

Digital Skills and Research Methods.

BMSW4003_A1_Group Presentation.

Lecturer: Ejiro Albert Esowode



Background of the organisation.	Ion Bogza [2129233]
The challenges before the introduction of modern technology.	Jennifer Salazar [2131123]
Insights to the modern technology introduced.	Zelda Pereira [2132007]
The impact of the technology introduced.	Roman Kadlubiec [1916730]
Lessons that can be drawn from the case study.	Valentin Jora [2131038]

Background of ebay.

❖ What is ebay?

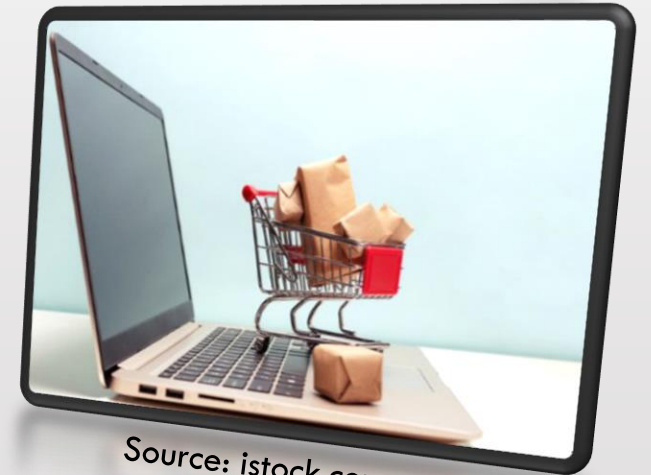
- Online shopping company.
- Free to use, online commerce platform.

❖ On what basis does ebay work?

- Allows users to be either costumer or seller.
- Allows people to create their own small businesses.



Source: iNews.co.uk



Source: istock.com

Background of **ebay**.

❖ Foundation and base of **ebay**.

- Founded on 1995 by American entrepreneur Pierre Omidyar.
- Headquartered in San Jose, California.
- 10 800 total employees. (2022)

❖ How does **ebay** earn money today?

- Advertisements.
- By charging sellers a fee when a transaction is completed.



Source: gobankingrates.com



Source: wealthofgeeks.com

Background of ebay.

❖ More facts about ebay.

- “One of the first companies to create and market an Internet Website.”
- One of the world’s top 10 e-commerce companies.
- \$10.2 billion revenue in 2020 (5.1 % increase rate yearly).
- 159 million active users.
- Over 20 million sellers.





eBay

CHALLENGES BEFORE THE MODERN TECHNOLOGY

Presenter:
Jennifer Salazar

- 
- 
- ❖ **AuctionWeb** (1995): Broken laser pointer. Secure exchanges between users.
 - ❖ **Ebay** (1997): Selling anything to anyone, anywhere in the world at fixed prices.



CHALLENGES FACED



SELLING ON MOBILE DEVICES

- Starting with rudimentary standards
- Douglas McCabe, an Analyst at Enders Analysis: “lost traction” as an auction business
- Other Digital Leaders such as **Amazon**



