

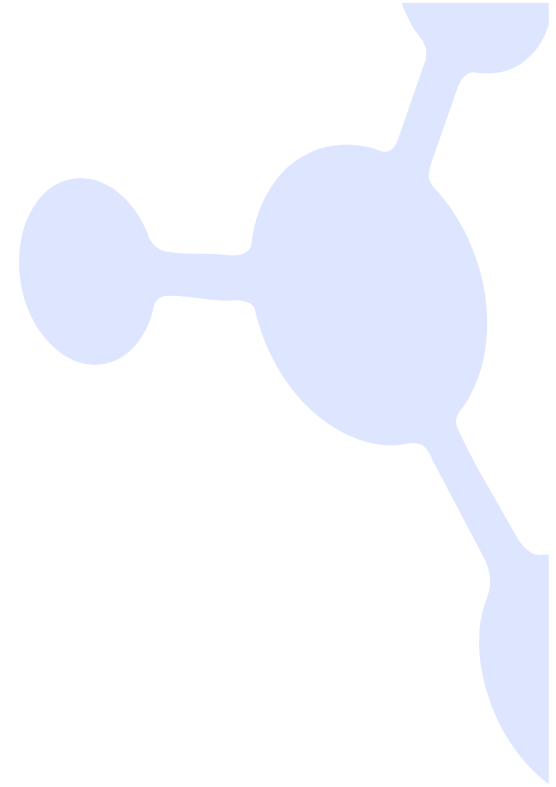


Universität Münster  
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## Internet Economics Introduction



- 
- What is Internet Economics
  - How are we going to work?

# Themes and Learning Goals

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## Recognize

- technical
- economic
- political &
- social

dimensions of the Internet revolution.

## The political context ...

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### European Visions and Action Programmes

- eEurope 2005 – An Information Society for All
- I2010 - A European Information Society for growth and employment
- eBSN – The European e-Business Support Network

### Global Initiatives

### National Programme



## The Vision

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# eEurope

***"... EU to become the most competitive and dynamic knowledge-based economy in the world "***, Lisbon Summit, March 2000



**global competition**



**transformation of the (entire) economy**



## eEconomy for Europe

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"A strong e-economy for all in Europe can **exploit our strengths in inclusiveness, cultural richness and diversity, mobile and secure technologies such as mobile phones, smart cards and enterprise management software. Europe needs a strong societal and technical infrastructure for the e-economy in terms of skills, legal framework, interoperable technologies and dependable networks. High-quality, wide-ranging education** for all in Europe can become a key part of the infrastructure of the e-economy. Its value will increase exponentially for everyone once network effects kick in through Internet-enabled sharing and collaboration. **This infrastructure is the basis for knowledge-based and networked 'smart small- to medium-sized enterprises (SMEs)' to add a wealth of personalised products and services.**"

**Erkki Liikanen**, Commissioner, Enterprise and the Information Society,  
European Commission (2000)

## eEconomy ... measures

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"Accelerating the eEconomy ... requires a coherent approach to ...

- advancing the **legal framework** and self-regulation,
- providing **cheaper access** to faster networks and better technology, and
- **promoting economic and societal development** including skills for the information society.

**The challenge is to achieve a balance between these elements."** (Liikanen 2000)



## eEurope: challenges

# 2002 *e*Europe *An Information Society for all*

- Action Plan
- Benchmarking
- News & Library
- Contact

*The story of the e-Economy is complex, but it is one we need to understand. The prosperity of the EU's 377 million citizens - or about half a billion if we include the candidate countries - depends on it.*

Romano Prodi



*Europe is now on the right tracks to rapidly become an «eEurope». But we haven't won this game. The ultimate success will depend on each of us.*

Erkki Liikanen



## eEurope 2005 action plan

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The eEurope 2005 Action Plan was launched at the Seville European Council in June 2002 and endorsed by the Council of Ministers in the eEurope Resolution of January 2003.

