



# Criteria for the Evaluation of Product Categories for Successful Transactions on Internet-Based Business-to-Business Marketplaces: An Exploratory Study with mondus.de GmbH

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Diplom. De Mrz 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x9 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2000 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Leipzig Graduate School of Management (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: The Internet plays an important role of today's management decision-making. Great opportunities have to be weighted against investments into knowledge, technology, and organizational restructuring. Often, great uncertainty is involved because of rapidly changing technologies and mutual dependence of transaction parties on each other's degree of technology adoption. The main advantage of electronically performed activities is its improved efficiency. In the past, business-to-business applications have been based on specific investments of individual firms that attempted to gain competitive advantages from proprietary electronic data interchange (EDI). However, investments were huge and flexibility was very limited. Nowadays, Internet technologies allow for global reach, ubiquity, and improved efficiency at reduced asset specificity. One business application of Internet technologies is the independent business-to-business Internet-

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