

ISOM2310 Fundamentals of E-Commerce: Business, Technology, and the Society
Summer 2022-23

Instructor: Dr. Jack Teh (jteh@ust.hk)

Course Description

The growth of Internet has allowed people to communicate instantly across great distance, in effect shrinking the world faster and further than ever before. It has revolutionized the way people access information and do business. In the recent years, the boom of mobile devices (e.g., smartphones, tablets) and social networks (e.g., Facebook, Twitter) also leads to dramatic change in revenue models and marketing strategies employed by e-commerce firms.

The course will cover important topics related to e-commerce, including: history of e-commerce, unique features of e-commerce technology, Porter's five forces analysis, business models for e-commerce, successful examples of e-commerce websites in various business areas, the new social, mobile and local marketing, and the ethical, social and political issues associated with e-commerce.