- It aimed
  - to develop modern public services and a dynamic environment for e-business
  - through widespread availability of broadband access at competitive prices and
  - a secure information infrastructure.

## I2010 initiative

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**eEurope 2005 finished at the end of 2005 and was followed by the I2010 initiative**

**Vivian Reding** Member of the European Commission responsible for Information Society and Media

i2010



i2010

Information Space  
Innovation & Investment in R&D  
Inclusion

“i2010” (European Information society in 2010) is an initiative which will provide an **integrated approach to information society and audio-visual policies in the EU**, covering

- regulation,
- research, and
- deployment and
- promoting cultural diversity.

It will look for fast and visible results, building on the optimistic outlook for ICT industries and markets. It will encourage fast growth built around the convergence at the levels of networks, services and devices.

Its objective will be to ensure that Europe’s citizens, businesses and governments make the best use of ICTs in order

- to improve industrial competitiveness,
- support growth and the creation of jobs and
- to help address key societal challenges.



Search



- News
- What is i2010?
- i2010 actions
- Annual Reports
- Mid-Term Review 2008
- i2010 High Level Group
- Events
- i2010 and Lisbon Strategy
- Digital Divide
- i2010 financing
- Inter-institutional
- International
- Benchmarking
- Studies
- Reports
- Preparatory work for i2010
- MODINIS
- eEurope 2005
- eEurope 2002
- Links
- Contact Us

## i2010 - A European Information Society for growth and employment

**i2010** is the European Commission's strategic policy framework laying out broad policy guidelines for the information society and the media in the years up to 2010. It promotes an open and competitive digital economy, research into information and communication technologies, as well as their application to improve social inclusion, public services and quality of life ([more information](#)).

### HIGHLIGHTS:

**3 new calls for tenders: economic and social impact of ICT, web portal on good practice in broadband**

(12/10/2007) For details, see the [Studies](#) section.

**Roaming: Consumer prices now reduced by 60%**

(04/10/2007) Consumers in the European Union have been paying up to 60% less for using their mobile phone abroad since this summer. The transition to the Eurotariff by Europe's mobile phone operators is proceeding according to plan. This is the result of a study carried out by the 27 national telecom regulators - united in the European Regulators Group (ERG) - in collaboration with the European Commission. [Press release](#). See also: [International Mobile Roaming : how will the new "Eurotariffs" reduce the cost of using a mobile phone in the EU?](#)

### News

Viviane Reding, Member of the European Commission responsible for Information Society and Media, "[The European Approach to Promoting "Content Online"](#)" (09/10/07)

[Public consultation raises ambition for the European Research Area](#) (08/10/07)

[Worldwide corporate investment in R&D grew by 10% last year, according to a new European Commission study](#) (05/10/07)

[More news...](#)

### Funding Opportunities

[ICT PSP Call for Proposals 2007](#) (Deadline: 23/10/2007)

[Blue Sky Research on Emerging Issues affecting European S&T](#) (Deadline: 29/11/2007)

[More funding opportunities...](#)

EU benchmark survey confirms Member States making significant

[Policies](#)[Activities](#)[Culture & Society](#)[Economy & Work](#)[Education & Training](#)[Quality of Life](#)[IS Industry](#)[Regions / World](#)[Research & Innovation](#)

**IVITY :: Information Society Statistics**




## Measuring the Information Society

**Stimulating the development of the Information Society across Europe requires comparable EU-level data. Most such statistics available today are produced in the framework of two surveys, coordinated by Eurostat, the EU's statistical office.**

Eurostat has been involved in producing Information and Communication Technology (ICT) statistics for the Information Society since the **Lisbon Goal** was set in 2000. Since then Eurostat has coordinated two surveys across Europe: one based on **ICT usage and e-commerce in Enterprises**, the other on **ICT usage in households and by individuals**. Data is also sourced from Eurostat's COINS (Telecommunications in Europe) and COMEXT (External trade) databases, plus the Structural Business Statistics and the Labour Force Survey (see Eurostat themes, right).

