

Computational Methods for the Internet Economy

Motivation

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Internet Economy (IE)

- The **internet economy** conducts business through markets whose infrastructure is based on the Internet and **World-Wide Web**
- An Internet economy differs from a traditional economy in a number of ways, including:
 - communication,
 - market segmentation,
 - distribution costs,
 - and price.

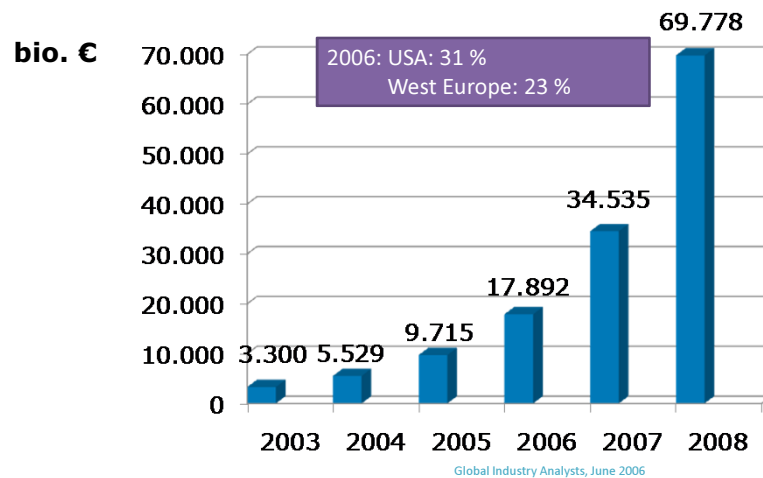
Comparing IE and Old Economy

	Stock value (2009)	Since	#employees
• Google	56 Billion €	1998	} ca. 10.000 -30.000
• eBay	18 Billion €	1995	
• Amazon	14 Billion €	1995	
• Yahoo	13 Billion €	1995	
• Siemens	46 Billion €	1847	
• Daimler	26 Billion €	1883	} ca. 300.000 400.000 100.000
• VW	83 Billion €	1937	
• BMW	13 Billion €	1916	

Characteristics of IE

- Decisive factors:
 - enormous quantity of **connected** users,
 - the incredible **speed** that information travels,
 - and the irrelevance (?) of distance
- Firms offer goods and services not only locally, but to customers across the entire **globe**

E-commerce numbers (bio Euro)

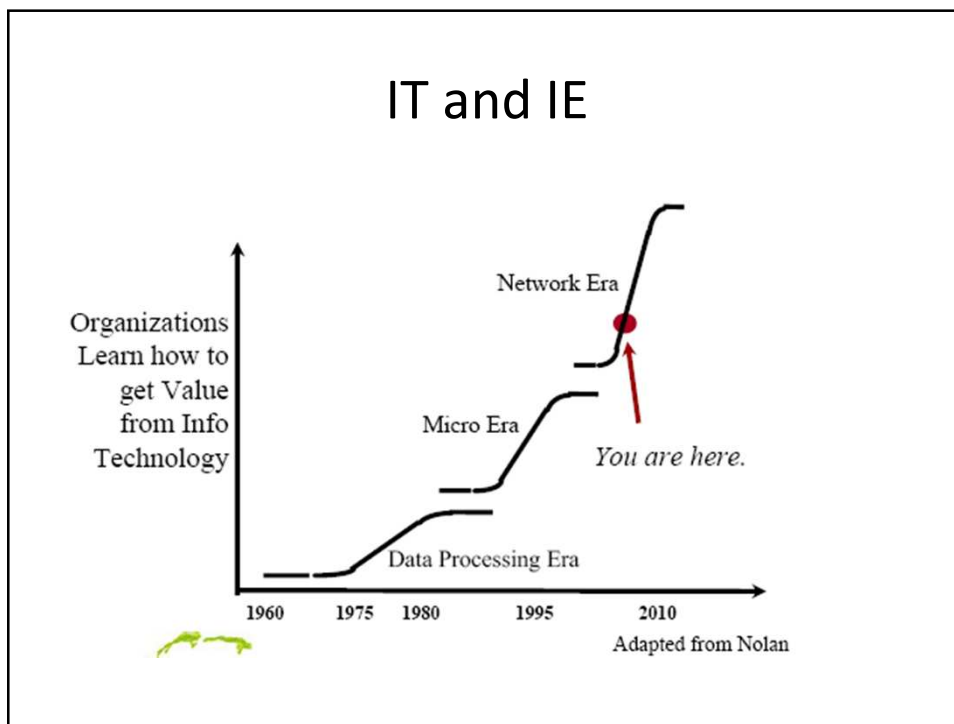


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Web as success factor of IE



- To get a market of 50 Million People Participating:
 - Radio took **38 years**
 - TV took **13 years**
 - Once it was open to the General Public, The Internet made to the 50 million person audience mark in just **4 years!**
- <http://www.ecommerce.gov/emerging.htm>