CHALLENGES FACED

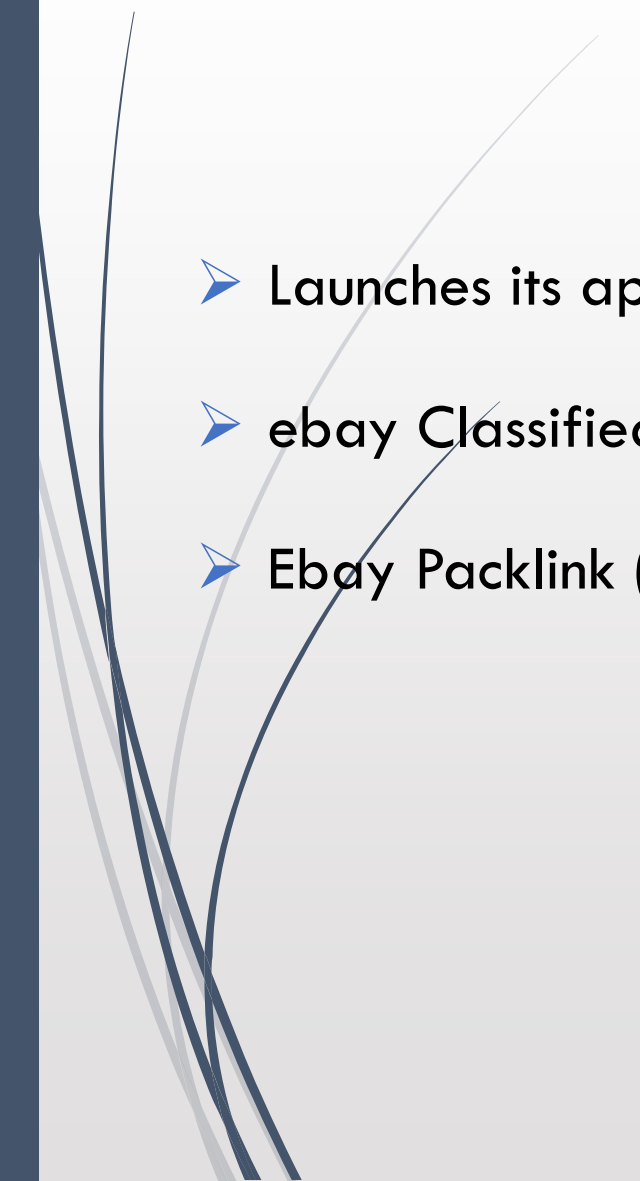


PAYMENT METHODS AND SHIPPING

- Beginning 1995: Fraud and Cybersecurity
- **PayPal** (2002): Encrypted payment
- Items arriving later than promised – Default shipping and on time delivery



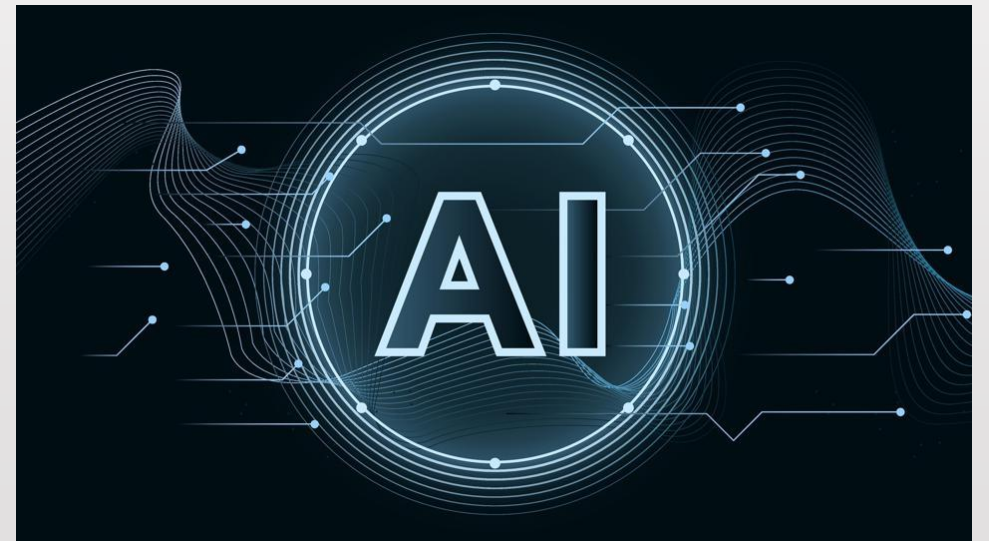
REINVENTION

- Launches its app - 2008
 - ebay Classifieds – AdMarketplace
 - Ebay Packlink (Europe)
- 