This data are used in **Eurostat's Structural Indicators**, **eEurope 2005 benchmarking activities** and a variety of other Eurostat publications (see 'Library' right). A number of **recent initiatives**, including **Regulation (EC) 808/2004** and annual measures implementing that Regulation have helped to further improve statistical analysis.

### Two Eurostat Surveys

Note: the model questionnaires used for these surveys can be found when clicking on the icon which links to the SDDS metadata accompanying the statistics on ICT ()

#### Surveying ICT Usage and e-Commerce in Enterprises

#### News

- Worldwide corporate investment in R&D grew by 10% last year, according to a new European Commission study (05/10/07)
- Low business R&D a major threat to the European knowledge-based economy (11/06/07)
- Evolution of high-technology manufacturing and knowledge-intensive services, Eurostat, 25 May 2007

[More news...](#)

#### In the Library

- Speech: "i2010 - 2 years on", Viviane Reding, Member of the European Commission responsible for Information Society and Media, 10 May 2007

## Example of an initiative ...

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In response, the eEurope 2005 Action Plan foresees the establishment of

"an European e-business support network,  
federating existing European, national and regional players  
in this field

with a view to strengthening and co-ordinating actions  
in support of SMEs in the field of e-business".

## European eBusiness Policy Network

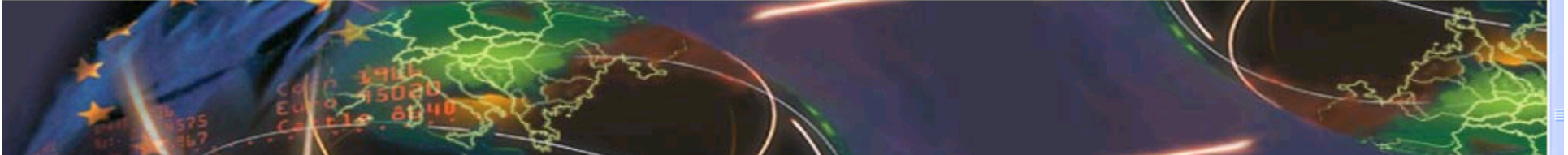
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### What is eBSN?

In its conclusions on the impact of the e-economy on the competitiveness of European enterprises of 6 June 2002, the Industry Council invited the Member States and the Commission to *"intensify dialogue, exchange regularly experience, identify specific goals for e-business policies and to share best practices"*.

Facing the challenge of the new economic situation and with the vision of strengthening dialogue between different e-business initiatives at European level, the European Commission established the European e-Business Support Network for SMEs (eBSN). *The main objective of eBSN is to federate e-business experts in Europe and to share experience and good practice in support of e-business for SMEs*

[http://ec.europa.eu/enterprise/e-bsn/index\\_en.html](http://ec.europa.eu/enterprise/e-bsn/index_en.html)



**Home**

**About eBSN**

- [What is eBSN?](#)
- [eBSN Structure](#)
- [eBSN Members](#)
- [Steering Group](#)
- [Workshops](#)

**Policies**

- [European Initiatives](#)
- [National Initiatives](#)

**Publications & Studies**

**Statistics**

- [e-Business in Figures](#)
- [e-Business Watch](#)

**Best Practices**

- [Best Practices in e-Business](#)
- [National Best Practices](#)
- [Internet Prizes](#)

**Links**

**News and Announcements**

Welcome to 

## This is the European e-business policies portal

The European e-business policies portal, the backbone of the **European e-Business Support Network (eBSN) for SMEs**, serves as one-stop-shop, on-line environment for all European e-business initiatives, launched by (or in collaboration with) public authorities at national, regional or local level, that aim at promoting the adoption of ICT and e-business among SMEs.

The portal provides information about e-business policy initiatives, statistical data about the take-up of e-business among European SMEs, examples of best practice, news, announcements, articles, etc.

