

1. 2. 3.

가

1.

가

가

BPR

1980

가

가

가

가

¹565-701

490

²520-714

252

³520-714

252

가

2.

2.1

(groupware), (internet), (intra-net)
(information technology : IT)

가
(cyberspace) , PC 가
(business-to-business: BtoB), (business-to-government: BtoG)
(business-to -consumer: BtoC) 가

(1)

(2)

- - , , , , ,
- - workfolw
- - 가 ,
- - /

가

OECD(2000) - : (computer-mediated network)

(www, intranets, Extranets, EDI).

www, intranets, Extranets, EDI).

WTO(1998) -

(1998) -

가
가

(2001) - (. A/S)

/ / 가 , /

. EDI

EDI

EDI (EDI).

(1998) - , , ,

EDI

가 /

2.2

(transaction)

< 2.1>

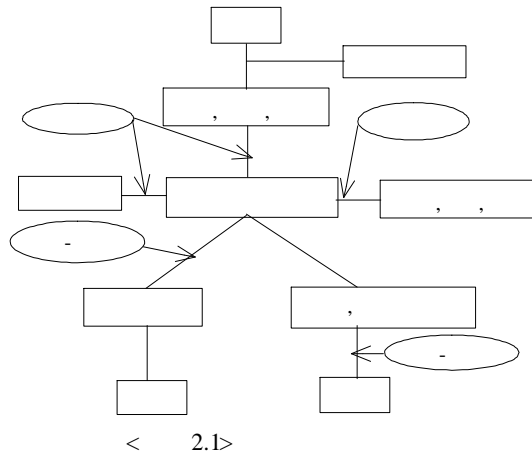
가

(BtoC) "marketplace transaction"

) ()

(consumer-oriented)

가



(BtoB) “market-link transaction” , Bakos
 (electronic marketplace) (Bakos 1991). 가

BtoB E-marketplace, Digital Markets, Net Markets,
 Trading Communities, Trading Exchanges, Virtual Distribution, MRO(maintenance, repair, operations)
 Exchange

(BtoG) 가

3.

3.1

Gartner Group BtoB 1999 BtoB 1,450 ,
 63%

< 3.1> Gartner Group BtoB (:)

	1999	2004
	935	28,400
	318	23,400
/	92	9,920
	1,450	72,900

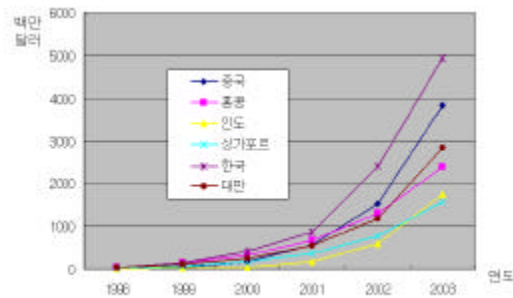
Forrester Research 1998 11 2003 EC 3 2

< 3.2> Forrester Research EC (:)

	2001
	5,000
/	514
(H/W, S/W)	3,800
	2,000
	2,700
	7,400
	1,100
BtoB	183,000

IDC 1998 2003
 243% , 246% 2003
 4,936 가 1998 2003
 가 100%

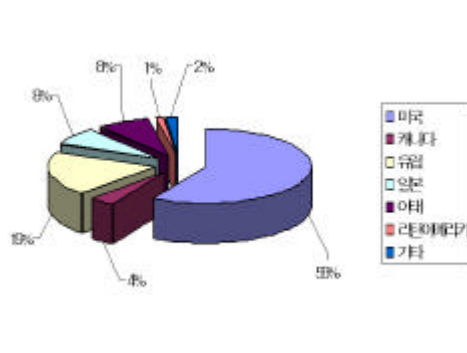
< 3.1>



< 3.1> 가 EC

BtoC

(BtoC)



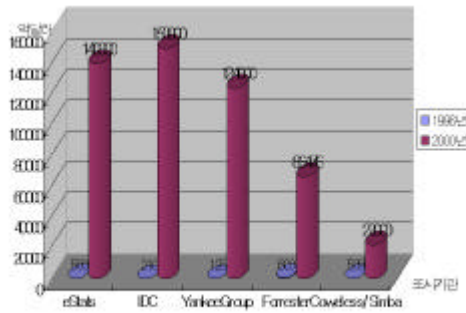
< 3.2> IDC 2003 EC

eMarketer

1999 IDC Forrester Research

18

eMarketer



< 3.3> BtoB

3.2

IDC

BtoC, BtoB

$$= 1 \times$$

IDC

가
가 IDC

, BtoC / , BtoB BtoC
 , BtoC / , BtoB
 IDC
 , BtoB BtoC
 가 ,

IDC Internet Commerce Market Model

EC

31

40,000

BtoB “ 가

” , VAN VPN(Virtual Private Network)
 가
 Forrester Research 가 ()
 IDC
 BtoB BtoC
 10 Forrester
 Research
 , BtoB BtoC / ,
 Forrester Research BtoB “
 ” BtoB 13 (intangible goods)
 80 CEO
 Anderson Consulting
 , BtoB BtoC
 BtoB BtoC , BtoB BtoC
 BtoB
 / = × ×
 (/) × (/) × 1 (/)
 = ÷
 = ÷
 = 1 ÷ 1
 /
 / = / ÷ /
 BtoC

$$\frac{1}{\dots} = \left(\frac{1}{\dots} \right) \times \dots \quad (13가)$$

$$\dots = \dots \times \dots \quad (6가)$$

$$\dots = \dots \times \dots \quad (24가)$$

가

3

BtoB

EDI

4.

가

가

가

가

(1)

, BtoB BtoC, BtoG

(2)

가

(3)

가 , 가 , 가 , 가

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Comparing e-Commerce Market Size and Reliability Improving Policy

*Gi-Sung Lee*¹, *Ki-Hak Hong*², *Chang-Kyoon Son*³

Abstract

In this paper we consider the concepts and types of e-commerce, and we compare the predictors and its methods of e-commerce market size by survey institutes.

Also we will make some policy for improving the reliability of the predictors of e-commerce market size from this study.

¹Associate Professor, Department of Computer Science & Statistics, Woosuk University, Jeonbuk, 565-701, Korea.

²Associate Professor, Department of Computer Science, Dongshin University, Chonnam 520-714, Korea.

³Full-time Instructor, Department of Computer Science, Dongshin University, Chonnam 520-714, Korea.