In sights of modern technology

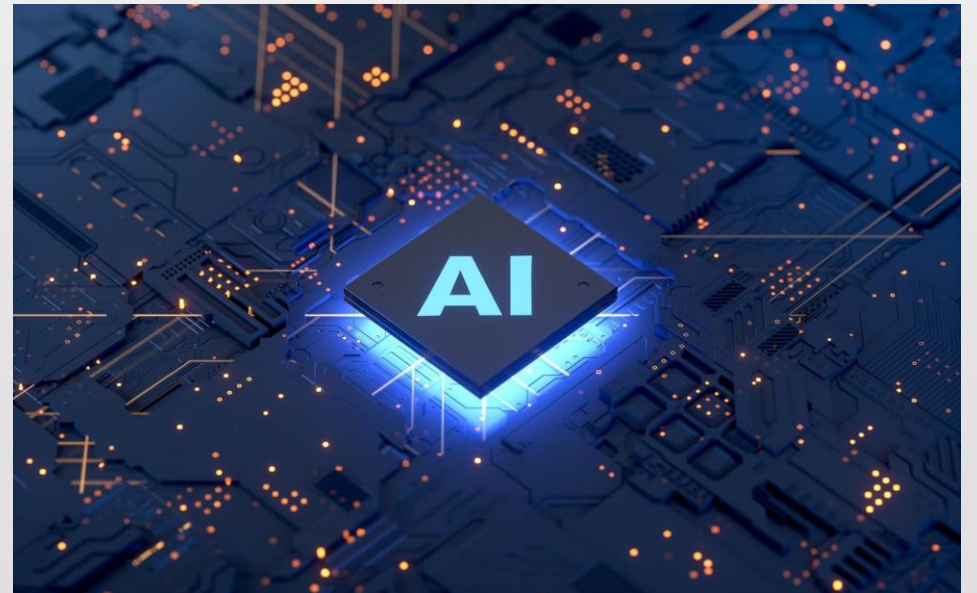
Artificial Intelligence

Presenter:
Zelda Pereira



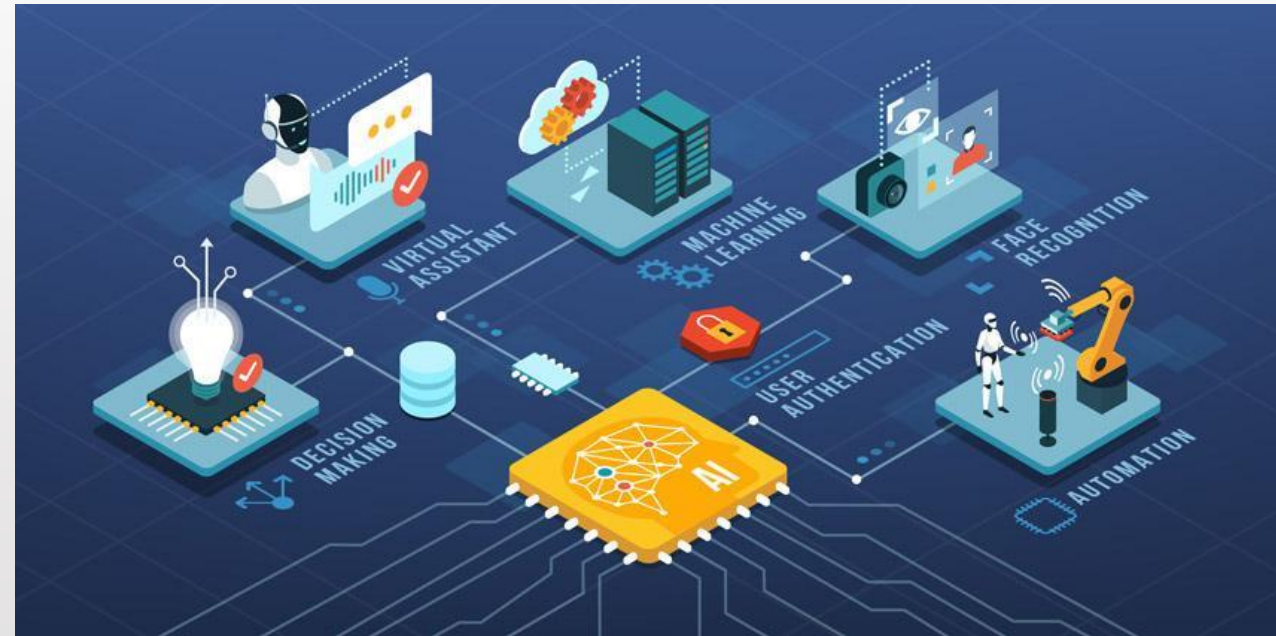
What is Artificial Intelligence ?

