

SBMA7112: E-Business Strategy, In-Class Exercise 2

Guided Readings for EBS Unit 3

Each in-class exercise contributes to the 15% assessment mark for module participation. Participants work in pairs to answer the following questions - based on the readings assigned for this week. Put your SID and print your name in the boxes provided, then discuss each question with your partner - writing in your answers (briefly) into the boxes supplied (continue on the reverse of this sheet if necessary). Exercise sheets will be collected, marked and returned to you.

SID	Print Name

Questions:

1. Based on your reading of the paper by Dzever, Merdji and Saives (in SCM, Vol 6, 5, 2001), in relation to purchasing behaviour (of equipment) of French firms in the food-processing sector, how would you characterise the advantages of e-procurement over traditional procurement for industries in this sector? What may be the disadvantages?

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2. Hackbarth and Kettinger (2000) identify three stages of a business which define the potential for an e-Business development within an enterprise. They are: "Experimentation", Migration" and "Transformation". In your own words, how would you determine whether an enterprise you are investigating falls into each of these categories? Give examples of businesses you believe fall in each of these categories.

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[Continue on the reverse if necessary]