

## Kisi-kisi UTS Aplikasi e-Bisnis

- Siklus adopsi e-bisnis
- Manfaat konsumen
- Created value
- Kegiatan primer dan pendukung dalam rantai nilai porter
  - Primer: Inbound logistics, operations, outbound logistics, marketing and sales, service
  - Pendukung: procurement, technological development, human resources, infrastructure
- Penangkapan nilai (*value capture*):
  - surplus produsen
  - surplus konsumen
- Komponen-komponen ketiga domain e-opportunity:
  - e-operations
  - e-marketing
  - e-service
- Mengevaluasi rantai nilai dengan rantai nilai porter
- Framework CSLC (Customer-service Life Cycle)