- ↴ Artificial Intelligence is a constellation of many different technologies working together.
- ↴ A powerful tool for businesses and organisations.



How Does Artificial Intelligence Work?

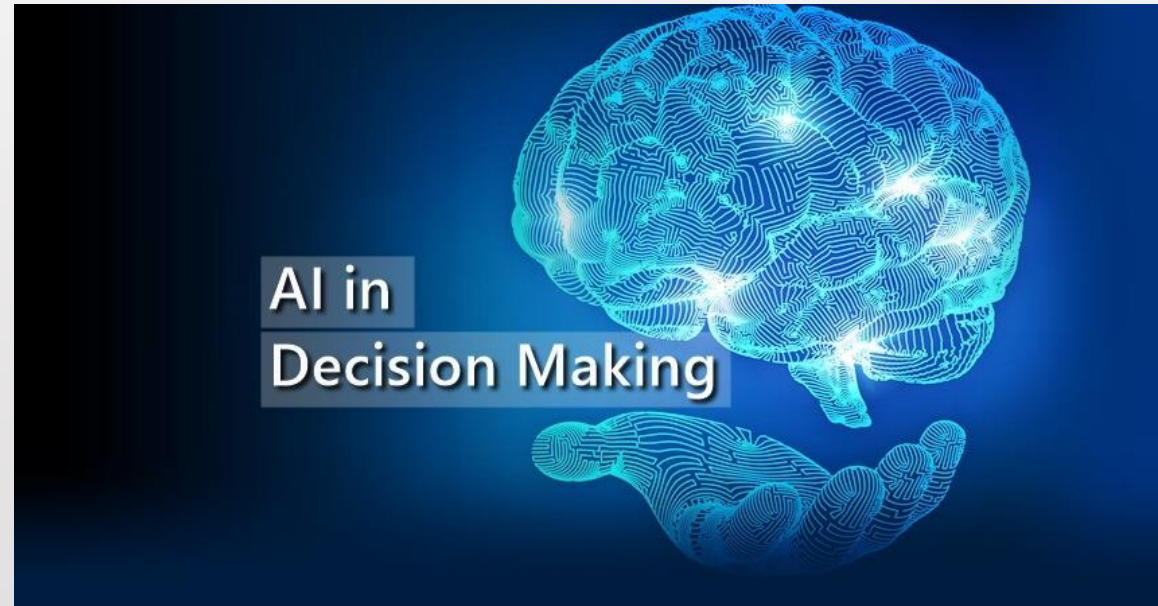
⇓ Artificial Intelligence works by making machines smarter.



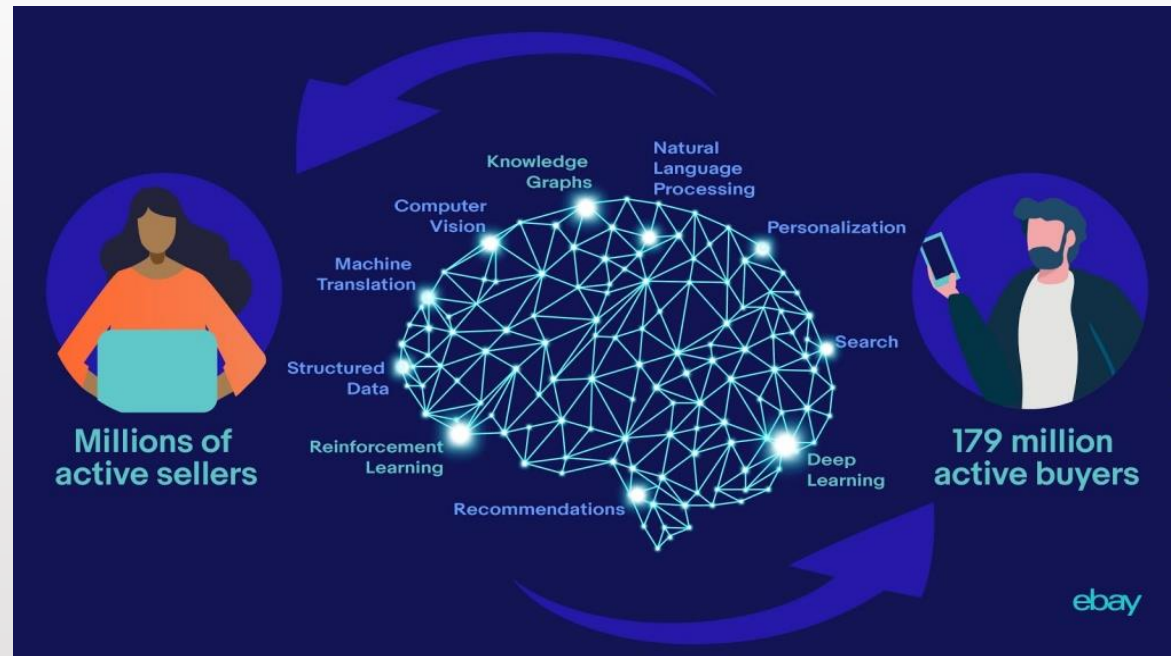
What is the benefit of Artificial Intelligence ?