Web searching what: e.g., products

Web searching where: e.g., locally

The screenshot shows a Google Maps search for "hotels near Washington Square, Manhattan, New York City". The search bar contains the text "hotels near Washington Square, Manhattan, New York City" and "e.g., 'hotels near lax' or '10 market st, san francisco'". The search results on the left list several hotels, including "New York University Info Ctr", "Washington Square Hotel, Ne...", "Washington Square Hotel", and "Novotel New York Hotel". The map on the right shows the location of Washington Square in Manhattan, with several red pins indicating hotel locations.

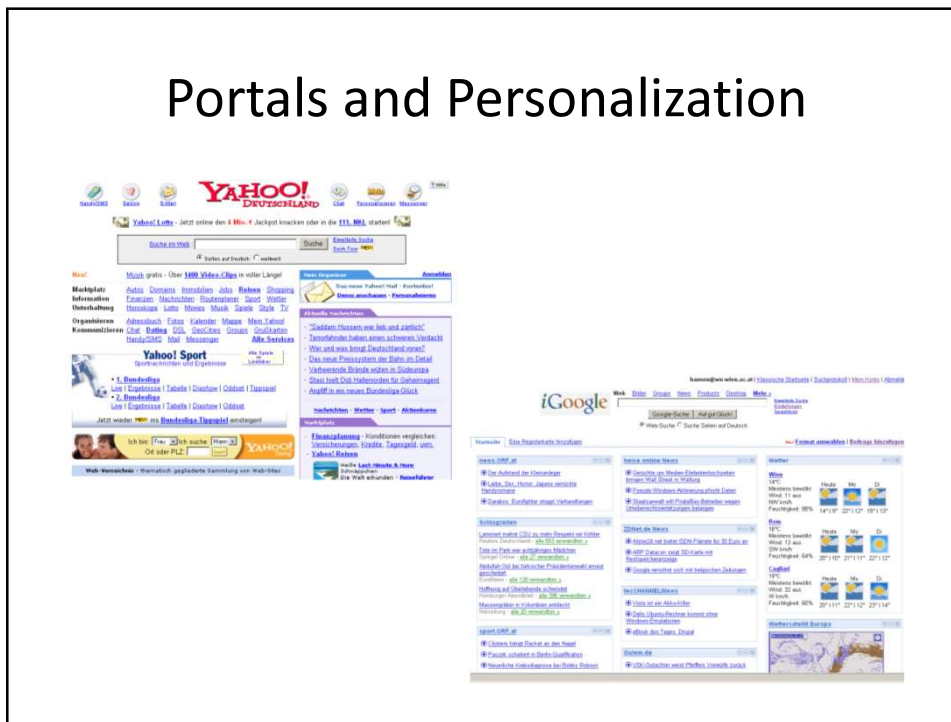
E-commerce

The screenshot shows the Amazon.com homepage. The top navigation bar includes the Amazon logo, "amazon.com", and links for "VIEW CART", "WISHLIST", "MY ACCOUNT", and "HELP". Below the navigation bar, there are several promotional banners and product listings. A prominent banner for "All Electronics on Sale" is visible. The page layout includes a search bar, a navigation menu, and various product recommendations.