**News highlights**

-  **Conference: Standards working for citizens and society**  
03/10/07
-  Consultation:  
**Suggestions to reduce administrative burdens put on business by the EU**  
on-line, 21 September 2007 - 21 September 2008 Closing date: 21/09/2008
-  **Commission leads the drive for safer, greener and smarter cars**  
17/09/07
-  **The Court of First Instance essentially upholds the Commission's decision finding that Microsoft abused its**

**E-Business by Country**

To view National Initiatives, please choose a country from the list below

Select a Country...

**eBSN workshops**

eBSN 2007 - 2009 Workshops  


**Links**

**European Initiatives**

- [Enterprise DG Web Site](#)
- ["Your Europe" Portal](#)
- [eMarket Services](#)
- [The eBusiness Watch](#)
- [ebusiness lex](#)
- [European e-Skills Forum](#)

**Others**

- [Canadian e-Business Initiative](#)

## The broader context

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- International as well as national initiatives/ institutions/ studies



## general information

### first phase: Geneva

### second phase: Tunis

### WSIS implementation

### WSIS follow-up

## newsroom

### WSIS Organizing Agency



[Connect the World  
ICT success stories](#)  
[ITU WSIS activities](#)  
[WSIS Books](#)

## BASIC INFORMATION : ABOUT WSIS

### Overview

The UN General Assembly [Resolution 56/183](#) (21 December 2001) endorsed the holding of the **World Summit on the Information Society (WSIS)** in two phases. The first phase took place in Geneva from 10 to 12 December 2003 and the second phase took place in Tunis, from 16 to 18 November 2005.

#### Geneva Phase: 10-12 December 2003

The objective of the first phase was to develop and foster a clear statement of political will and take concrete steps to establish the foundations for an Information Society for all, reflecting all the different interests at stake.

Nearly 50 Heads of state/government and Vice-Presidents, 82 Ministers, and 26 Vice-Ministers from 175 countries as well as high-level representatives from international organizations, private sector, and civil society attended the Geneva Phase of WSIS and gave political support to the [Geneva Declaration of Principles and Geneva Plan of Action](#) that were adopted 12 December 2003. **More than 11,000 participants from 175 countries** attended the Summit and related events.

- ◆ [Full texts of the Geneva Declaration of Principles and Geneva Plan of Action](#)
- ◆ [More on the first phase of WSIS](#)

#### Tunis Phase: 16-18 November 2005

The objective of the second phase was to put Geneva's Plan of Action into motion as well as to find solutions and reach agreements in the fields of Internet governance, financing mechanisms, and follow-up and implementation of the Geneva and Tunis documents.

Nearly 50 Heads of state/government and Vice-Presidents and 197 Ministers, Vice Ministers and Deputy Ministers from 17 countries as well as high-level representatives from international organizations, private sector, and civil society attended the Tunis Phase of WSIS and gave political support to the [Tunis Commitment and Tunis Agenda for the Information Society](#) that were adopted on 18 November 2005. **More than 19,000 participants from 174 countries** attended the Summit and related events.

- ◆ [Full texts of the Tunis Commitment and Tunis Agenda for the Information Society](#)
- ◆ [More on the second phase of WSIS](#)

### Background and Organization

# GLOBAL INFORMATION SOCIETY WATCH



[WSIS in REVIEW](#)

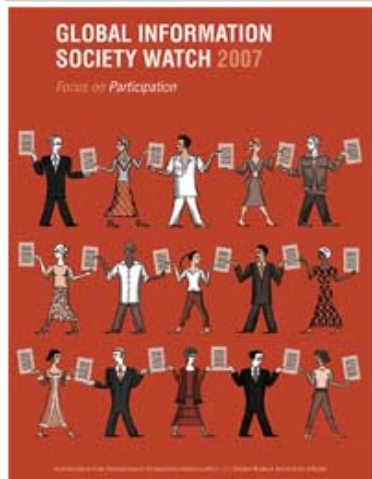
[INSTITUTIONS](#)

[MEASURING PROGRESS](#)

[COUNTRIES](#)

[ABOUT](#) [GISW 2007](#) [SEARCH](#) [CONTACT](#)

## GLOBAL INFORMATION SOCIETY 2007



The **Global Information Society Watch 2007** report - the first in a series of annual reports- looks at state of the field of information and communication technology (ICT) policy at local and global levels and particularly how policy impacts on the lives of people living in developing countries.

