EMS 302

## MANAGEMENT

## INFORMATION

## SYSTEM II

ASSIGNMENT

Submitted

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Business Administration

**Question**

In not less than 1500 words, explain the impact of the pandemic COVID-19 on E-commerce.

To answer this question, we must have a better understanding of what the COVID-19 pandemic is, what E-commerce is and then go forth to identify its impact.

The COVID-19 pandemic, also known as the corona virus pandemic, is an ongoing pandemic of corona virus disease 2019,The outbreak was identified in Wuhan, China, in December 2019. The World Health Organization declared the outbreak a Public Health Emergency of International Concern on 30 January, and a pandemic on 11 March.

1. commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. While most people think of e-commerce as business to consumer (B2C), there are many other types of **e-commerce**

The main types of E-commerce include:

* Business to business
* Business to customer
* Consumer to consumer
* Consumer to business
* Business to Administration
* Consumer to Administration

### **Business-to-Business (B2B)**

B2B e-commerce refers to all electronic transactions of goods and sales that are conducted between two companies. This type of e-commerce typically explains the relationship between the producers of a product and the wholesalers who advertise the product for purchase to consumers. Sometimes this allows wholesalers to stay ahead of their competition.

### **Business-to-Consumer (B2C)**

Perhaps the most common form of e-commerce, B2C e-commerce deals with electronic business relationships between businesses and consumers. Many people enjoy this avenue of e-commerce because it allows them to shop around for the best prices, read customer reviews and often find different products that they wouldn’t otherwise be exposed to in the retail world. This e-commerce category also enables businesses to develop a more personalized relationship with their customers.

### ****Consumer-to-Consumer (C2C)****

This level of e-commerce encompasses all electronic transactions that take place between consumers. Generally, these transactions are provided by Online platforms (such as Pay Pal), but often are conducted through the use of social media networks (Face book, marketplace) and websites (Craigslist).

### **Consumer-to-Business (C2B)**

Not the most traditional form of e-commerce, C2B e-commerce is when a consumer makes their services or products available for companies to purchase. An example of this would be a graphic designer customizing a company logo or a photographer taking photos for an e-commerce website.

### **Business-to-Administration (B2A)**

This e-commerce category refers to all transactions between companies and public administration. This is an area that involves many services, particularly in areas such as social security, employment and legal documents.

### **Consumer-to-Administration (C2A)**

Another popular e-commerce category, C2A e-commerce encompasses all electronic transactions between individuals and public administration. Examples of this include taxes (filing tax returns) and health (scheduling an appointment using an online service.

Now how does the COVI-19 pandemic affect each and every one of these e-commerce categories?… The Chinese use two brush strokes to write the word “**crisis”**. One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger – but recognise the opportunity. (**John F. Kennedy**). I believe as the danger this pandemic brings is evident, it is also a huge opportunity for Online merchants, and I will address each e-commerce category on the pro’s and con’s of the current global crisis.

**Effects of COVID-19 pandemic on e-commerce models**

**Business 2 business**

As explained above, business 2 business e-commerce involves the trading and selling between two businesses, often a producers to wholesalers relationship. This type of e-commerce model will greatly affected by the pandemic crisis in a negative way, the whole purpose of business 2 business transactions are to re-use the product as a spare part for a work in progress product, or re-sell the product being purchased to customers for final consumption. Most e-commerce businesses, that conduct business to business transactions, transact with businesses that operate in the world and not online thus the product or services being purchased still require operational activities in person, and this cannot be delivered, as the lock down in place has crippled any movement for non-essential workers.

**Business 2 Consumer**

The business to consumer form of e-commerce, is one of the most common form and generally most referred too form, when it comes to the subject of e-commerce. It includes online merchants such as Jumia, konga, Aliexpress and others. Now in the situation of a pandemic, the impact for this form of e-commerce could be a positive one, depending on the nature of the business. For a popular online merchant like Jumia, it proves an opportunity to maximise sales, as majority of customers are inclined to shop online, and have items delivered to there doorstep, as the general community have been instructed to stay home in order to avoid contracting and spreading the virus. Now Jumia offers a variety of products, of which some to could be considered essential, such as groceries, providing them the opportunity to move as an essential worker, as instructed by the federal government.

**Consumer 2 consumer**

The impact of the COVID-19 pandemic on the consumer to consumer form of e-commerce is highly circumstantial. Generally it involves trading items with other private individuals online, and in this scenario, it may not greatly affect such transactions, as you can still operate online, however due the clause whereby the seller has to deliver the item sold to the buyer, restriction on movement will certainly hinder the progress of such as transaction. We also have to consider the fact that, the items being sold are usually second hand and non essential, and during a period whereby the economy is crippled financially, as businesses cannot operate due to restrictions, customers are more likely to spend their more on items necessary for survival.

**Business 2 administration**

In the situation of a national crisis, such as the one we currently find ourselves in with COVID-19, business 2 administration will certainly thrive, why? … “**information”**. More than any other resource necessary in the time of a crisis, what a government needs the most is information and business to administration deals mostly with the exchange of information, through the use of the internet, between organisations and governing administrations.

A prime example could be information on the economic impact of the COVID-19, which could obtained with the aid of economic and financial consultant agencies. Pharmaceutical companies, as well as other health organisations could provide useful information on vaccines, treatment procedures, other preventative methods and techniques to tackle the virus.

**Consumer 2 administration**

Consumer 2 administration provides a direct communication link between governments (e.g. local authority) and consumers. The HM Revenue and Customs Website for example, allows consumers to directly file tax returns using a secure Website. Other examples are those of local council and civic service Websites that inform the general public about community events, road closures, and other activities that impact the community and public services. The consumer 2 administration form of e-commerce, would have its benefits as well as setbacks, setbacks in terms of filing tax returns would cease, due to the global crisis that has crippled economies, thus government would lose a significant source of funding. It would be beneficial in disseminating information to citizens of the country, through the use of e-health, e-health is an emerging field in the intersection of medical informatics, public health and business, referring to health services and information delivered or enhanced through the Internet and related technologies. Another useful means during this global crisis, would be the use of e-democracy… **E-democracy**, in full **electronic democracy**, is the use of information and communication technologies to enhance and in some accounts replace representative democracy. In the worst case scenario, if the global crisis becomes a long term problem, upcoming elections will still have to take place and for the safety of citizens, it would be best to conduct these elections online. Other processes that may need to be implemented by the government, which will affect the daily lives of citizens directly, such as the decision to lock down the country until a viable solution has been provided, a vote could be conducted online.

**Conclusion**

The COVID-19 pandemic is an immense global crisis, that is crippling businesses and economies around the word, the impact of the pandemic can only be determined, long after the crisis has passed, all form of businesses both online and off-line are dramatically affected by the existence of the virus, however it does present some opportunities with which the right mind, business and resource can capitalise and convert into profit. E-commerce businesses are based online, and since the entire world has been forced to interact and do almost everything online, it would certainty be to their benefit to provide goods and services for the masses to enjoy. Assessing both the risks and benefits involved and mitigating that risk as much as possible, in order to operate in a way that will ensure safety, legal procedures and the overall objective… profit.