

Guest Lecture - Ecommerce Business Models

On Thursday, 1st December 2011, Ecommerce and BIS Students of IILM UBS Gurgaon had the privilege to receive a guest lecture by Mr. Arup Roy, Senior IT Consultant, CyberQ Consulting Pvt Ltd. Mr Roy had successfully got the students involved in his hour long lecture on “Ecommerce Business Models” at IILM, Gurgaon campus.

The objective of the session was to enable participants understand various types of Ecommerce Business Models. Mr. Roy presented a thorough analysis of the Ecommerce business models and gradually covered the following aspects:

- Key components of e-commerce business models
- Different E-business transaction types
- Features of B2C business models
- Features of B2B business models
- Recognize business models in other emerging areas of e-commerce
- Key business concepts and strategies applicable to e-commerce



**Mr. Roy providing overview on various
Ecommerce Business Models**

Mr. Roy presented practical experiences and gave example of Ebay – a ecommerce based company to provide participants cutting edge knowledge of Business models, databases and business plans. He also provided examples of the role of E-business in India and talk about the key concerns while making services online.

The presentation was lucid and comprehensive, using graphs and pictorial representations, which helped the students to understand the issues easily. Various e-commerce business models were examined and critically evaluated in the context of the methodological approach.

The session was well appreciated and the students enthusiastically raised various queries at

the end of the session that was answered very impressively by the speaker. Mr. Roy found the students to be very interactive and appreciated the same.

Inputs by:

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