

Types of E-Business Revenue Models

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DESCRIPTION

The most crucial factor for any businesses implementing E-business is the infrastructure. E-business directly influences the speed, security, richness, user-friendliness, and responsiveness of the service that system users receive. A strong infrastructure is made up of an organization's servers and client PCs, as well as the network that connects them and the software programmes that run on them. Infrastructure also refers to the location of the hardware, software, and network architecture. Which components of this infrastructure are housed within the organisation and which are maintained externally as third-party managed apps, data servers, and networks is a crucial decision [1].

The revenue model of a business outlines how it expects to bring in money, make money, and offer investors a higher return on their capital. Profit-making and capital investment returns that outperform alternative investments are two goals of business organisations.

E-business revenue models

Advertising revenue model: A website that offers its customers content, services, and/or products also provides a forum for advertisements under the advertising revenue model and earns payments from advertisers. The websites with the highest viewership or those with a highly targeted, distinct audience that can hold users' attention can charge greater advertising rates [2-4].

Subscription revenue model: A Web site that provides its users with content or services levies a subscription fee for access to some or all of its offerings. For instance, some e-book websites only allow customers who have paid a monthly or yearly subscription cost access to download any book.

Transaction fee revenue model: A fee is paid by a corporation in the transaction fee revenue model in exchange for facilitating or carrying out a transaction. As an illustration, epay offers a platform for online auctions and charges a small transaction fee to sellers who are successful in selling their goods [5].

Sales revenue model: Under the sales revenue model, businesses generate income by offering their clients products, services, or information. Shoppers stop and businesses like Flipkart and Amazon (which sells books, music, and other things) sales revenue models for corn [6,7].

Affiliate revenue model: In the affiliate income model, websites that refer customers to a "affiliate" are compensated with a commission or a share of the sales proceeds. For instance, HDFC Bank rewards customers with 5 points for every 100 rupees they spend with their card. Members receive "points" when customers take advantage of offers and make purchases. They can then exchange these points for free gifts [8].

History of E-business

Electronic Data Interchange (EDI) replaced the conventional methods of mailing and faxing documents in 1960. Moreover, teleshopping was introduced and utilised extensively up until 1982. A videotext terminal was used to launch minitel in 1982, and it was in use until 1991. The first web browser and server were created in 1990. When the internet was first available in 1991 for commercial use, several business entities began conducting their operations online. Further popularising internet activities were search engines like Google and Yahoo. The volume of e-business expanded after the year 2000 as a result of security improvements for online operations, and it is currently continuing with the usage of the internet in smart phones, tablets, etc [9,10].

CONCLUSION

These websites have portals that concentrate on a variety of interests and subjects. They concentrate on a broad audience and make an effort to offer something for everyone. By providing content on the user's topic of interest and directing them to the right places to locate more resources and information, horizontal portals endeavour to act as the user's entry point into the internet.

These are portals created and kept up to date for intranet or enterprise network users. Enterprise portals are most frequently

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used to give employees access to this information in a regularly updated manner, along with a document management system, applications that are available on demand, online training courses and web casts, etc., as well as communication tools like emails, messaging, and web meetings.

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