

A background image of a modern office with several people working. In the foreground, a man and a woman are looking at a laptop. The man is holding the laptop, and the woman is leaning in, resting her chin on her hand. They are both looking intently at the screen. The image has a blue tint.

Digital Business

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You never **change things**
by fighting the existing reality.
To **change** something, build a new model
that makes the existing model obsolete.

R. Buckminster Fuller
(American architect, writer,
philosopher and futurist)

”

If you do **digitalization** right, you turn
a caterpillar into a butterfly.
If you don't do it right, you have
at best a faster caterpillar.

George Westermann

(German publisher and founder of a publishing house)

AGENDA

01

Definition &
delineation

02

Transformed
company

03

Transformation
strategies

04

Digital
leadership

05

Digital
technologies

06

Digital
tools

INTRODUCTION

History

THE DEVELOPMENT OF THE INTERNET AND E-BUSINESS



1960'S

the Internet was created

1970'S

it expanded internationally

1990

the commercial stage of the Internet began
the first online company was founded

1995

eBay (online auction site), Yahoo! (search engine) and Amazon (online retailer) were established

1998

Google (search engine) was founded

2000

51 % of technological information was exchanged via the Internet

2004

Facebook (social network) was founded

2007

97 % of information was shared online, the iPhone was introduced

2008

cell phones have long been able to access the Internet, but only 4% of population use mobile Internet





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INTRODUCTION

Information Society

Information is becoming more and more significant in regards to production. Business processes are then transferred over to the Internet and customer relationships are developed through electronic information and communication.

E-BUSINESS and **E-COMMERCE** are emerging.





E-BUSINESS

ELECTRONIC BUSINESS OR E-BUSINESS MEANS THE INITIATION, AGREEMENT AND COMPLETION OF ELECTRONIC BUSINESS PROCESSES THAT GENERATE VALUE OVER THE INTERNET.

Andreas Meier, Henrik Stormer
(eBusiness & eCommerce: Managing the Digital Value Chain)



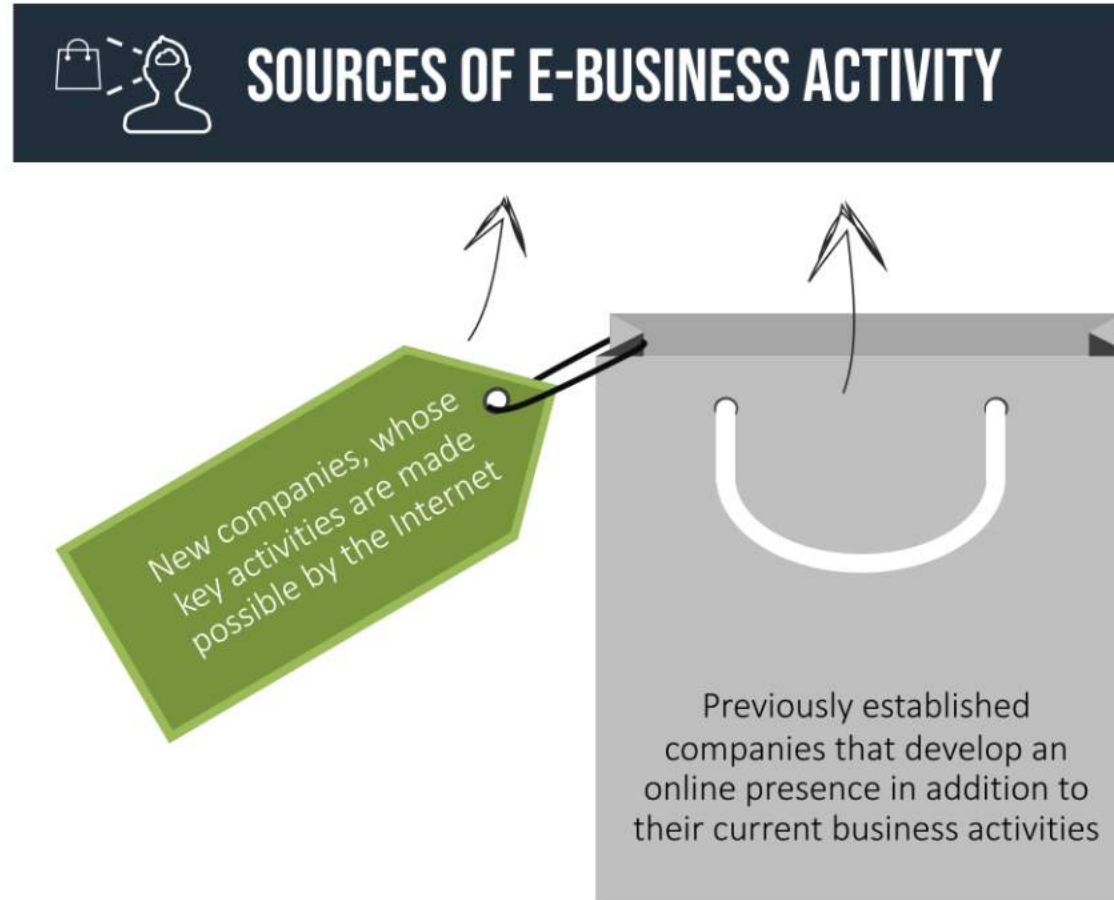
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**WE WILL CONTINUE TO SEE A CONVERGENCE OF
THE DIGITAL AND PHYSICAL WORLD. THOSE WHO CONQUER
THAT TREND WILL BE MARKET LEADERS.**

