

E-Commerce Case

Analysis

电子商务案例分析

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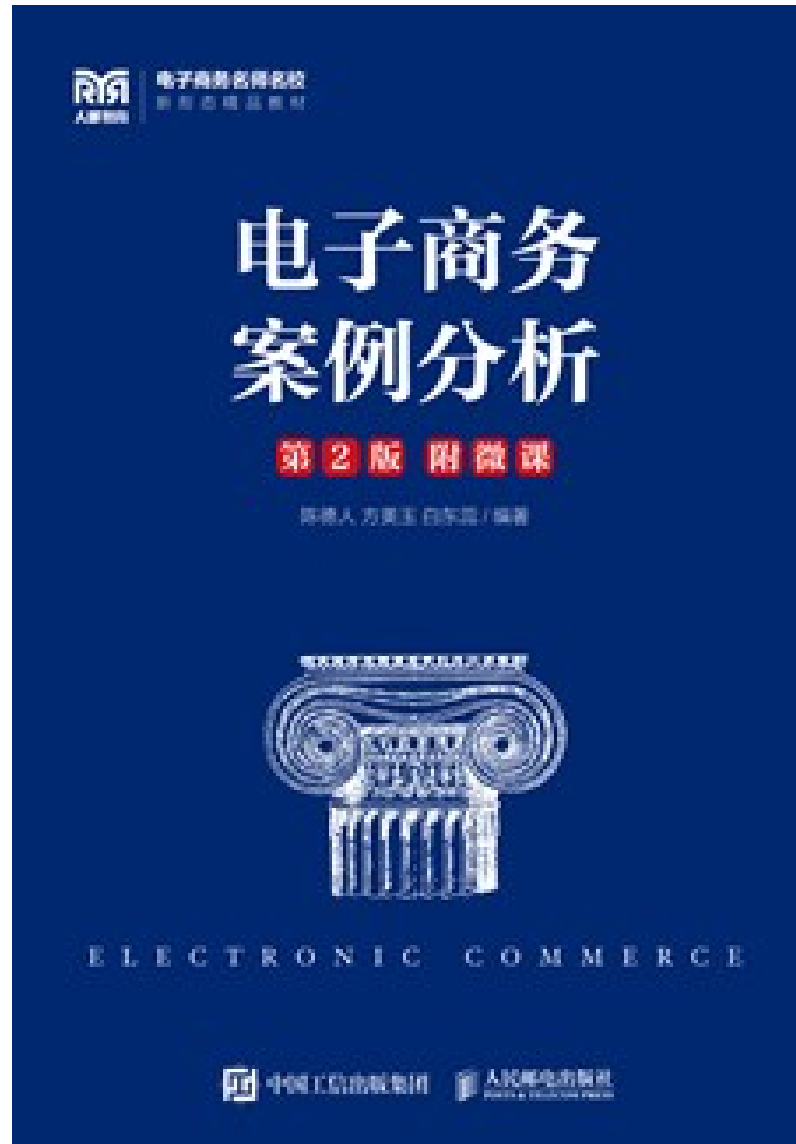
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Bibliography

Text book and
Reference books



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Course design/outline

Number	Content	Time
Lecture 1	Introduction to E-Commerce	Sep. 6
Lecture 2	The development of E-commerce and Case analysis on Amazon	Sep. 13
Lecture 3	The technological foundation of E-Commerce	Sep. 20
Lecture 4	Online retail	Sep. 27
Lecture 5	Content commerce	Otc. 11
Lecture 6	Social commerce (Group confirmation)	Otc. 18
Lecture 7	New retail	Otc. 25
Lecture 8	Cross-Border E-commerce	Nov. 1
Lecture 9	Rural E-Commerce	Nov. 8
Lecture 10	Mobile E-Commerce	Nov. 15
Lecture 11	Industry-specific application	Nov. 22
Lecture 12	E-Commerce Case Analysis Method	Nov. 29
Lecture 13	E-Commerce logistics	Dec. 6
Lecture 14	Online Marketing/Digital Marketing	Dec. 13
Lecture 15	Electronic Payments and Internet Finance	Dec. 20
Lecture 16	Customer Relationship Management/E-Commerce Security	Dec. 27
Lecture 17	Group presentation	Jan. 3
Lecture 18	Group presentation	Jan. 10



Case Analysis

What is a case

- A case is a description of an actual situation, commonly involving a decision, a challenge, an opportunity, a problem, or an issue faced by a person (group) in an organisation.
- It is usually a real situation that happened just as described though part of information is hidden due to the business intelligence.
- Cases are provided in such a way that you can replace the manager in a specific situation to make decisions to solve the problems.

What is a case analysis

- As a methodology used in social science, a case analysis involves an in-depth investigation of a phenomenon within its real-life context.
- It analyzes persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.
- A case study involves single or multiple cases, includes quantitative evidence, relies on multiple sources of evidence, and benefits from the prior development of theoretical propositions.

Case analysis

Understanding skills ●

By reading cases carefully, you can increase your understanding of what managers should do and why they should do it in a specific scenario

● Oral and written communication skills

Discussion, presentation, and writing reports are necessary for a case analysis. When you make a discussion or presentation, you not only listen to your peers but also express your points and convince them of your views. Besides, you have to learn to express your points by writing a case analysis report. As a result, a set of speaking, listening, writing, and debating skills are developed.

Analytical skills ●

During the process of case analysis, you can develop qualitative and quantitative frameworks to analyze business situations, including problem identification skills, data handling skills, strengths and weakness evaluation skills, and critical thinking skills.

why

● Application skills

For the applied discipline such as e-commerce, knowing "what" and "why" is not enough. You have to know "how", which requires your application skills. By virtue of case analysis, you can apply the tools, techniques, and theories you have learned to an organization in a similar situation so as to improve your practice skills.

Decision-making skills ●

A case analysis usually requires you to place yourself in the position of a manager and make a decision. That means you have to identify the possible alternatives, establish the evaluation criteria, evaluate alternatives and make the best choice in a specific situation.

● Social and cooperation skills

When participating in a discussion, or preparing a team presentation or case report, you have to socialize and cooperate with your peers. It helps you to practice conflict resolution skills and the art of compromise, which will benefit your future career.

Why you should study E-Commerce

Technology is evolving at an exponential rate, empowering entrepreneurs to create new business models and ventures in established industries, thereby transforming, and in some cases eliminating existing business models and entities. In addition to this, the rapid growth of e-commerce offers great prospects for employment and career development.

Improvements in underlying information technologies and continuing entrepreneurial innovation in business and marketing promise as much change in the next decade as was seen in the previous two decades. The twenty-first century will be the age of a digitally enabled social and commercial life, the outlines of which we can still only barely perceive at this time. It appears likely that e-commerce will eventually impact nearly all commerce, and that most commerce will be e-commerce by the year 2050, if not sooner.

Business fortunes are made—and lost—in periods of extraordinary change such as this. The next five years hold exciting opportunities—as well as significant risks—for new and traditional businesses to exploit digital technology for market advantage, particularly in the wake of the COVID-19 pandemic, which is expected to have a broad and lasting impact on many aspects of life, ranging from how businesses operate, to consumer behavior, to social and cultural life.

It is important to study e-commerce in order to be able to perceive and understand the opportunities and risks that lie ahead.

Learning objects

- 1 | Understanding the concept and conceptual models of e-commerce
- 2 | Comprehend the classification of E-commerce
- 3 | Gain knowledge about the origins and development of e-commerce, as well as its impact on business and individuals
- 4 | Master the secrets of Amazon's success



Section 1

Introduction to E- Commerce



What is "Commerce" (商务)

Commerce refers to the collective term for a series of operational and managerial activities conducted by market-oriented economic entities with the aim of profit, in order to facilitate the exchange of goods.

