

A Review of Models of E-Business, Mobile Business & Mobile Banking

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Abstract - One of the most important aspects of any business model is how it enables the company to achieve its financial goals. Defining a company's place in the value chain is a key part of a business plan. E-business model refers to a business model that employs electronic communication technologies like the internet to exchange information. In the e-business model, a firm's customers, allies, and suppliers; the primary flows of goods, services, information and money; and the major advantages to participants are all included. This paper contains review on models of e-business, mobile business & mobile banking.

Keywords - E-business models, M-business models, M-banking models, Business model

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INTRODUCTION

One of the most important aspects of any business model is how it enables the company to achieve its financial goals. Defining a company's place in the value chain is a key part of a business plan. E-business model refers to a business model that employs electronic communication technologies like the internet to exchange information. In the e-business model, a firm's customers, allies, and suppliers; the primary flows of goods, services, information and money; and the major advantages to participants are all included. Each of these elements is included in the model, which also includes the concept of value proposition and revenue model as well as information on potential markets and competitive environments. Customer management (including value proposition), product and service portfolio and processes and activities; needed resources, suppliers and business networks; as well as financial viability are all included in the model (including revenue sources).[1] There are three basic types of electronic business models in use today:

- B2B - Business to business
- B2C - Business to consumer
- C2C - Consumer to consumer
- MB - mobile business

DEFINATION OF BUSINESS MODEL

There are many different characteristics of a company's business plan that are relevant to all sectors. Accordingly, there are several definitions of business models in the literature that attempt to offer a broad perspective of the concept and an accepted description of the business model notion from diverse

writers. "A depiction of a firm's inherent fundamental logic and strategic options for producing and seizing value within a value network," is how they describe business models.

Business model components are likewise a contentious issue. It's possible to choose components using a variety of approaches. Using an affinity diagram, we were able to classify the most often mentioned aspects of a business model into four broad categories: strategic decisions, the value network, value creation, and value capture. This article focuses on the nine most common categories of literary components.[2]

DEFINATION OF E-BUSINESS

Business transactions may be carried out through the web, internet, extranet, or a mix of these platforms in the context of e-business (electronic business). Customer service, internal operations, and management information sharing are all part of the day-to-day operations of these customer-centric businesses, which also include the purchase and sale of goods and services, customer service, payment processing, production chain management, and collaboration with business partners and suppliers.

E-business and e-commerce are closely related, but e-business involves much more than just online shopping. Development of internal and external intranets, as well as application service providers' offering of e-services, are all examples of functions

and services. Electronic commerce is used to acquire components and supplies from other firms, cooperate on sales campaigns and perform collaborative research by enterprises.[3]

Modern technology, heterogeneous workforces, elevated consumer expectations, and, in particular, the internet's availability, reach, and ever-changing capabilities, all affect how corporations continually rethink and reshape their business models. New business needs have emerged as a result of the emergence of e-commerce during the last several decades.. Self-service choices, tailored experiences, and quick, secure interactions are all things customers demand from businesses. New regulations and best practices for protecting electronic data have been developed. To ward against hackers, fraud, and theft, businesses have implemented tough security measures and technologies including encryption, digital certificates, and multi-factor authentication.

Endpoint device security and advanced detection and response capabilities have become commonplace in e-business. Cybersecurity solutions and technology from a wide range of suppliers are increasingly being made accessible to people and businesses alike. Despite the fact that consumers and businesses are concerned about the safety of online transactions, e-commerce continues to expand at a healthy rate.[4]

MODELS OF E-BUSINESS

Many books use the terms "e-business" and "e-commerce" interchangeably, despite the fact that they have quite different meanings. e-business model is a 'framework' for categorizing e-businesses based on their strategic business goals, while e-commerce model is a schema for the business operations in which products and money are traded. The value proposition and income generating generated by e-business processes are the focus of all business models in practice.[5]

- **Value proposition:** Firms must establish the value proposition from the customer's viewpoint since the customer is the focus of the value proposition. Product customisation, specialty product offerings, and lower product search or price discovery expenses are all examples of value propositions. Value proposition approach is supported by the brainstorming session for drafting the company's mission statement. Accordingly, a company's business model should be developed in such a manner that it portrays the company's ideal image from a customer's perspective. A company's value proposition may be developed by focusing on one or two

key processes and then going into further detail about those processes.

