Abstract

An Empirical Research on E-Marketplace Basic Functions

by Ran An

Thesis Supervisor: Associate Professor Jingzhi Guo
Master of E-Commerce Technology

This thesis is to show that functions are the indispensable elements for e-marketplace construction, and that basic functions in particular are able to meet the demand for highly interoperable and cost-effective e-marketplaces. Specifically, this thesis relies heavily on historical literature event methodology by studying existing electronic marketplaces through thousands of research papers, ranging among 1,221 articles published in journals and conferences over the period of 1986-2012. Based on a substantial case study (on Knowledgestorm.com, Dell.com, Taobao.com, Alibaba.com, Wire-and-cable.cn, E2open.com, Bolero.net, Tradecard.com, Ariba.com), this thesis eventually shows that the basic function set found by the functionality framework will help designers, facilitators, buyers, and sellers to construct and select a suitable e-marketplace automatically for their diverse purposes.