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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,3, Berufsakademie Emsland in Lingen, Veranstaltung: eBusiness und Informationssysteme, Sprache: Deutsch, Abstract: Wichtigstes Ziel eines Unternehmens ist es, die eigene Existenz auch für die Zukunft zu sichern. Durch die rasante Entwicklung der globalen Märkte wird von den Produktionsunternehmen verlangt, dass die Geschäfts- und Logistikprozesse optimal auf den Kunden abgestimmt sind. Durch das Aufkommen von neuen Internet-Technologien haben sich die Rahmenbedingungen für Unternehmen grundlegend verändert. Die Auswirkungen sind in allen Unternehmensbereichen spürbar. Internet erleichtert eine globale Kommunikation zwischen den Unternehmen. In der Beschaffung werden Einkaufsplattformen die Kosten senken. Elektronische Marktplätze führen zu einer globalen Vernetzung. Neuartige Fachportale werden die Absatzkanäle und die Pflege von Kundenbeziehungen revolutionieren. Wer langfristig Erfolg haben will, muss sich differenzieren und frühzeitig ins internationale Geschäft einsteigen. Geschickte Kooperationen sind wichtig für einen schnellen Markterfolg. In dieser Arbeit wird gezeigt, wie der Business-to-Business Erfolg durch eMarkets beeinflusst wird. Dabei wird auf die Definition, die Entwicklung und die Entstehungsmodelle, sowie Argumente für und gegen eMarkets eingegangen. Außerdem werden die Voraussetzungen und die richtige Umsetzung von eMarkets erläutert.

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