- **Revenue generation:** A company's revenue model explains how it intends to make money. Sales, transaction fees, subscription fees, advertising costs, affiliate fees, consultancy fees, and license fees are just a few examples of possible income structures. The company must select the revenue model or models it intends to utilize after considering these choices for the business concept. There are a number of e-business models that have been discovered by Rappa and Applegate (2007 and 2001, respectively).

1. Brokerage E-Business Model

If you're interested in doing business with another party, you might consider using a brokering website. Among them are internet auctions, online real estate, company brokers, and boat brokers, amongst others. A percentage of the job's total cost or a flat fee is the most common way they are paid. A broker is a player in the market. B2C, B2B, and C2C marketplaces all benefit from their services since they connect buyers and sellers.

- Marketplace Exchange
- Buy/Sell Fulfillment
- Demand Collection System
- Auction Broker
- Transaction Broker
- Distributor
- Search Agent
- Virtual Marketplace

2. Advertising E-Business Model

e-business advertising is based on advertising through e-newspapers, e-magazines, or in lieu of the company's website. Renting out a tiny portion of the company's web pages or being paid for each ad click is two ways the company may make money. When it comes to an internet advertising company, there are several avenues to pursue. In order for advertising on a website to be more successful, it must be tailored to the specific needs of the target audience. The conventional media broadcasting paradigm is being extended in this approach. When the number of viewers is huge or highly specialized, this technique is most successful in the following B2C markets:

- Portal
- Classifieds
- User Registration
- Query-based Paid Placement
- Contextual Advertising
- Content-Targeted Advertising
- Intracommercials
- Ultracommercials

3. Merchant E-Business Model

The online equivalent of a neighborhood shop, the merchant e-business concept is a hybrid of the two. While some of these businesses have both a physical location and an internet presence, the vast majority operate entirely online. Alternatively, they employ a third-party online shipping and storage business to transport the product directly to the buyer. In B2B and B2C marketplaces, these companies warehouse and transport products directly to the client. Wholesalers and retailers of products and services in the following industries are collectively referred to as "e-tailers." [6]

- Virtual Merchant
- Catalog Merchant
- Click and Mortar
- Bit Vendor

4. Manufacturer (Direct) E-Business Model

This approach is based on the power of the Internet and the Web to enable manufacturers to directly access customers (B2C) and so reduce the distribution route in the following cases:.

- Purchase
- Lease
- License
- Brand Integrated Content

5. Community E-Business Model

This technique may benefit users who assemble on community Web sites because they have a shared interest. It is possible to use the community model in B2B, B2C, or C2C markets since it is founded on user loyalty:

- Open Source
- Public Broadcasting
- Knowledge Networks

6. Subscription E-Business Model

Those that subscribe to the company's goods or services are charged a fixed monthly or annual cost to do so. Online newspapers and periodicals, pornographic websites, and Internet service providers are all ideal examples of this concept in action. Users pay a recurring subscription to subscribe to a service under this model, and the service may be utilized in the following B2C and C2C markets:

- Content Services
- Person-to-Person Networking Services
- Trust Services
- Internet Service Providers

7. Portal E-Business Models

Portals are gateways to content or services in B2B, B2C, and C2C marketplaces, and a portal business model offers a route for consumers to access information or services.

