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(jklee@msd.kaist.ac.kr)

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Tel. 02 - 958 - 3612

International Conference on Electronic Commerce '98 Plenary

From Business-to-Consumer EC To Business-to-Business EC

- Buyer's Information at Buyer Site to Integrate with MIS
- Comparison Shopping and Standard Digital Wallet
- Just-In-Time Delivery
- Buyer Oriented Directory
- Formal Contract
- Group Purchasing
- Agent Based Commerce
- Buyer Agent's Learning
- Smart-SET with Multiple Certificates
- Large Amount Payment
- Conclusion

1. Buyer's Information at Buyer Site to Integrate with MIS

Current EC	Future EC
<ul style="list-style-type: none"><input type="checkbox"/> Buyer's information stored in the Seller's Server <input type="checkbox"/> Limited Bookkeeping<input type="checkbox"/> Web Technology with Thin Client	<ul style="list-style-type: none"><input type="checkbox"/> Buyer's information stored in the Buyer's Server to integrate with Buyer's Information System (Intranet, Workflow, ERP) <input type="checkbox"/> Complete Bookkeeping<input type="checkbox"/> Web Technology with Thick Client: Java and External Helper Programs at Client

- * Shopping Bag & Electronic Wallet at Buyer's Computer
- * Standard Interface with MIS Systems

2. Comparison Shopping and Standard Digital Wallet

Current EC	Future EC
<ul style="list-style-type: none"><input type="checkbox"/> Visit Many Malls<input type="checkbox"/> Download Shopping Bag and Digital Wallet for Every Mall<input type="checkbox"/> Customer Membership Registration for Every Mall Necessary<input type="checkbox"/> Bargain Finding	<ul style="list-style-type: none"><input type="checkbox"/> Meta-Malls<input type="checkbox"/> Standard Shopping Bag and Digital Wallet Independently from Malls<input type="checkbox"/> Shared Customer Membership<input type="checkbox"/> One-Stop Payment Desirable<input type="checkbox"/> Comparison Shopping<ul style="list-style-type: none">- MCDM Process- Filtering Dominated Alternatives

* Standard Shopping Bag and Electronic Wallet

* Third Party Membership Manager

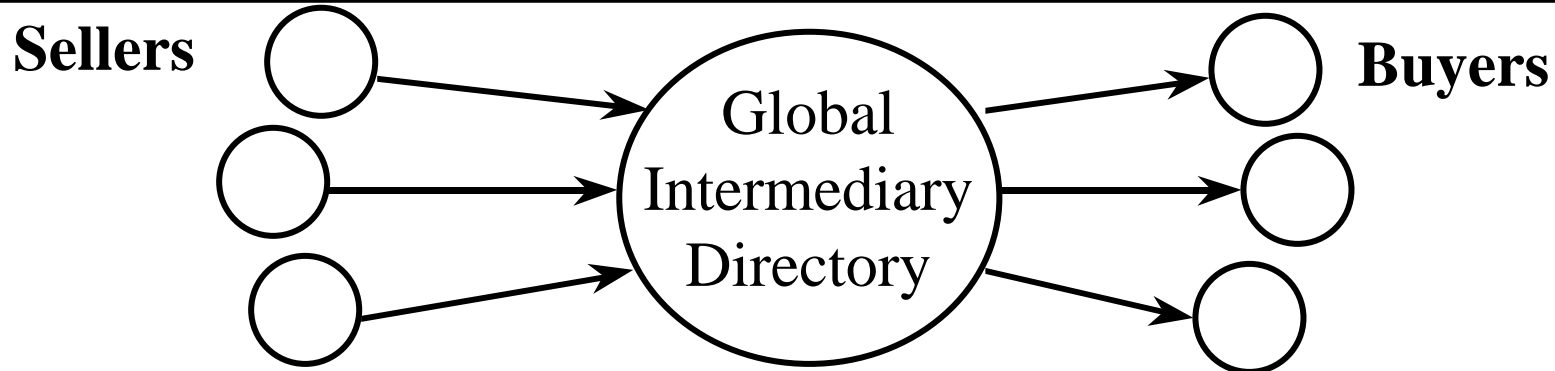
3. Just-In-Time Delivery

Current EC	Future EC
<ul style="list-style-type: none"><li data-bbox="277 635 972 746">❑ Inventory availability not displayed<li data-bbox="277 842 972 954">❑ Precise delivery date not critical	<ul style="list-style-type: none"><li data-bbox="1137 635 1751 826">❑ Dynamic inventory availability should be displayed<li data-bbox="1137 858 1895 1034">❑ Precise delivery date should be dynamically confirmed at ordering time.<li data-bbox="1137 1066 1908 1241">❑ Integration with inventory, production scheduling, and delivery scheduling system