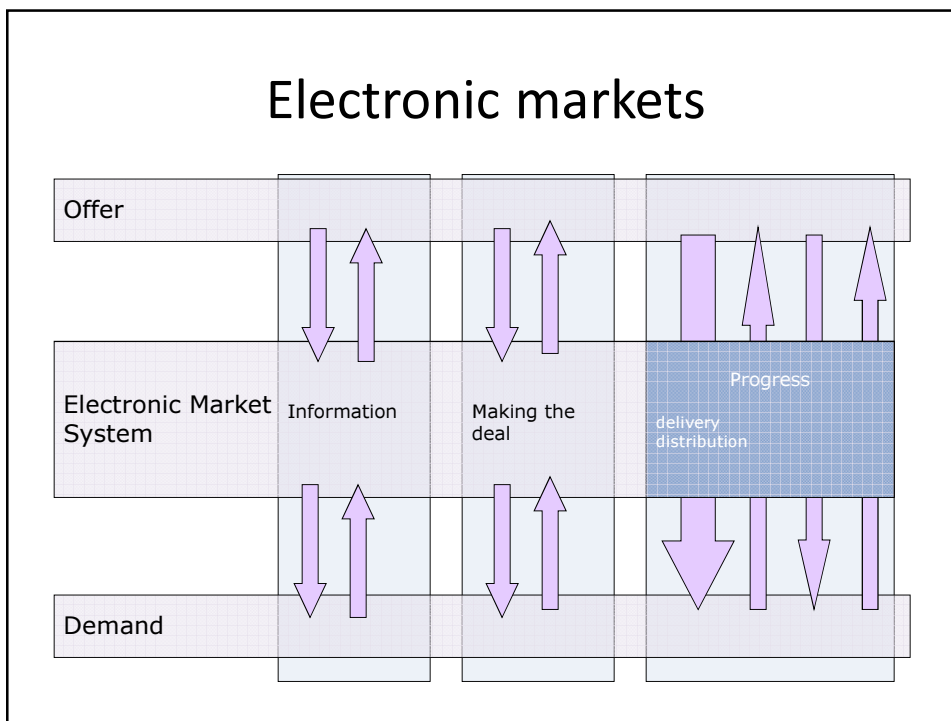
The screenshot shows the eBay homepage. The top navigation bar includes the eBay logo and links for "Home", "My eBay", "Advanced Search", "Advanced Seller Center", "Advanced Buyer Center", and "Advanced Seller Center". Below the navigation bar, there are several promotional banners and product listings. A prominent banner for "New customer? Personalize your eBay experience" is visible. The page layout includes a search bar, a navigation menu, and various product recommendations.



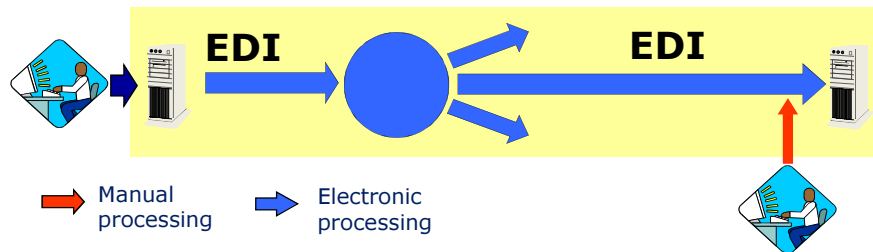
Portals and Personalization



Electronic markets


















B2B Information exchange (XML/EDI)



Customer Relationships Management for e-commerce (e-CRM)



Recommender Systems

	Lore	Maria	Lisa	Horst
Product A 				
Product B 				
Product C 				
Product D 				

Consumer Information Systems

- Web-shops
- Presentation of digital goods

LAKS design your time

Your LAKS Collection Select your Country and Language

Yours

1. Wählen Sie Ihr Foto

2. Wählen Sie Ihre Ausführung

Kennzeichnen Sie den gewünschten Foto- oder Logoausschnitt. Motiv nicht genau zurechtschneiden. Platzhalter sind nicht geeignet. Senden Sie die Bilddatei (JPEG 300 dpi) per E-Mail an grafik@laks.com oder einen Fotoabzug an LAKS Wien.

Entscheiden Sie sich zwischen den verschiedenen Gehäusemodellen und wählen Sie Ihr gewünschtes Kabletband oder Stretchband aus.

LAKS Yours Roman

LAKS Yours Classic

LAKS Yours Stretch

LAKS Yours Kabletbander

Stahl € 105,- vergoldet € 115,- verplatt € 115,- Kunststoff € 80,- Stahl € 105,-

Metal € 105,- Metal-veg. € 115,-

Gelb Rot Grün Blau Braun Schwarz



Pricing and Auctions



Distribution for e-commerce



Web advertising

The image shows two screenshots illustrating web advertising. The top screenshot is the front page of The New York Times, dated Thursday, July 24, 2010. Several elements are circled in red: the '9/11 Report' headline, a small image of a group of people, and a sidebar advertisement for 'Blumen' (flowers) with the text 'Fluorop: AT Blumen online'. The bottom screenshot is a Google search for 'Blumen'. The search results are also circled in red, showing several listings for flower services like 'Blumen.at', 'Blumen.at - Villachregion', and 'Blumen.at - Wien'. The search results include details like 'Blumenversand' and 'Blumenversand und mehr für den Tag der Frau'.

Viral Marketing and Social Networks

The image is an advertisement for XING, a professional networking platform. It features the text 'XING – Professionelles Networking weltweit' and 'Mehr als 6 Millionen Mitglieder managen mit XING bereits ihre Geschäftskontakte'. Below the text is a graphic of silhouettes of people standing on a globe. At the bottom, there are three columns of text: 'Globales Networking' (Kontaktmanagement), 'Personensuche' (Umfängreiche Suchfunktionen), and 'Job & Karriere' (Schneller Vorkommnen).