↕ Improved accuracy and decision-making

↕ Empowered employees



The impact of the technology introduced



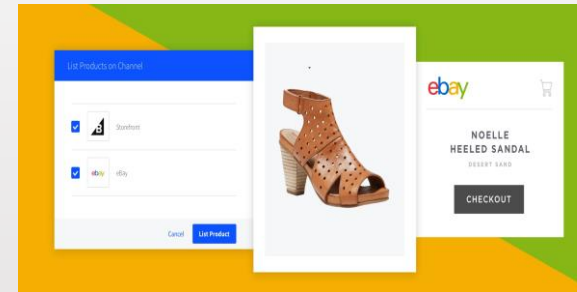
Presenter:
Roman Kadlubiec

Improve the buyer experience

- Prediction customers need
- Make it simple to use the platform

Optimize pricing and sales

- Shopping experience
- Best time



Machine translation

- ▶ Eliminates language barriers



Boost search

- ▶ Artificial intelligence to identify Context

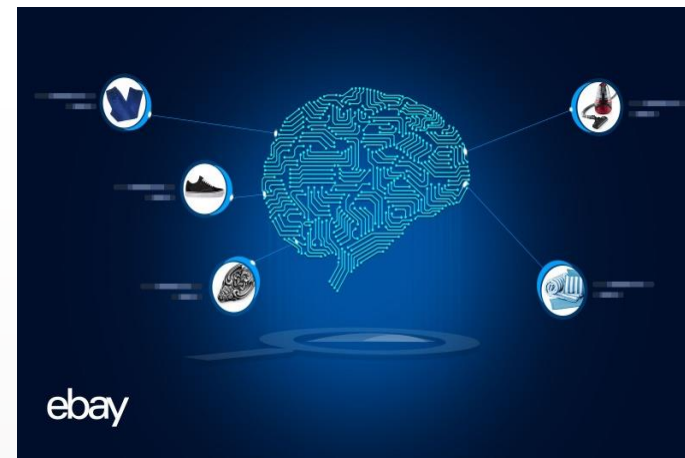


Leverage deep learning

➤ Challenges remain

Extended reality to simplify shipping

➤ Shipping box



Nowadays we see many companies struggling to compete as more agile online competition continues to grow. But what about the businesses that adapted?

