

## **SEMESTER – SEMESTER 2 (B.Com)**

### **SUBJECT – E-Commerce**

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### **LECTURE NO. - 3**

**Note:** We understand that in this situation of lock down, you may not have access to library books. Hence, if anyone is interested to get a scanned copy of the chapters I am covering, please contact me in Whatsapp at 9163019220 and I will send you the same.

## **Chapter 1 (Introduction to E-Commerce)**

### **Types or Categories of E-Commerce**      **continued...**

In our earlier lecture, we have already discussed the following models / categories of e-commerce in details:

- Business to Business e-commerce (B2B)
- Business to Consumers e-commerce (B2C)
- Consumers to Consumers e-commerce (C2C}
- Consumer to Business e-commerce (C2B)

Today, we would understand the various models of **E-Governance**, which includes transaction between Government to Citizens / Consumers (G2C), Government to Business (G2B) and Government to Government (G2G) and Government to Employees (G2E)

We would also understand other models like Consumers / Citizens to Government (C2G), Business to Government (B2G), which include Government as one of the parties.

### **E-Governance**

Electronic governance or e-governance is the application of information and communication technology (ICT) for delivering government services, exchange of information, communication transactions, integration of various stand-alone systems between government to citizen (G2C), government-to-business (G2B), government-to-government (G2G), government-to-employees (G2E) as well as back-office processes and interactions within the entire government framework. Through e-governance, government services are made available to citizens in a convenient, efficient, and transparent manner. The three main target groups that can be distinguished in governance concepts are government, citizens, and businesses/interest groups. The perspective of e-governance is "the use of the technologies that both help to govern and have to be governed". The central goal of e-governance is to reach the beneficiary and to ensure that their service needs are met. Ideally, the government will automatically recognize the importance of achieving this goal in order to maximize its efficiency.

## Types or Models of E-Governance

Three models of E-governance are Government to Citizens / Consumers (G2C), Government to Employees (G2E), Government to Business (G2B) and Government to Government (G2G)

- **Government to Citizens / Consumers (G2C)** - The goal of government-to-citizen (G2C) e-governance is to offer a variety of ICT services to citizens in an efficient and economical manner and to strengthen the relationship between government and citizens using technology.

There are several methods of government-to-customer e-governance. Two-way communication allows citizens to instant message directly with public administrators, and cast remote electronic votes (electronic voting) and instant opinion voting. Transactions such as payment of services, such as city utilities, can be completed online or over the phone. Mundane services such as name or address changes, applying for services or grants, or transferring existing services are more convenient and no longer have to be completed face to face.

- **Government to Employees (G2E)** - Government-to-employees (abbreviated G2E) is the online interactions through instantaneous communication tools between government units and their employees. G2E is one out of the four primary delivery models of e-Government. It is the relationship between online tools, sources, and articles that help employees to maintain the communication with the government and their own companies. E-governance makes it possible for employees to become paperless and makes it easy for employees to send important documents back and forth to colleagues all over the world instead of having to print out these records or fax. G2E services also include software for maintaining personal information and records of employees. G2E is an effective way to provide e-learning to the employees, bring them together and to promote knowledge sharing among them. It also gives employees the possibility of accessing information in regard to compensation and benefits policies, training and learning opportunities along with the rights.
- **Government to Business (G2B)** - Government-to-Business (G2B) is the online non-commercial interaction between local and central government and the commercial business sector with the purpose of providing businesses information and advice on e-business best practices. G2B: Refers to the conduction through the Internet between government agencies and trading companies.

The interaction between the government and businesses reduces the time required for businesses to conduct a transaction. E-Government also provides information that the business needs. For instance, government collects a lot of economic, demographic and other trends in the data and making it accessible to companies helps the companies take important decisions. In addition, E-Government can help businesses navigate through government regulations by providing an intuitive site organization with a wealth of useful applications. The electronic filings of applications for environmental permits give an example of it.

- **Government to Government (G2G)** - Government to government (G2G) is the sharing of data and/or information systems electronically between government agencies, departments or organizations. The main aim of G2G is to favour e-government initiatives by improving communication, data access and data sharing. Several factors are driving local and federal governments to promote G2G initiatives. One of them is federal government legislation such as the Open Government Directive. G2G initiatives are also being driven by budget and funding. Through sharing of information and systems, governments are able to reduce IT costs, government offices can be more efficient allowing citizens to access information over the Internet. They may also qualify to grant fund, depending on the project. An example of a successful G2G project is the Northeast Gang Information System (NEGIS). NEGIS is implemented in the northeast states to share information about street gangs, including gang-related activities and gang intelligence. The system connects all the state police department of the participating states, and the police department transmit the collected information to their state's law enforcement and public service agencies.

G2G transactions are non-commercial. However, in the context of India, there may be financial transactions between centre and the state governments. For example, in transactions where grants or financial aids are provided are financial in nature, but definitely non commercial.

#### **Other E-Commerce models:**

- **Consumers / Citizens to Government (C2G)** - In the recent days, there is a growing attention on the potential benefits of technology for fostering Citizen-to-Government (C2G) relations. Since many people agree that a new paradigm of governance is needed, namely one that evolve around citizen empowerment and increased citizen engagement in government processes, e-Government emerges as a potential solution for restoring citizen involvement, thus facilitating the development of truly participatory communities at all levels of government. C2G applications usually encompass tax payment, issuing certificates or other documents, etc. Though we can't strictly define consumer or citizen to government as e-Commerce, we can see several C2G applications under the scope of transactions that are done and handled more efficiently and effectively with e-commerce systems and technologies. In this type, an individual consumer interacts with the government. Example: a consumer can pay income tax or house tax online.
- **Business to Government (B2G)** – B2G networks or models furnish a way for businesses to bid on government projects or products that government might purchase or need for their organization. This encompasses public sector organizations that propose the bids. B2G activities are increasingly being conducted via the Internet through real-time bidding. B2G is also referred to as public sector marketing. Government bids are proposals that originate from businesses that have something a government needs. The proposals may be in the form of reverse auctions where sellers are competing to obtain business. The concept of smart city has been evolved from B2G e-commerce. The B2G type covers contracts of all sorts – for goods, services and information between businesses of all sizes and government at all levels (both state and central). Government contracts are mostly large and frequently more stable than analogous private-sector work.