



# **E-COMMERCE MODELS TO INCREASE BUSINESS EFFECTIVENESS: Basics, Concepts, Methods**

*Tadas Šarapovas, Petras Baršauskas, Aurelijus Cvilikas*

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The development of knowledge society has changed the traditional approach to business processes and thus impacted their interpretation in the context of business effectiveness increase. One of the viable ways for business effectiveness increase in knowledge-based economy is the application of e-commerce systems in business. The growing importance of e-commerce has raised the need for a full-fledged research which could provide a sufficient background for e-commerce to be treated as a potential for business effectiveness increase. The main purpose of this book is to develop an e-commerce model for business effectiveness increase by minimizing costs. The book deals with the concept of e-commerce; its progress in the historical context; types of e-commerce models; correlation with business effectiveness economic category; and formation of a business-to-business e-commerce model by specifying its structure and environment. The analysis and the presented model should help business theoreticians and practitioners to assess the actual impact of e-commerce solutions on various business processes and to determine their real financial benefit for business efficiency.

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