Commerce entities (商务实体)

The diversity of modern commerce entities includes all market-oriented economic entities with profit as their goal. Commerce entities encompass enterprises, government departments (including public institutions), households, and individuals.

Essence (本质)

The essence of modern commerce lies in the exchange of goods, which involves the transfer of ownership through buying and selling

Objects (对象)

The objects or subjects of modern commerce are all economic resources, including tangible (有形的) and intangible (非物质的) goods

Activities (活动)

Commerce activities encompass procurement(采购), production, sales, commercial negotiations, price comparisons, business decision-making, marketing strategies, promotion and advertising, pre-sales and after-sales services, customer relations, consulting services, and more.

E-commerce



According to the "E-commerce Law of the People's Republic of China" (referred to as the "E-commerce Law"), e-commerce refers to the business activities of selling goods or providing services through information networks such as the Internet, telecommunications networks, mobile Internet, and the Internet of Things (IoT).

The term "business activities" refers to continuous business activities conducted with the purpose of making a profit. To determine whether an activity is a "business activity," the subjective nature of the behavior is primarily considered, meaning that the intention is to make a profit, regardless of whether the activity is actually profitable or not. Therefore, even if the basic services provided by e-commerce operators are free, as long as their activities have a profit motive, they should be recognized as e-commerce.

Other definitions of E-commerce

The term was coined and first employed by Robert Jacobson, Principal Consultant (首席顾问) to the California State Assembly's Utilities and Commerce Committee (公共事业和商业委员会), in the title and text of California's Electronic Commerce Act (电子商务法), carried by the late Committee Chairwoman Gwen Moore and enacted in 1984.

- WTO (world trade organisation, 世界贸易组织): Electronic commerce, or e-commerce, is defined as the “production, distribution, marketing, sale or delivery of goods and services by electronic means” (WTO, 1998)
- OECD (Organisation for Economic Cooperation and Development, 经济合作与发展组织): e-commerce is defined as the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders.
- Wikipedia (维基百科): E-commerce (electronic commerce) is the **activity** of **electronically** buying or selling of **products** on online services or over the **Internet**.
- Schneider (2015): To many people, the term “electronic commerce” means shopping on the part of the Internet called the World Wide Web (the Web). However, electronic commerce (or e-commerce) also includes many other activities, such as businesses trading with other businesses and internal processes that companies use to support their buying, selling, hiring, planning, and other activities.



Defination of E-commerce

More formally, e-commerce can be defined as digitally enabled commercial transactions between and among organizations and individuals (C.Laudon, 2022).

Main components:

- Digitally enabled transactions

Digitally enabled transactions include all transactions mediated by digital technology. For the most part, this means transactions that occur over the Internet, the Web, and/or via mobile devices.

- Commercial transactions

Commercial transactions involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services. The exchange of value is important for understanding the limits of e-commerce. Without an exchange of value, no commerce occurs.

E-Commerce VS. E-Business

E-commerce refers to any form of business operations, management, or information exchange conducted using the Internet and modern communication technologies. It encompasses three aspects: internal coordination and communication within enterprises, collaboration between enterprises, and online transactions.



Narrowly defined, Electronic Commerce (EC):

Refers specifically to transactions conducted or activities related to transactions carried out on the Internet.



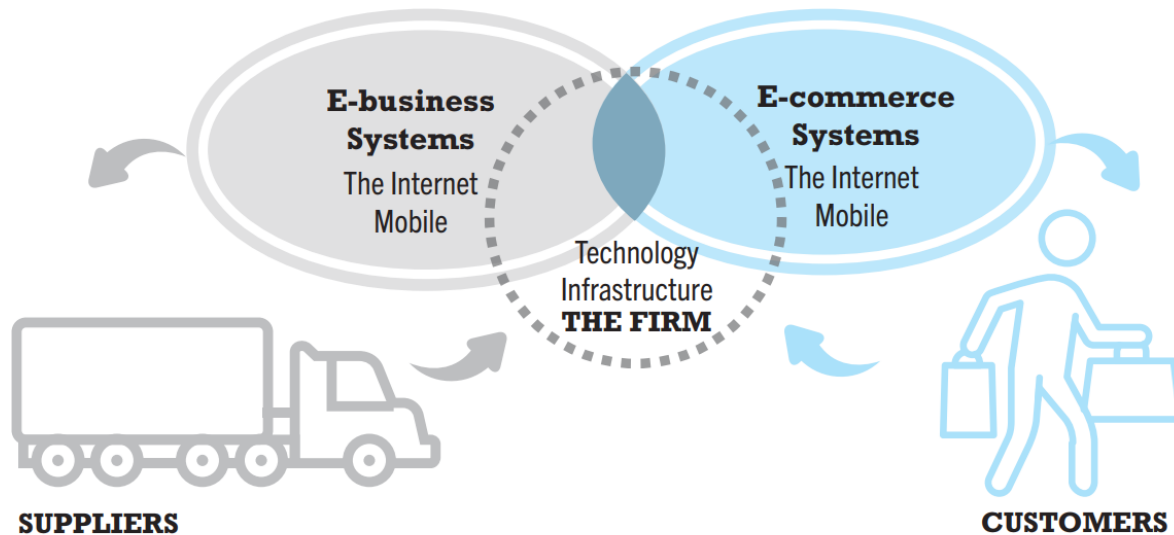
Broadly defined, Electronic Business (EB):

Refers to the use of information technology to digitize the entire business activity, including the utilization of different forms of networks such as the Internet, intranets, extranets, and other information technologies for conducting business activities.

E-Commerce VS. E-Business (C.Laudon, 2022)

FIGURE 1.1

THE DIFFERENCE BETWEEN E-COMMERCE AND E-BUSINESS



E-commerce primarily involves transactions that cross firm boundaries. E-business primarily involves the application of digital technologies to business processes within the firm.



E-Business

- The digital enabling of transactions and processes within a firm, involving information systems under the control of the firm
- E-business does not include commercial transactions involving an exchange of value across organizational boundaries
- A firm's e-business infrastructure provides support for online e-commerce exchanges
- The same infrastructure and skill sets are involved in both e-business and e-commerce.
- E-commerce and e-business systems blur together at the business firm boundary, at the point where internal business systems link up with suppliers or customers

The conceptual model of E-commerce

The conceptual model of e-commerce is an abstract description of e-commerce activities in the real world. It consists of fundamental elements such as e-commerce entities, electronic markets, transactional processes, and information flow, fund flow, trade flow, logistics, and more. These elements collectively form the conceptual model of e-commerce.