Studies of the ICT policy situation in twenty-two countries from four regions are featured: Africa (Democratic Republic of Congo, Egypt, Ethiopia, Kenya, Nigeria, South Africa and Uganda); Asia (Bangladesh, India, Pakistan and the Philippines); Latin America (Argentina, Brazil, Colombia, Ecuador, Mexico and Peru); and Eastern Europe (Bosnia and Herzegovina, Bulgaria, Croatia and Romania), with one report from a Western European country (Spain).

The report concludes that when it comes to ICTs for development, there are some conspicuous similarities between the countries. Excluding Spain, the other twenty-one countries each show obvious evidence of the "digital divide" which impacts on the majority of people negatively. According to Brazilian authors RITS, the absence of a people-orientated policy framework in Brazil runs the risk of condemning the vast majority of people to "eternal disconnection." The report also includes provocative, analytical essays on five international institutions (including ICANN and the World Intellectual Property Organisation) questioning the extent to which they allow all stake-holders to participate in their processes. There is a special section on how to measure progress.

**Pictures of the launch of the GISW 2007 report** at the United Nations' Palais des Nations in Geneva (22 May 2007).

### **Global Information Society Watch report launched in Dhaka**

The report was launched on the sideline of a discussion meeting on 'Reviewing the progress of WSIS action plan in Bangladesh' organised by Bytesforall Bangladesh and other partner organisations.



# INTERNETÖKONOMIE

Das Bundesministerium für Bildung und Forschung (BMBWF) beabsichtigt, den Aufbau von Forschungsschwerpunkten (FSP) zum Themengebiet „Internetökonomie“ zu fördern.

## Wer kann sich bewerben?

- Hochschulen sowie
- außeruniversitäre Forschungseinrichtungen.

Unternehmen der Wirtschaft können sich – ungefordert – beteiligen.

## Was wird gefördert?

Forschungsschwerpunkte, die – aus mehreren Einzelprojekten bestehend – ein gemeinsames Forschungsprogramm verfolgen. Intendiert ist eine regionale Schwerpunktbildung.

## Gegenstand und Ziel der Maßnahme

Deutschland ist auf dem Weg in die Internetökonomie.

Das heutige Internet sowie künftige Netze (mobile Breitbandnetze, IPv6-Netze...) eröffnen enorme Innovations- und Optimierungspotenziale in allen Bereichen von Wirtschaft und Gesellschaft.

Eine Voraussetzung für die Realisierung dieses Potenzials ist, dass auch Wissenschaft und Forschung ihren Beitrag zum Verständnis, zur Entwicklung und zum Betrieb dieser (künftigen) Netzanwendungen leisten und die dafür benötigten Fachkräfte ausbilden: Rund um das Internet müssen an Hochschulen und außeruniversitären Forschungseinrichtungen entsprechende neue wissenschaftliche Fragestellungen formuliert werden und sind verstärkt neue Forschungsansätze, Lehrgebiete und Studiengänge zu entwickeln.

Ziel der Fördermaßnahme ist es, diesen Prozess der Modernisierung in Wissenschaft und Forschung zu unterstützen und zu beschleunigen.

