

Global e-Business Models for Innovative Marketing Practices: A Caselet of eBay, Amazon and Groupon

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Abstract

The importance of e-business model concept is widely recognized for innovative marketing practices. An e-business model is simply the approach a company takes to become profitable on the internet and to sustain competitive advantage. But times are changing and companies must continuously rethink and change their business models as value migrates from industry to industry. Ultimately the success or failure of a company depends first on how well its business design matches their customer priorities. Qualitative data analysis has been applied with an exhaustive literature survey of research reports, newspaper articles and online resources on the said topic.

The main purpose of this research paper is to understand the three global e-business models which are at the heart of India's e-commerce market. Every e-tailer is either a clone or a hybrid of one or the other of these models. The paper throws light on the design and working of "Market Place Business Model" of eBay, 'Stock and Sell' model of Amazon and 'Group Discount Model' of Groupon. Research will be a good help and useful study for the students of Service Marketing, Internet Marketing and Retailing.

Key Words: e-Business model, Market place model, Stock and sell model, Auction, Bidding, Group discount model, Sales revenue model and Affiliate revenue model.

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