- **E-commerce entities**

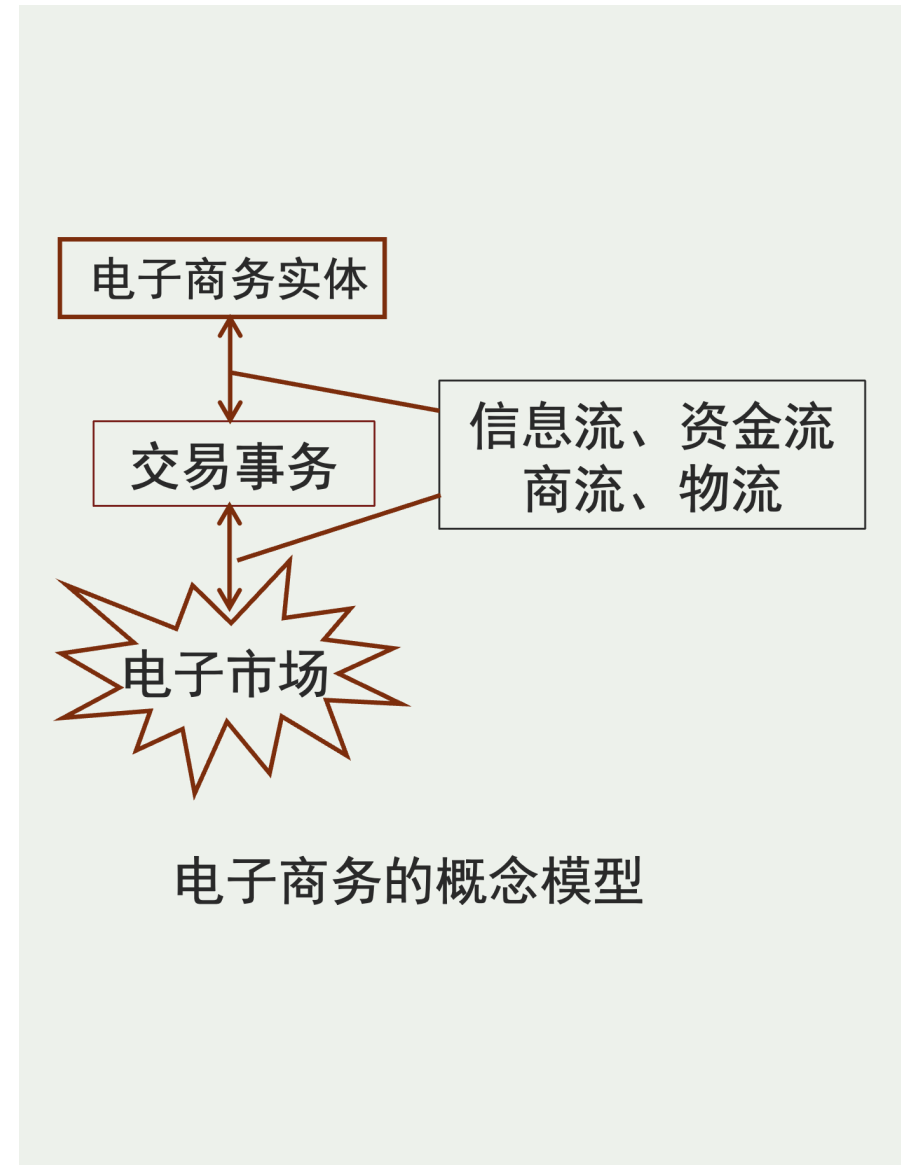
E-commerce entities refer to the objective entities capable of engaging in e-commerce activities. They can be enterprises (企业), intermediaries (中介), government (政府) entities, or consumers (消费者). These entities have the capacity to participate in various aspects of e-commerce, such as buying, selling, facilitating transactions, or governing e-commerce processes.

- **Transactions**

The processes of inquiry, quotes, payments, adverts and product delivery comprise of the commerce activities between e-commerce entities. Transactions feature the stages involved in conducting trades in the setting of e-commerce.

- **An electronic market**

Electronic Marketplaces are virtual spaces which facilitate the trade of goods and services. Network connections create a complete marketplace for businesses, where they can use a range of devices to interact, transact and engage in commercial activities. Buyers and sellers use the Internet and other digital platforms to communicate, carry out transactions and partake in business activities.



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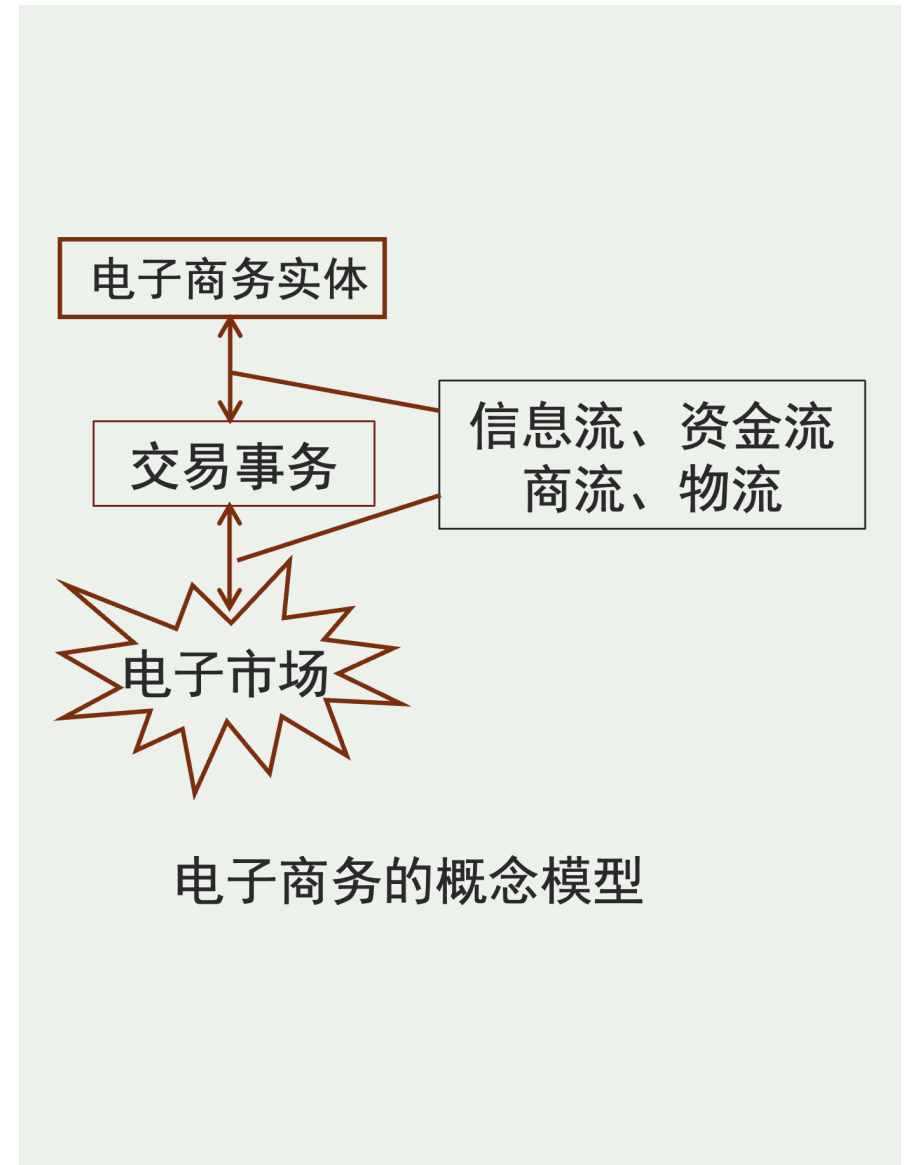
- Four flows: Information flow, fund flow, trade flow, and logistics

Information flow: The provision of product information, promotion, technical support, and after-sales service, the payment capability and payment reputation of the parties involved in a transaction..