* Tight Integration with Supplier's and Logistics System

4. Buyer Oriented Directory

Current EC	Future EC
<ul style="list-style-type: none"><input type="checkbox"/> Seller Oriented Display<input type="checkbox"/> Promote Marketing<input type="checkbox"/> Seller's Directory<input type="checkbox"/> Search Engine	<ul style="list-style-type: none"><input type="checkbox"/> Buyer Oriented Display<input type="checkbox"/> Re-Engineer Acquisition Process<input type="checkbox"/> Buyer's Directory<input type="checkbox"/> Global Intermediary Directory<ul style="list-style-type: none">- Product Level (not Site Level)- Multiple Perspectives (product, maker, country, etc.)- Level of Details- Directory Definition Language



5. Formal Contract

Current EC	Future EC
<ul style="list-style-type: none"><input type="checkbox"/> Informal Ordering without Contract <input type="checkbox"/> Free Contract Protocol	<ul style="list-style-type: none"><input type="checkbox"/> Formal Contract with Electronic Documents<ul style="list-style-type: none">- Invoice- Specific Terms and Conditions<input type="checkbox"/> Legitimate Contract Protocol<input type="checkbox"/> Creative Contract Protocol

6. Group Purchasing

Current EC	Future EC
<ul style="list-style-type: none"><input type="checkbox"/> Individual Buyer<input type="checkbox"/> At one time<input type="checkbox"/> Usually, shopping bag cannot be saved for later use	<ul style="list-style-type: none"><input type="checkbox"/> Group Buyers<input type="checkbox"/> Synchronous Group Purchasing<input type="checkbox"/> Asynchronous Group Purchasing<input type="checkbox"/> Integration with Workflow<input type="checkbox"/> Web Conference and Internet Phone

7. Agent Based Commerce

Current EC	Future EC
<ul style="list-style-type: none"><li data-bbox="259 616 898 791">❑ Human's Interactive Involvement in Buying Decision<li data-bbox="259 898 931 1074">❑ No human's interactive involvement from seller side<li data-bbox="259 1101 1010 1217">❑ Communication by seller's product specification	<ul style="list-style-type: none"><li data-bbox="1140 616 1850 855">❑ Buyer and Seller Agents Assisted Communication with Minimum Human Involvement<li data-bbox="1140 898 1861 1042">❑ Mutually Agreed Contract Type Conformation<li data-bbox="1140 1101 1883 1217">❑ Configuration with buyer's requirement specification

8. Buyer Agent's Learning

Current EC	Future EC
<ul style="list-style-type: none"><li data-bbox="324 635 824 774">❑ Seller Agent's Learning<li data-bbox="324 805 757 869">❑ Data Mining	<ul style="list-style-type: none"><li data-bbox="1137 635 1877 699">❑ Buyer Agent Learning<li data-bbox="1137 821 1944 949">❑ Reduce Communication Effort<li data-bbox="1137 989 1960 1204">❑ Updating Protocol Standard using Solicited Push Technology

9. Smart-SET with Multiple Certificates

Current Payment	Future Payment
<ul style="list-style-type: none"><input type="checkbox"/> Credit Card<ul style="list-style-type: none">- SSL(Secure Socket Layer)<input type="checkbox"/> No Certificates <input type="checkbox"/> Non-Internet based e-Cash in IC Card	<ul style="list-style-type: none"><input type="checkbox"/> Credit Card<ul style="list-style-type: none">- SET(Secure Electronic Transaction)<input type="checkbox"/> Smart-SET(Multiple Certificates in IC Cards)<ul style="list-style-type: none">- Credit Card- EFT- Debit Card<input type="checkbox"/> e-Cash re-chargeable on the Internet: use both on the Internet and off-line<input type="checkbox"/> Cyber banks will fly

10. Large Amount Payment

Current EC	Future EC
<ul style="list-style-type: none"><input type="checkbox"/> Credit Card<ul style="list-style-type: none">- Charge the fee to seller- High fee	<ul style="list-style-type: none"><input type="checkbox"/> Electronic Check<ul style="list-style-type: none">- Traditionally, payer pays the fee- Security more emphasized<input type="checkbox"/> Non-repudiation<ul style="list-style-type: none">- Registered Delivery- Keep the record at the third party

Conclusion

- 1. Business-to-Business EC is not just using the current Business-to-Consumer EC platform for Business-to-Business EC purpose.**
- 2. Business-to-Business EC casts a large research potentials.**
- 3. Artificial Intelligence is an important tool for the next generation EC platform establishment.**