Here is our example of a company that managed to adapt by using the new technology successfully -

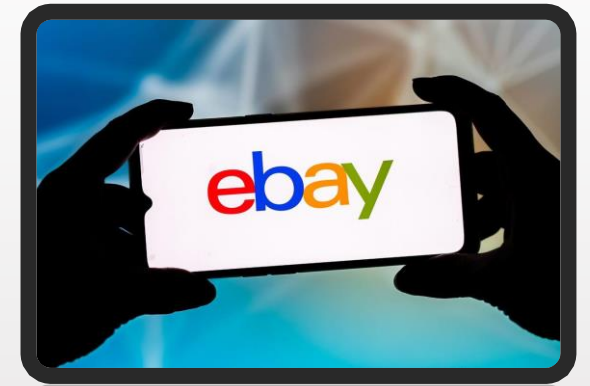


<https://www.freepik.com/free-photos-vectors/ebay-logo>

Presenter:
Valentin Jora

The challenge(s) before the introduction of modern technology:

- Inventory Management
- Shipping Orders
- Creating Product Listings
- Fraudulent buyers
- Building trust and Credibility



Source: iNews.co.uk

Source: ebayinc – 2021 -

<https://www.ebayinc.com/stories/news/how-technology-is-helping-ebay-sellers-succeed/>

Presenter:
Valentin Jora

The Impact of technology introduced :

- Enhanced search
- Improved customer experience
- Optimized pricing and selling
- Machine Translation
- Augmented reality to simplify shipping



<https://www.fintechfutures.com/2021/06/ebay-split-from-paypal-for-paying-sellers-comes-into-effect/>

(Source: **Bernard Marr** – 2019 -
[The Amazing Ways eBay Is Using Artificial Intelligence To Boost Business Success \(forbes.com\)](https://www.forbes.com/2019/06/11/ebay-ai-artificial-intelligence-commerce/))

Presenter:
Valentin Jora

Lessons that can be drawn from the case study:

In other words, from a company that at the beginning had a view for a few weeks
On the first product posted online, more than 20 years later here are latest numbers generated by eBay.

- eBay generated \$10.2 billion revenue in 2020
- A 5.1 % increase year-on-year
- Gross merchandising volume on eBay reached \$100 billion in 2020
- 159 million people are active on eBay
- Over 19 million sellers have accounts on eBay



Source: Business of Apps - 2022 - <https://businessofapps.com/data/eBay-statistics/>

Presenter:
Valentin Jora

Conclusion:

<https://www.istockphoto.com/illustrations/innovation-logo>



There is no doubt that embracing innovation and nurturing a digital mindset will benefit the business in multiple ways. While different companies use different strategies when it comes to digital transformation, there is one common denominator across the board:
A better experience for the customer and a safer access.

The companies that are successful in digital are the ones who put the customer at the centre of everything they do.

No matter how the technology continues to evolve, the brands that focus on the customer will know the best technologies to embrace, especially the ones that will facilitate customers' experience.

Presenter:
Valentin Jora

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Presenter:
Ion Bogza

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Link 1

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Link 2

https://www.hpe.com/uk/en/what-is/artificial-intelligence.html?jumpid=ps_3hmavknz8b_aid-520061736&ef_id=Cj0KCQjwxb2XBhDBARIsAOjDZ351KcUfhn7n1pDP4BBybTjlyrXr8bpj=bn9ZzXKLTPnfpdhsA2vSelaAmf6EALw_wcB:G:s&s_kwcid=AL!13472!3!594978211416!e!!g!!what%20is%20artificial%20intelligence!17059477632!136823367755&

Presenter:
Zelda Pereira



Reference

Image

Presenter:
Zelda Pereira

Link1

<https://www.forbes.com/sites/bernardmarr/2020/09/21/the-4-top-artificial-intelligence-trends-for-2021/?sh=1c6c43ae1c2a>

Link2

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Link3 <https://www.digitalsilk.com/how-does-ai-work#How-Does-AI-Work>

Link4

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Presenter:
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[The Amazing Ways eBay Is Using Artificial Intelligence To Boost Business Success \(forbes.com\)](https://www.forbes.com/sites/bernardmarr/2018/05/01/the-amazing-ways-ebay-is-using-artificial-intelligence-to-boost-business-success/#1)
- Source: Business of Apps - 2022 - <https://businessofapps.com/data/ebay-statistics/>

Images:

- <https://www.freepik.com/free-photos-vectors/ebay-logo>
- Source: iNews.co.uk
- <https://www.fintechfutures.com/2021/06/ebay-split-from-paypal-for-paying-sellers-comes-into-effect/>
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