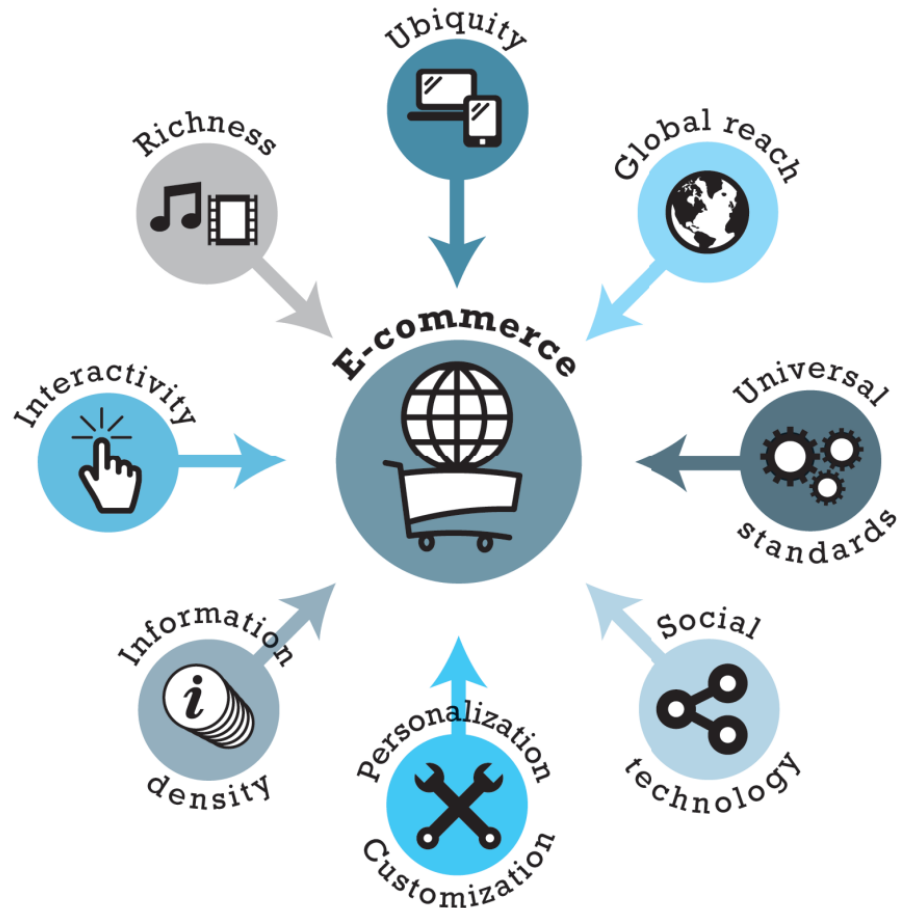
Fund flow: payment, transfer, settlement, and currency exchange..

Trade flow: goods transactions and the transfer of ownership

Logistics: transportation, storage, handling, packaging, processing, distribution, and logistics information management



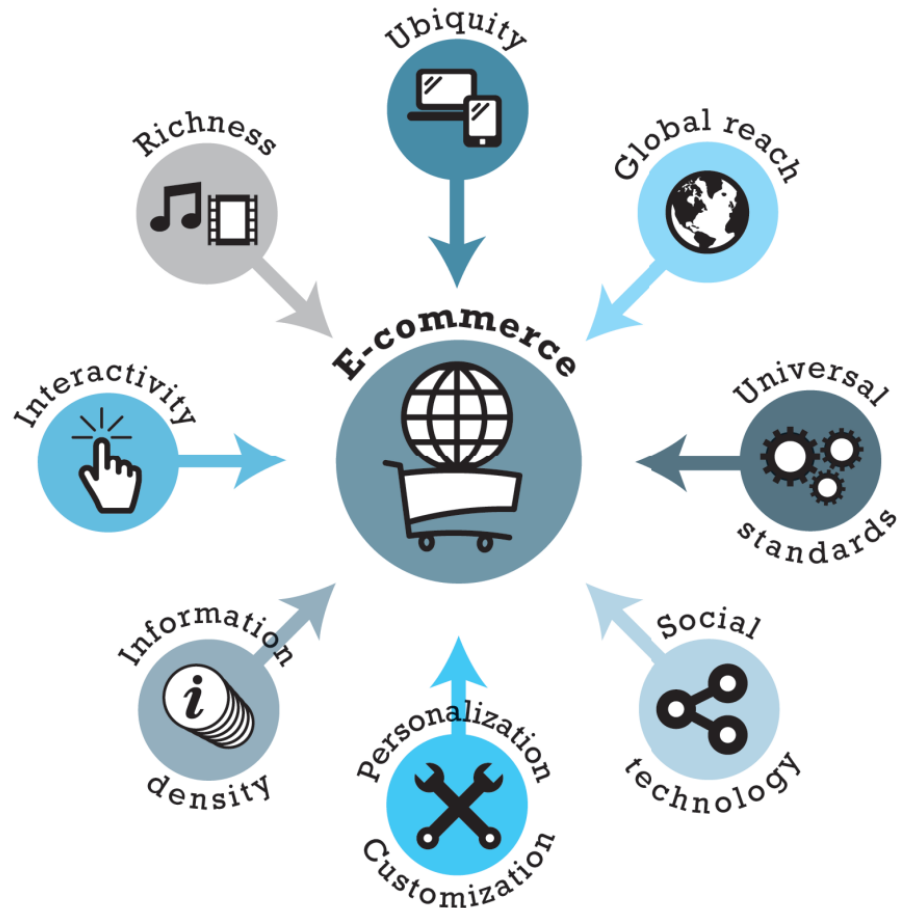
The unique features of E-commerce



Ubiquity (无处不在)

In traditional commerce, a marketplace is a physical place you visit in order to transact. For example, television and radio typically motivate the consumer to go someplace to make a purchase. E-commerce, in contrast, is characterized by its ubiquity: it is available just about everywhere, at all times. It liberates the market from being restricted to a physical space and makes it possible to shop from your desktop, at home, at work, or even from your car, using mobile e-commerce. The result is called a *marketspace*—a marketplace extended beyond traditional boundaries and removed from a temporal and geographic location. From a consumer point of view, ubiquity reduces transaction costs—the costs of participating in a market. To transact, it is no longer necessary that you spend time and money traveling to a market. At a broader level, the ubiquity of e-commerce lowers the cognitive energy required to transact in a marketspace. Cognitive energy refers to the mental effort required to complete a task. Humans generally seek to reduce cognitive energy outlays. When given a choice, humans will choose the path requiring the least effort—the most convenient path (Shapiro and Varian, 1999; Tversky and Kahneman, 1981)

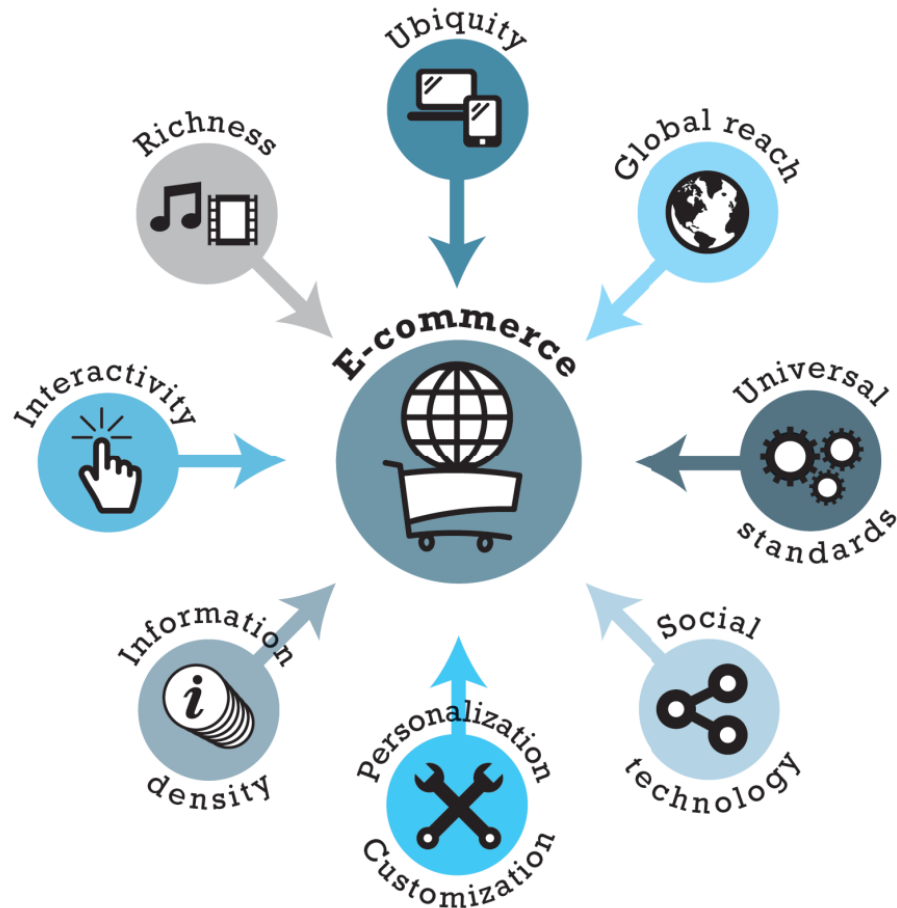
The unique features of E-commerce



Global reach (全球覆盖)