Forschung und Entwicklung zu folgenden Themenbereichen können Gegenstand der Förderung werden:

- **Gestaltung Internet-basierter Anwendungen:** systematische, methodisch-theoretische und empirisch gesicherte Entwicklung von Verfahren, Methoden, Standards und Werkzeugen für die Gestaltung und Führung netzbasierter Prozesse, Produkte und Dienstleistungen.
- **Verständnis grundlegender Funktionsmechanismen der Internetökonomie:** wissenschaftlich-fundiertes Verständnis der mit dem Internet entstehenden neuen Kosten- und Wertschöpfungsstrukturen, der neuen Erlöstypen und Preismodelle sowie der neuen für den wirtschaftlichen Erfolg erforderlichen Wettbewerbs-, Vermarktungs- und Kommunikationsstrategien.
- **Auswirkungen und Folgen der Internetökonomie:** wissenschaftliche Auseinandersetzung mit den sozio-kulturellen Auswirkungen der Internetökonomie mit Blick auf die politische Gestaltung der Rahmenbedingungen und ein möglichst frühzeitiges Erkennen von Fehlentwicklungen.

Vorgeschlagene Schwerpunktkonzepte müssen mindestens einem dieser Bereiche zuzuordnen sein.





## INTERNETÖKONOMIE

► Forschungsbereiche

Über uns

RSS-NewsFeeds

extraNet

Zukunftsforum IÖ

Programm

Anreise/Unterkunft

Kontakt



## Internetökonomie

Das Bundesministerium für Bildung und Forschung (BMBF) fördert den Aufbau von Forschungsschwerpunkten (FSP) zum Themengebiet "Internetökonomie". Die Förderung ist zunächst bis Ende 2007 ausgelegt, mit der Möglichkeit einer Verlängerung um weitere vier Jahre. Die zugrunde liegende Bekanntmachung mit den Richtlinien zur Förderung von Forschungsschwerpunkten auf dem Gebiet "Internetökonomie" wurde am 25.06.2002 im Bundesanzeiger veröffentlicht. Die Auswahl- und Antragsphase endete im 2. Quartal 2003.

### Folgende sieben Forschungsprojekte werden gefördert

- **Hybrid** - Internetökonomie und Hybridität  
Sprecher: Prof. Dr. H. L. Grob, Westfälische Wilhelms-Universität Münster
- **InterMedia** - Informationsintermediäre im Wandel  
Sprecher: Prof. Dr. T. Hess, Ludwig-Maximilians-Universität München
- **InterVal** - Information und Wertschöpfung  
Sprecher: Prof. O. Günther, Ph.D., Humboldt-Universität zu Berlin
- **Mediaconomy** - Veränderte Marktstrukturen und Angebotsformen  
Sprecher: Prof. Dr. M. Schumann, Georg-August-Universität Göttingen
- **nova-net** - Innovation in der Internetökonomie  
Sprecher: Prof. Dr.-Ing. D. Spath, Fraunhofer-Institut für Arbeitswirtschaft und Organisation, Stuttgart
- **Premium** - Erlös und Preismodelle  
Sprecher: Prof. Dr. B. Skiera, Johann Wolfgang Goethe-Universität

### DOWNLOADS

► [Förderbekanntmachung \(PDF\)](#)

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# Assessing the impact and consequences

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- of the Internet Economy

## The challenge of assessment ...

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”Assessing the consequence of the movement towards the information society is an inherently difficult task because the transformations that are occurring in the use of the information and communication infrastructure are so pervasive. ... the use of the new technologies and services is influencing not only the **costs** of inputs and the nature of outputs in the economy, but also the way that **work is organized** and **skills are articulated.**”

Mansell; Steinmueller 2000, 448

## Impact of technology

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- "Technology is not only reshaping industries but contributing to **bringing countries together**.
- Electronics and new materials are working singly and together to yield **more compact, lighter products** that are less costly to ship. Transportation costs themselves have fallen.
- Increasing ease of communication and data transfer are creating **opportunities to link operations in different countries**. Firms are able to integrate and coordinate far-flung activities in more and more complex ways, aided by the permeation of information technology into manufacturing, logistics, R&D, and other firm activities.
- Finally, information is flowing more freely to buyers located everywhere, and **buyers** are increasingly aware of and demanding products of world class." Port 1986, 3