- **Horizontal Portals:** With a wide variety of instruments for finding information (such as search engines), as well as a wide range of Web services, these sites are the portal model's titans (e.g., e-mail, personalized pages, home pages). Their principal source of income is advertising, therefore their mission is to "attract eyes."
- **Vertical Portals:** As opposed to horizontal portals, vertical portals focus on a specific location. Vertical portals can't rely on advertising as their major income source since they lack the massive traffic of horizontal sites. As a result of this, commissions and referral fees account for a substantially higher share of their earnings. [7]
- **Affinity Portals:** To a certain market sector, these portals provide the most comprehensive information, commerce, and community services. Affinity portals, like vertical portals, must rely on a number of sources of income.

8. Online trading model

Financial products such as bonds and equities may be traded online using this business model. In the world of finance, online trading has long been a part of the landscape. Internal networks were used, though. Day trading is a word coined by the Internet, which allows individuals to trade stocks and shares from the comfort of their own homes.

9. E-learning model

Web-based educational providers are referred to as "web-based educational providers." It's possible to find a wide range of quality and functionality on websites that fit this business strategy. The most basic use of these websites is to allow students to download traditional textbooks. Students may read individual lessons, practice online multiple choice problems, and engage in simulations pertinent to the material being taught in more complicated instantiations of the model.

10. Free products and services model

Including websites that provide free goods or services under the category of business models may seem like an odd choice. This category includes sites that allow users to play computer games using their browsers as well as sites that provide free games and free software. No money comes directly from the things or services these sites provide; instead, money comes from other

sources, such as banner ads or commissions from sites you have to visit before using or purchasing anything. Free software is one of the most popular free product categories. There are both for-profit and non-profit organizations in this field. Red Hat is an example of a firm that falls under the first group. Free LINUX distributions are made available by this firm. You don't have to pay a dime to Red Hat to have Linux installed on your computer when you get it from their website. Companies that use LINUX for application development pay Red Hat to provide support, package distributions on CDs, and provide other services.[8]

DEFINATION OF MOBILE BUSINESS

M-business refers to new business models enabled by the widespread deployment of essential mobile and wireless technologies and gadgets (e.g. Bluetooth, e-purses, cellphones), as well as the inherent mobility of most people's work and lives. Users may benefit from information or services at any time and in any location thanks to m-value business's proposition.[9]

MODELS OF MOBILE BUSINESS

For generating money, many Mobile Business Models may be used. Here are a few of the most common mobile business models:

1. Selling Your Application Model

The most apparent and often used strategy is to create an app that everyone wants, sell millions of licenses, and then profit handsomely from it.

2. Freemium Model

Freemium is a broad term that refers to a variety of different business models that may be used to earn cash on mobile devices. As soon as the freemium app is successful, it is hoped that it will make cash via one of the following methods:

- Sell an enhanced version of that mobile app
- Sell in-app advertising
- Up-selling content packs

3. Build an App as a subscription Model

A subscription-based mobile business model is similar to the e-business model in that it requires customers to pay a fee in order to access a product or service. A few years ago, periodicals, newspapers, and e-books were the first to embrace this concept, but it has since been adopted by many companies and websites through mobile devices.

4. Build an application as a service Model

While consumers are on the go and occupied with other tasks, a mobile app may be built to provide them with service. The customer's location, as well as their requirements, will be determined by such a service

model, which will then supply location-based services. Developing a mobile app that fulfills a need that is most suited to our mobile lifestyles will be the future of successful, profit-generating mobile business models.

5. Mobilize an existing technology Model

As a result, most businesses are now creating mobile-optimized versions of the software they currently have. Their workers and other stakeholders will benefit from this approach. This type is getting increasingly popular in the industry because of these advantages.

6. Sell affiliate products through app Model

In order to produce significant money from referral fees, this business model has to become widely used, although it might serve as a supplement to another revenue stream generated by another business model. Apps for several affiliate items are integrated into one app. Music and photos, for example, are prominent features of the app, and both may be purchased via it.

7. Advertising Mobile Business Model

As long as the app is a useful one for the user, advertising is most effective, as long as they use it often and keep it on their mobile home screen of applications. Long application session periods are also ideal for advertising. When advertising is integrated into the mobile experience, it is more effective. This is a growing business model for mobile advertising.