E-commerce technology permits commercial transactions to cross cultural, regional, and national boundaries far more conveniently and cost-effectively than is true in traditional commerce. As a result, the potential market size for e-commerce merchants is roughly equal to the size of the world's online population (an estimated 4 billion in 2020) (eMarketer, Inc., 2020e). More realistically, the Internet makes it much easier for startup e-commerce merchants within a single country to achieve a national audience than was ever possible in the past. The total number of users or customers an e-commerce business can obtain is a measure of its reach (Evans and Wurster, 1997). In contrast, most traditional commerce is local or regional—it involves local merchants or national merchants with local outlets. Television, radio stations, and newspapers, for instance, are primarily local and regional institutions with limited but powerful national networks that can attract a national audience. In contrast to e-commerce technology, these older commerce technologies do not easily cross national boundaries to a global audience.

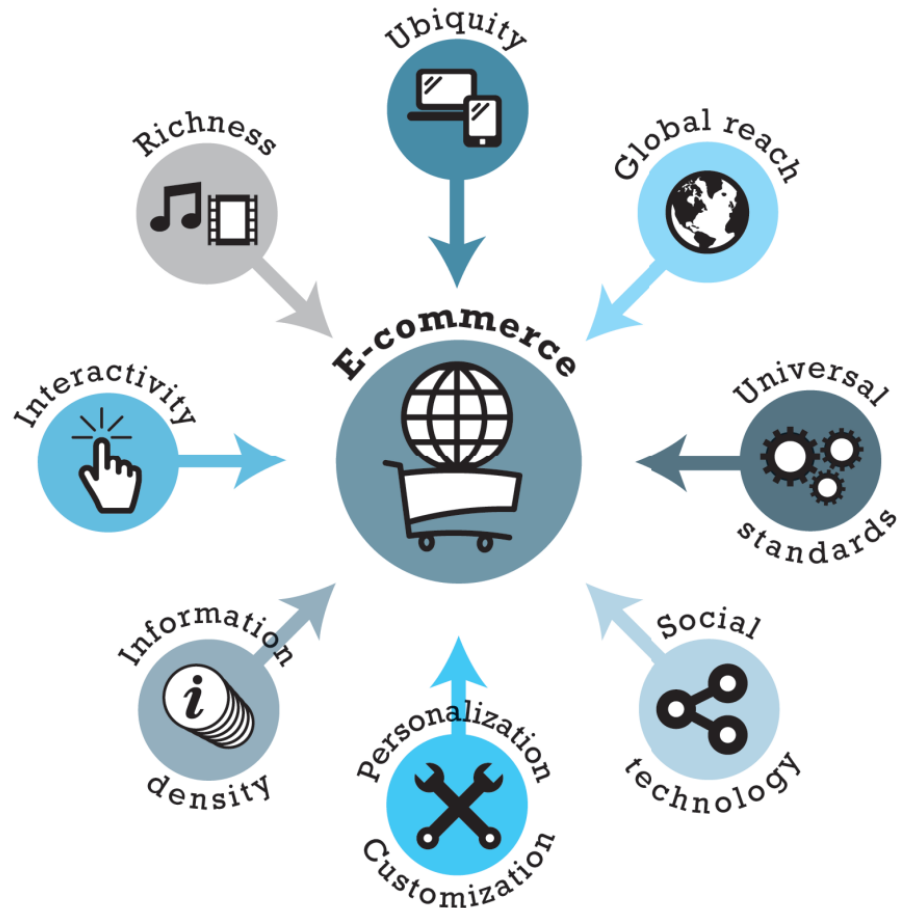
The unique features of E-commerce



Universal standards (通用标准)

One strikingly unusual feature of e-commerce technologies is that the technical standards of the Internet, and therefore the technical standards for conducting e-commerce, are universal standards—they are shared by all nations around the world. In contrast, most traditional commerce technologies differ from one nation to the next. For instance, television and radio standards differ around the world, as does cell phone technology. The universal technical standards of e-commerce greatly lower market entry costs—the cost merchants must pay just to bring their goods to market. At the same time, for consumers, universal standards reduce search costs—the effort required to find suitable products. And by creating a single, one-world marketplace, where prices and product descriptions can be inexpensively displayed for all to see, price discovery becomes simpler, faster, and more accurate (Banerjee et al., 2016; Bakos, 1997; Kambil, 1997). Users, both businesses and individuals, also experience network externalities—benefits that arise because everyone uses the same technology. With e-commerce technologies, it is possible for the first time in history to easily find many of the suppliers, prices, and delivery terms of a specific product anywhere in the world, and to view them in a coherent, comparative environment. Although this is not necessarily realistic today for all or even most products, it is a potential that will be exploited in the future.

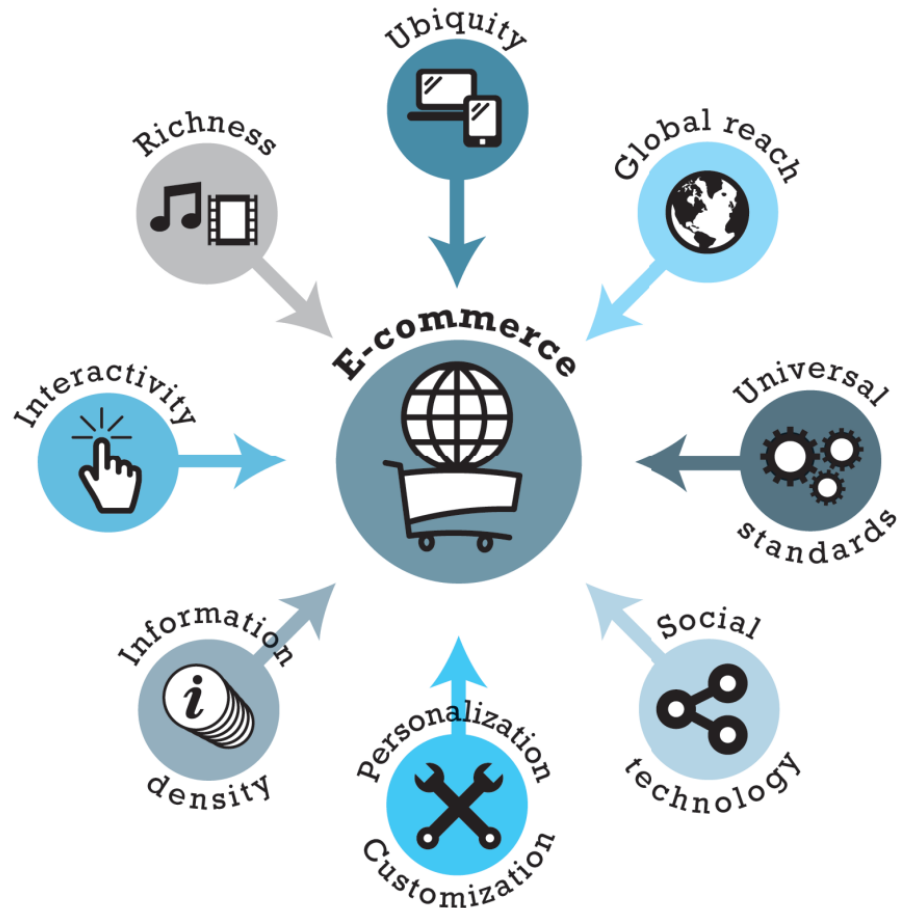
The unique features of E-commerce



Social technology (社交技术)