## Our themes

---

1. Introduction: eBusiness Quo Vadis?
2. Defining the business: fundamentals in strategy and business models
3. The Tourism eBusiness Ecosystem
4. The product/services market: Which products are suitable for eBusiness?
5. The customer buying cycle and CRM
6. Content management
7. CRS & booking engines
8. Revenue streams and pricing models
9. Cybermediaries and the transformation of the value chain
10. Prosuming and communities
11. Service innovation
12. Mobile and location based services
13. Web quality management

## Course schedule

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- Tuesday, 14.15 - 15.45h, Leo 1
- Wednesday, 16.15 - 17.45h, Leo 1

# Course Organization

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- Lectures
  - Theory, methods and heuristics
  - Discussion
  - Case examples
- Group assignments
  - Essay
  - Case analysis/ business model development/ scenario
- Grading
  - Group assignments 40%
  - Written exam 60%

## Assignment 1

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A brief essay based on a literature review. The idea is that you will write 1-page Wikipedia-like articles, which will require engaging with and summarizing key arguments in the literature and to provide a short list of annotated references, i.e. that you will provide the bibliographic information but also a short description of the paper, book or Web site.

The essays will be briefly presented in class (about 10 min):

- What is the topic of your essay?
- What sources did you find?
- What did you select and why?
- Open issues.

## Essay topics (1/2)

---

- Defining the tourism industry
- Travel and Tourism Organizations – Institutions for collective action: the role of associations in travel and tourism
- IT innovation in tourism: tourism as driver of IT innovation, open issues, major areas of innovation
- IT and the security of (air-)travel
- IT and data protection
- Service definition: tourism as experience good (search – experience – credence goods)
- IT and service configuration: bundling/ unbundling of service components
- Pricing models for tourism products

## Essay topics (2/2)

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- Yield management in tourism
- Ticket auctions
- CRM in tourism: examples, special issues
- The ProSuming phenomenon in tourism: user participation in value generation (from innovation to self-service)
- User generated content: areas, empirical evidence, incentives, trends
- Content licensing: Open Content, Creative commons
- The long tail phenomenon and tourism
- Multi-channel marketing in tourism
- IT innovation in hotels
- Virtual vacation

## Assignment 2: Case analysis etc.

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- 4 students per group  
(you can suggest groups, else we will assign members to groups)
- Modes:
  - eCommerce cases
  - Vision Tourism 2020
  - Business models

## Group presentations - What to submit?

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- PowerPoint slides
  - Use the style sheet provided by us
  - Not more than 6 slides (10-15 min presentation)
  - Language: English
  - ALL students of each group should be prepared to do the presentation
  - Deadline: One day before the presentation in class
  
- Paper
  - Use the style sheet available under:  
[http://www.wi.uni-muenster.de/is/studieren/dbm\\_arbeiten/richtlinien.html](http://www.wi.uni-muenster.de/is/studieren/dbm_arbeiten/richtlinien.html)
  - Between 1000-1500 words
  - Language: English or German
  - Deadline: One week after the presentation in class

## Group presentations – How to register

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- Registration email to [nadine.vehring@wi.uni-muenster.de](mailto:nadine.vehring@wi.uni-muenster.de)
- Subject: „[IE] exercise“
- Content:
  - For each member of the group:
    - Name
    - Matriculation number
    - Email address
  - List of priorities (modes 1-3)
  - Preferences: early, mid term, late
- Registration until tomorrow (15.10.2007) 20.00h

## Recommended book

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- Werthner, Hannes; Klein, Stefan (1999):  
Information Technology and Tourism - A Challenging  
Relationship, Wien, New York: Springer, 1999.

## Next session

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Monday, 20.10.2008, 14-16h

Guest Lecture

Professor Robert Johnston, UCD:

„e-Marketplaces and eProcurement“