8. If all else fails, build an app for someone else Model

In the mobile era, one of the fastest growing industries is aiding organizations that don't have the competence to develop mobile apps. This traditional service model is still alive and well.

DEFINATION OF MOBILE BANKING

Using a mobile device to conduct financial transactions is known as "mobile banking" (cell phone, tablet, etc.). For example, a bank may send a message to a customer's phone alerting them to fraud or unusual behaviour, or a customer could pay a bill or transfer money overseas. With mobile banking, you can do your banking at any time and anywhere. Compared to banking in person or on a computer, disadvantages include security issues and a restricted range of skills.[10]

MODELS OF MOBILE BANKING

1. Core Capabilities Model

To thrive in the new economy, banks need to have a thorough understanding of the e-banking phenomena in order to make educated judgments

about how to turn themselves into e-banks and leverage e-banking. Due to the new financial innovation, existing banks' organizational capacities might be rendered ineffective. This dynamic environment necessitates ongoing reconfiguration, renewal or acquisition of organizational skills and resources on the part of the banks. In order for banks to maintain their competitive advantages and achieve congruence with the altering business environment, developing core competences is essential.

2. Disruptive Innovation Model

The Disruptive Innovation Theory (DIT) of Clayton Christensen has had a significant impact on current academic and business literature. "The Innovators' Dilemma" and "The Innovators' Solution," his best-selling books, are only two examples of how his theory has inspired academics and managers alike. The notion of innovation, according to Christensen, may be defined in a variety of ways. It means any changes in "the processes through which an organization turns labor, money, materials, and information into goods or services that are of higher value," he says. New business models are part of the innovation process as much as the creation of new methods and products. Maintaining innovations, which improve performance in current markets, are recognized by the DIT. On the other hand, disruptive innovations are those that create new markets. There is a tendency for these breakthroughs, whether incremental or radical, to be utilized by the existing players in an industry, and they don't have a significant impact on the landscape of an industry. Disruptive innovations, on the other hand, have a lower initial performance metric compared to established goods and business strategies.

3. Self –Service Model

It is possible to give a service to a consumer using self-service technologies, which are interfaces that allow users to manufacture their own service without having to engage a service provider directly. Banks and other financial institutions are able to adopt self-service technology because information processing is critical to their services. Automating standard services will minimize the need for financial intermediaries, but demand for nonstandard, distinctive transactions and services will continue to grow. Consolidation and globalization of financial infrastructure threaten to marginalize non-participating parties. Technology and selfservice may reduce the cost of storing and sending information by orders of magnitude. A self-service bank is a bank that uses self-service technology to provide services. Banking through telephone and the Internet, EFTPOS terminals, automated teller machines and other interactive kiosks are examples of self-service banking.

4. Consumer Oriented New Mobile Banking Model

As mobile commerce and mobile payments continue to grow, mobile banking will become more interwoven. Instead than driving mobile commerce, mobile banking will be driven by the rising availability of mobile-compatible, user friendly information. A powerful payments engine will be essential to the growth of m-business, since it will allow for improved transaction processing services. Mobile banking has a promising future, but its growth and popularity will be limited until data can be shared between end systems in a safe and secure manner (mobile users and banking service providers). A private network of the mobile service provider's (PNSP) private network and the personal mobile device of the customer make online banking via a mobile service provider more secure than online banking over the internet. Payment systems now use account holder authentication to validate electronic authorizations for mobile payments. Payment, banking and investing might be transformed by the widespread usage of PNSP-enabled mobile devices.

CONCLUSION

Various e-business, mobile-business, and mobile banking business models are examined in the article. The three primary types of E-commerce business models: Business-to-to-business, business-to-consumer, and consumer-to-consumer (C2C) models are all examined in terms of their advantages and disadvantages. Various research agendas and possibilities are discovered and expanded on the basis of the business model framework.

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