In a way quite different from all previous technologies, e-commerce technologies have evolved to be much more social by allowing users to create and share content with a worldwide community. Using these forms of communication, users are able to create new social networks and strengthen existing ones. All previous mass media in modern history, including the printing press, used a broadcast model (one-to-many): content is created in a central location by experts (professional writers, editors, directors, actors, and producers) and audiences are concentrated in huge aggregates to consume a standardized product. The telephone would appear to be an exception, but it is not a mass communication technology. Instead the telephone is a one-to-one technology. E-commerce technologies have the potential to invert this standard media model by giving users the power to create and distribute content on a large scale, and permit users to program their own content consumption. E-commerce technologies provide a unique, many-to-many model of mass communication.

The unique features of E-commerce

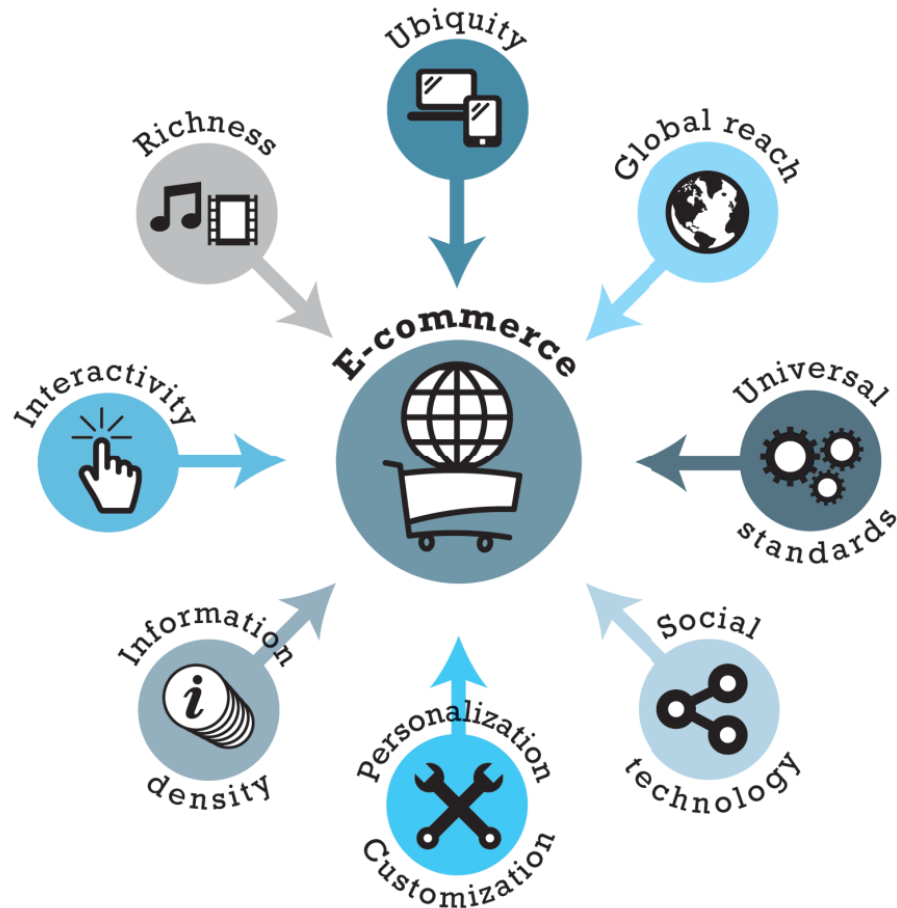


Personalization and customization

(个性化和定制化)

E-commerce technologies permit personalization: merchants can target their marketing messages to specific individuals by adjusting the message to a person's name, interests, and past purchases. Today this is achieved in a few milliseconds and followed by an advertisement based on the consumer's profile. The technology also permits customization—changing the delivered product or service based on a user's preferences or prior behavior. Given the interactive nature of e-commerce technology, much information about the consumer can be gathered in the marketplace at the moment of purchase. With the increase in information density, a great deal of information about the consumer's past purchases and behavior can be stored and used by online merchants. The result is a level of personalization and customization unthinkable with traditional commerce technologies. For instance, you may be able to shape what you see on television by selecting a channel, but you cannot change the contents of the channel you have chosen. In contrast, the online version of the Financial Times allows you to select the type of news stories you want to see first and gives you the opportunity to be alerted when certain events happen. Personalization and customization allow firms to precisely identify market segments and adjust their messages accordingly.

The unique features of E-commerce



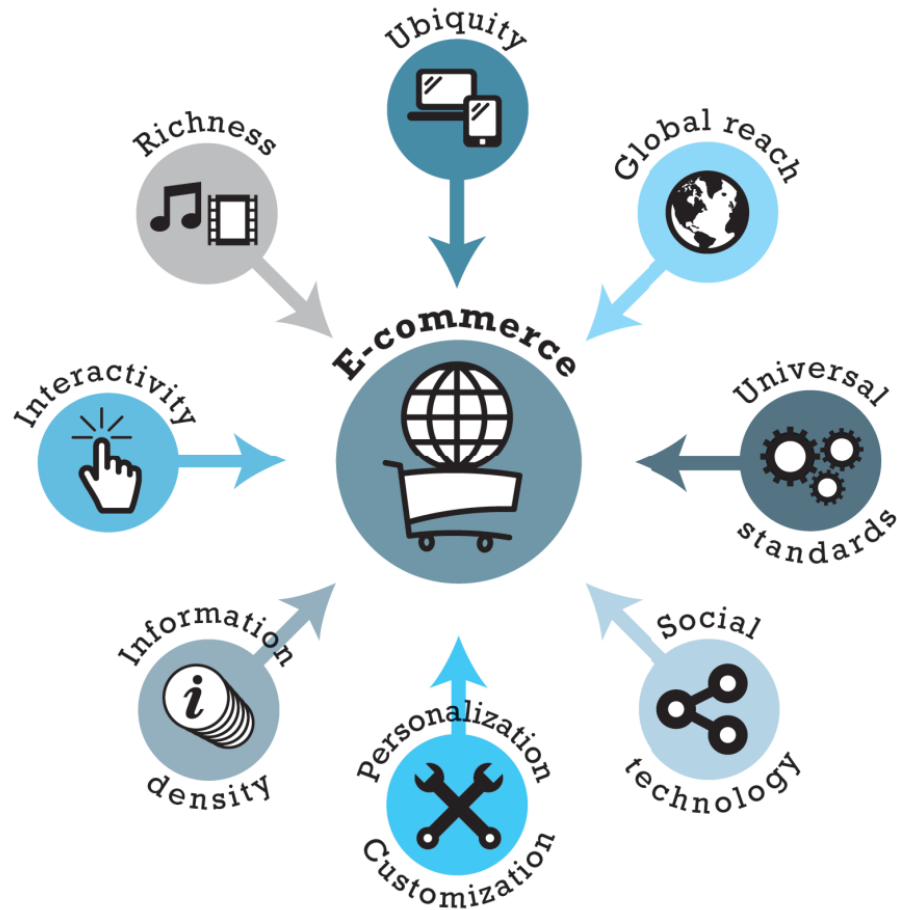
Information density (信息密度)

