



Übersicht über eCommerce-Geschäftsmodelle (German Edition)

Julia Krömer, Karsten Jesche

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Studienarbeit aus dem Jahr 2008 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,0, Hochschule Hannover, Veranstaltung: eCommerce, 27 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Intention der vorliegenden Hausarbeit ist es, einen Einblick in die Geschäftsmodelle des eCommerce zu geben. Dazu werden eingangs die zentralen Begriffe Geschäftsmodell und eCommerce nach dem Verständnis der Autoren definiert und die besondere Bedeutung eines Erlösmodells als Teil des Geschäftsmodells herausgestellt. Daran anschließend werden gängige Kriterien zur Klassifikation von Geschäftsmodellen dargelegt, die Ertragsmodelle nach Birkhofer erläutert. Da aber beide Ansätze für sich allein nach Ansicht der Autoren keine hinreichenden Kriterien zur Gliederung der beobachtbaren Geschäftsmodelle im eCommerce bieten, folgt in einem weiteren Schritt die Vereinigung von Geschäfts- und Ertragsmodellen zu eigenen Geschäftsmodellen. Die neu entwickelten Geschäftsmodelle werden daraufhin näher betrachtet, ehe zwei ausführliche Beispiele abschließend einen tieferen Einblick davon vermitteln, wie die Geschäftsmodelle im Rahmen der Hausarbeit verstanden werden.

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Alex Miller:

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Edward Grimes:

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