (Latest Transactions). The right side of the page has a vertical sidebar with '推荐商品' (Recommended Products) and '购物车(0)' (Shopping Cart).

一、按交易主体的性质分类

马云谈阿里巴巴

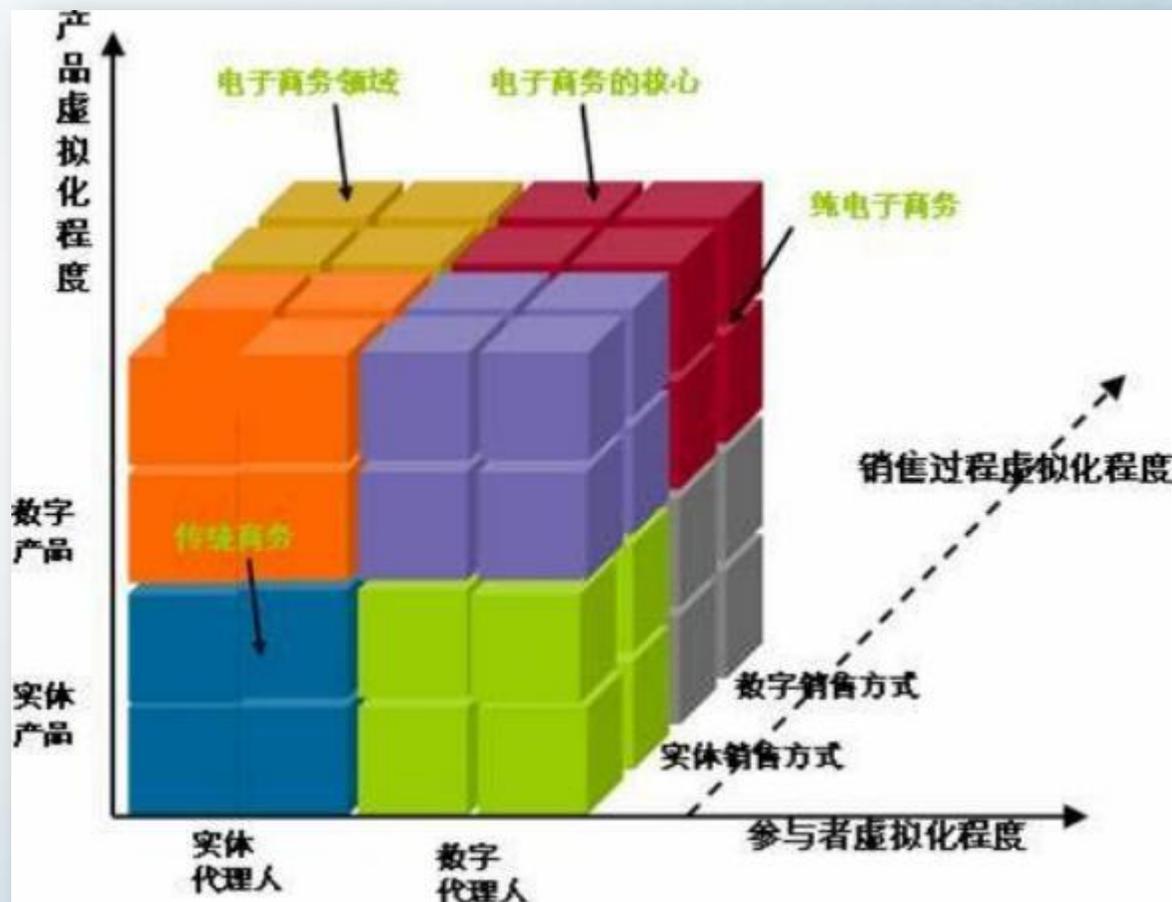
1.2 2015年-马云杨致远谈阿里巴巴

二、按交易的数字化程度分类

产品(服务)、过程、 配送

- 完全电子商务
- 不完全电子商务

并例：图书、电子书



三、按使用的网络类型分类

- 基于**有线互联网(Internet)**的电子商务
(插播PC商务视频)
- 基于**移动网络(Mobile net)**的电子商务
(插播移动商务视频)



四、按交易主体所属关境分类

● 跨境电子商务(cross-border business)

分属不同关境的交易主体，通过电子商务平台达成交易、进行支付结算，开通过跨境物流送达商品、完成交易的一种国际商业活动。



总结

B2B2C, M2C, G2C, C2B, O2O

本节课结束

A faint, light blue world map is visible in the background, overlaid with a network of dashed lines and small circular nodes, suggesting a global or digital theme.