E-commerce technologies vastly increase information density—the total amount and quality of information available to all market participants, consumers, and merchants alike. E-commerce technologies reduce information collection, storage, processing, and communication costs. At the same time, these technologies greatly increase the currency, accuracy, and timeliness of information—making information more useful and important than ever. As a result, information becomes more plentiful, less expensive, and of higher quality. A number of business consequences result from the growth in information density. One of the shifts that e-commerce is bringing about is a reduction in information asymmetry among market participants (consumers and merchants). Prices and costs become more transparent. Price transparency refers to the ease with which consumers can find out the variety of prices in a market; cost transparency refers to the ability of consumers to discover the actual costs merchants pay for products. Preventing consumers from learning about prices and costs becomes more difficult with e-commerce and, as a result, the entire marketplace potentially becomes more price competitive (Sinha, 2000). But there are advantages for merchants as well. Online merchants can discover much more about consumers; this allows merchants to segment the market into groups willing to pay different prices and permits them to engage in price discrimination—selling the same goods, or nearly the same goods, to different targeted groups at different prices. For instance, an online merchant can discover a consumer's avid interest in expensive exotic vacations, and then pitch expensive exotic vacation plans to that consumer at a premium price, knowing this person is willing to pay extra for such a vacation. At the same time, the online merchant can pitch the same vacation plan at a lower price to more price-sensitive consumers. Merchants also have enhanced abilities to differentiate their products in terms of cost, brand, and quality.

The unique features of E-commerce

Interactivity (互动性/交互性)

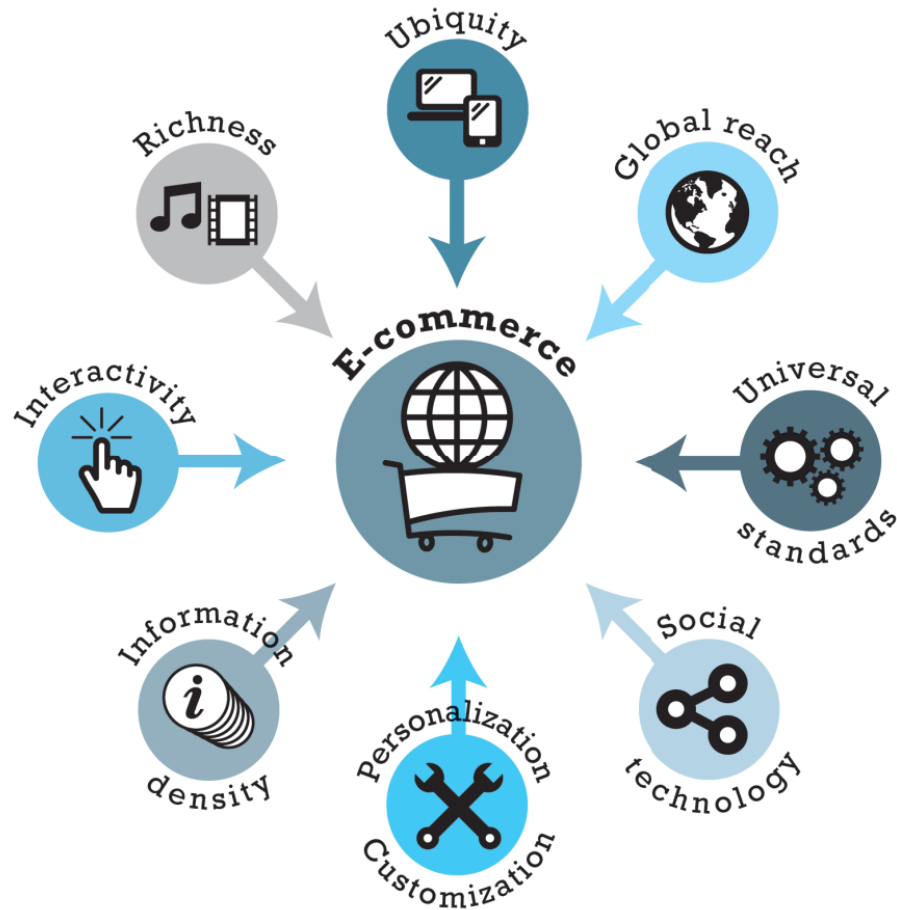
Unlike any of the commercial technologies of the twentieth century, with the possible exception of the telephone, e-commerce technologies allow for interactivity, meaning they enable two-way communication between merchant and consumer and among consumers. Traditional television or radio, for instance, cannot ask viewers questions or enter into conversations with them, or request that customer information be entered into a form. Interactivity allows an online merchant to engage a consumer in ways similar to a face-to-face experience. Comment features, community forums, and social networks with social sharing functionality such as Like and Share buttons all enable consumers to actively interact with merchants and other users. Somewhat less obvious forms of interactivity include responsive design elements, such as websites that change format depending on what kind of device they are being viewed on, product images that change as a mouse hovers over them, the ability to zoom in or rotate images, forms that notify the user of a problem as they are being filled out, and search boxes that autofill as the user types.



The unique features of E-commerce

Richness (丰富性)

Information richness refers to the complexity and content of a message (Evans and Wurster, 1999). Traditional markets, national sales forces, and retail stores have great richness: they are able to provide personal, face-to-face service using aural and visual cues when making a sale. The richness of traditional markets makes them a powerful selling or commercial environment. Prior to the development of the Web, there was a trade-off between richness and reach: the larger the audience reached, the less rich the message. E-commerce technologies have the potential to offer considerably more information richness than traditional media such as printing presses, radio, and television because they are interactive and can adjust the message to individual users. Chatting with an online salesperson, for instance, comes very close to the customer experience in a small retail shop. The richness enabled by e-commerce technologies allows retail and service merchants to market and sell “complex” goods and services that heretofore require a face-to-face presentation by a sales force to a much larger audience.



Business Significance of Eight Unique Features of E-Commerce Technology (Summary)

	E-commerce feature	Business significant
Ubiquity	E-commerce technology is available everywhere: at work, at home, and elsewhere via mobile devices, anytime	The marketplace is extended beyond traditional boundaries and is removed from a temporal and geographic location. "Marketspace" is created; shopping can take place anywhere. Customer convenience is enhanced, and shopping costs are reduced.
Global reach	The technology reaches across national boundaries, around the earth.	Commerce is enabled across cultural and national boundaries seamlessly and without modification. "Marketspace" includes potentially billions of consumers and millions of business worldwide.
Universal standards	There is one set of technology standards.	There is common, inexpensive, global technology foundation for businesses to use
Richness	Video, audio, and text messages are possible.	Video, audio, and text marketing messages are integrated into a single marketing message and consuming experience
Interactivity	The technology works through interaction with the user.	Consumers are engaged in a dialog that dynamically adjusts the experience to the individual and makes the consumer a co-participant in the process of delivering goods to the market.
Information density	The technology reduces information costs and raises quality.	Information processing, storage, and communication costs drop dramatically, while currency, accuracy, and timeliness improve greatly. Information becomes plentiful, cheap and accurate.
Personalization/Customization	The technology allows personalized messages to be delivered to individuals as well as groups.	Enables personalization of marketing messages and customization of products and services based on individual characteristics.
Social technology	User-generated content and social networks	Enables user content creation and distribution and supports development of social networks.