John Phillips,
Senior Vice President of Customer Supply Chain
and Logistics for PepsiCo. Inc.

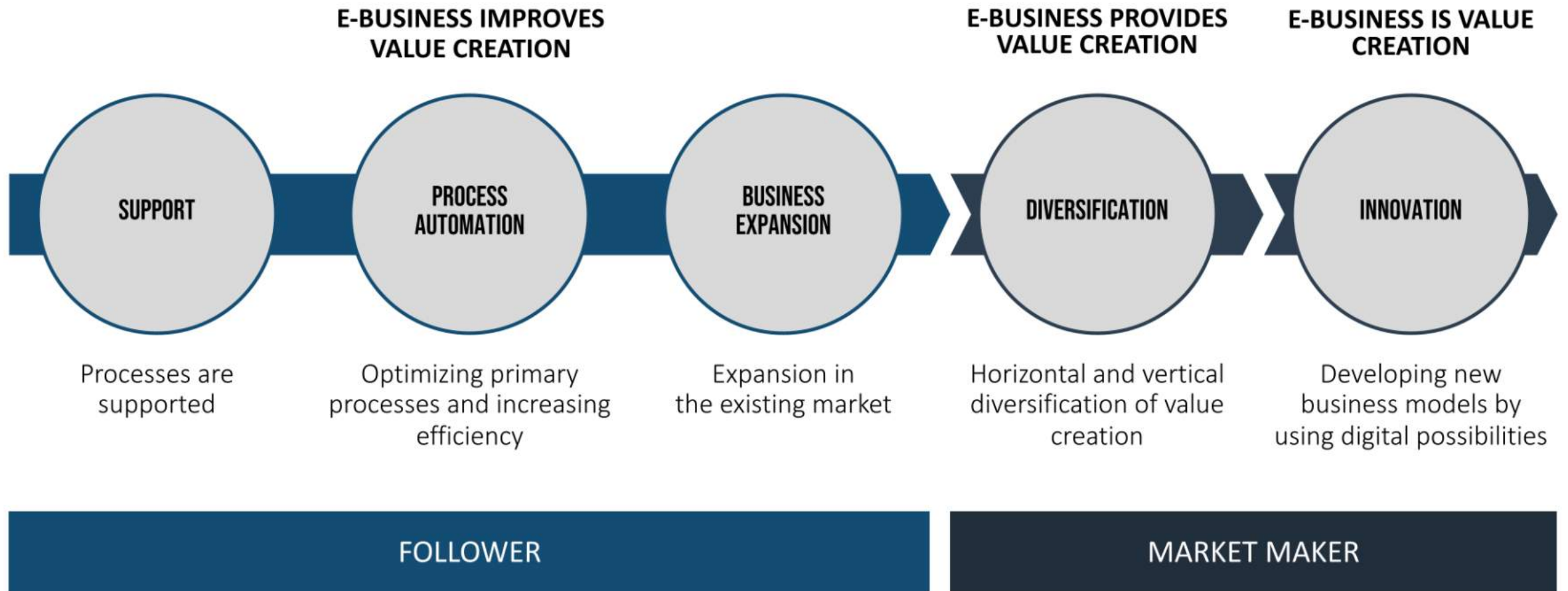
BASICS

Sources of E-Business



BASICS

Value Creation in E-Business



BASICS

Value Chain