Section 2

The types of E-commerce

The types of E-Commerce

Classified based on the primary parties involved: 7 main types

Type	Description
C2C (Consumer to consumer)	C2C e-commerce provides a way for consumers to sell to each other with the help of an online market maker (also called a platform provider). In C2C e-commerce, the consumer prepares the products for market, places the product for auction or sale, and relies on the market maker to provide a catalog, search engine, and transaction-clearing capabilities so that products can be easily displayed, discovered, and paid for.
B2C (Business to consumer)	Online businesses attempt to reach individual consumers. B2C E-commerce includes purchases of retail goods; travel, financial, real estate, and other types of services; and online content. B2C has grown exponentially since 1995 and is the type of e-commerce that most consumers are likely to encounter.
B2B (Business to Business)	businesses focus on selling to other businesses, is the largest form of e-commerce, with almost \$8 trillion in transactions in the United States in 2020 and about \$27 trillion worldwide. This is still a small portion of total B2B commerce, suggesting that B2B e-commerce has significant growth potential.
B2B2C(Business to Business to Consumer)	<p>In B2B2C, the first "B" refers to the supplier of goods or services, the second "B" refers to the e-commerce business, and "C" refers to the consumers. There are mainly two models in B2B2C:</p> <ol style="list-style-type: none">1. In the first model, the supplier of goods or services sells to businesses, and businesses sell to consumers. For example, an electronics company manufactures refrigerators and delivers them to retailers. These retailers sell the refrigerators through online platforms, and consumers purchase them through these online shopping platforms.2. In the second model, the supplier of goods or services targets both businesses and consumers directly. For instance, an electronics company procures raw materials through independent bidding, manufactures refrigerators, and sells them through their self-built online shopping platform.

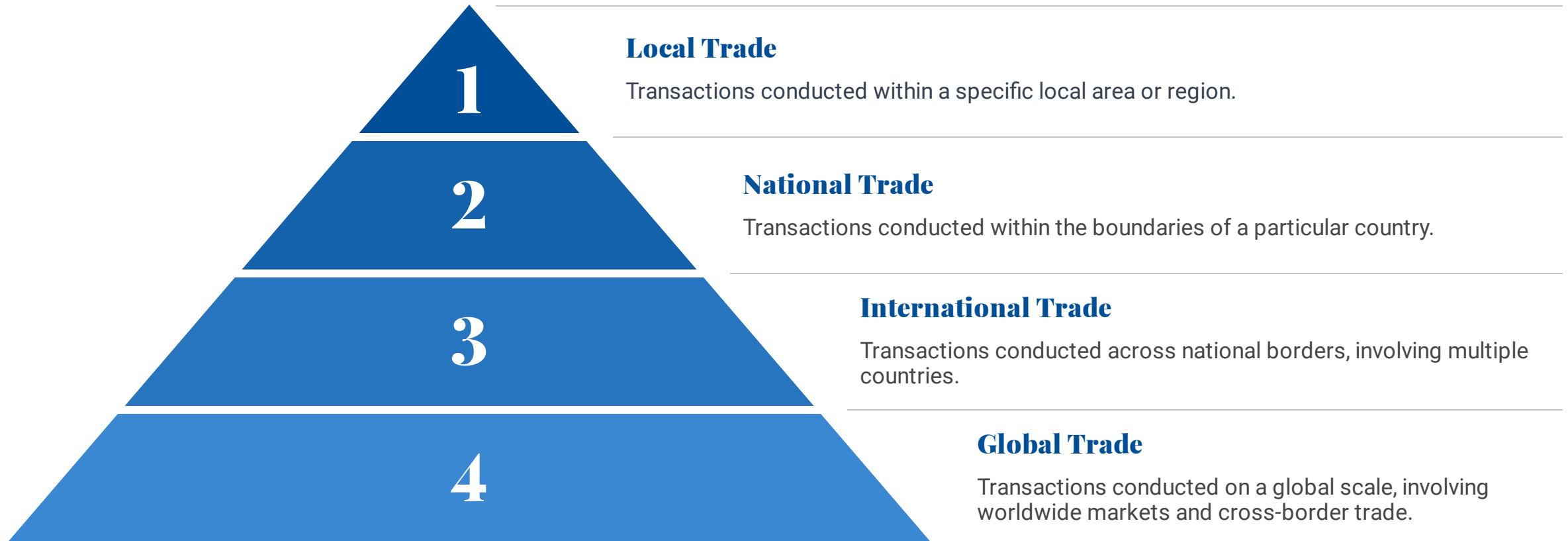
The types of E-Commerce

Classified based on the primary parties involved: 7 main types

Type	Description
O2O (Online to Offline)	O2O e-commerce refers to combining offline business opportunities with the Internet, making the Internet the "front end" of offline transactions, enabling online purchases and offline services. O2O primarily focuses on services and projects that cannot be experienced or used online, such as haircuts, beauty services, and dining. Examples of O2O platforms include Meituan (美团) and Ele. me (饿了么), which represent typical O2O business models.
B2G (Business to Government)	Business-to-Government (B2G) electronic commerce refers to the mode of trade conducted between businesses and the government through the internet, involving activities such as electronic customs clearance and e-filing of taxes. In the B2G transaction model, the government, on one hand, publishes its procurement lists through the internet to efficiently and transparently acquire the necessary goods or services. On the other hand, the government leverages e-commerce methods to effectively exercise its functions in macroeconomic regulation, guidance, standardization, and supervision of businesses. In other words, in the B2G context, the government plays a dual role: as an electronic commerce user, similar to a consumer, and as a macro-level manager.
C2G (Customer to Government)	C2G electronic commerce primarily refers to the government's efforts to enhance efficiency by facilitating online transactions for certain services that can be conducted over the Internet. These services may include online personal tax filing, the payment of social welfare benefits, and the submission of insurance premiums, among others.

The types of E-Commerce

Classified based on the geographical scope of transactions



The types of E-Commerce

Classified based on the the form, coverage, and nature of E-commerce

- **Platform-Based E-commerce (平台电商)**

This form of e-commerce typically involves online marketplaces or platforms that connect multiple sellers and multiple buyers, providing a centralized location for transactions. Examples include Amazon, eBay, Jingdong, and Taobao.

- **Mobile E-commerce (移动电商)**

Mobile e-commerce involves electronic commerce transactions conducted through mobile devices such as smartphones and tablets. This form includes using mobile apps or mobile websites to purchase goods or services.

- **Social E-commerce (社交电商)**

Social commerce is a derivative model of e-commerce that operates within the environment of social media and represents a fusion of social media and e-commerce. Specifically, social commerce utilizes platforms like WeChat, Weibo, and other social media outlets to facilitate the sale of products through social interactions, user-generated content, and various means. It incorporates social elements such as engagement, sharing, communication, and discussion into the e-commerce transaction process.

- **Content E-commerce (内容电商)**

Content commerce refers to an e-commerce activity that takes place in the era of fragmented internet information. It involves using high-quality content dissemination to recommend relevant products and services to users, ultimately leading to user purchasing behaviors. Various forms of media, such as text and images, short videos, videos, animations, audio, and more, can serve as vehicles for content dissemination in content commerce.

- **Cross-border E-commerce (跨境电商)**

Cross-border e-commerce involves electronic commerce transactions between different countries and regions. It allows sellers to reach international buyers and often deals with issues such as customs, logistics, and international payments.

- **Rural E-commerce (农村电商)**

Rural e-commerce refers to e-commerce activities promoted and implemented in rural areas. This form aims to improve the lives of rural residents and includes activities such as selling agricultural products, rural finance, and rural e-commerce services.

Assessment

56 students will be randomly divided into 14 groups by programming.

	Regular homework assessments	Group presentation	Final assessment	Final score
Score	100	100	100	$0.1 \times \text{Regular home work assessments} + 0.3 \times \text{Group presentation} + 0.6 \times \text{Final assessment}$



The end