

Strategies for the Expansion of Internet Trade Leads Site in Korean Exporting Firms

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(ABSTRACT)

가

가

17.9%

Key Word : Internet Site. Internet Trade Leads Site

*
**



· 序 論

가

가
가

1.

가 (Electronic Trade) (Cyber Trade) .1)

1) . , 「 」 , p. 309, 2000 :
Ravi Kalakota · Andrew Whinston, 「Frontiers of Electronic Commerce」, Addison
Wesley, pp. 2-3. 1996 .

(2)

EC21, (KOTRA) 'KOBOS',
 (Tradearea)
 (WTCA) (GlobalMart), (UNTPDC)
 ETO(Electronic Trade Opportunity) , NAFTA NET Buy / Sell , EU
 (Biz Opportunities)
 가 가

7)

(Tpage.com) , 2000 4
 ECKorea [ECPlaza]
 가

3)

7) , 1999. 11. 30.

2 2

가

가 가 가

가

가 가

3.

1)

(www.smipc.or.kr)

'(Korean Marketplace) ,

(www.kfsb.or.kr)

'(Tradearea) ,

EC21(www.ec21.net) , (Visual Offer),
(Offer on demand),

'KOBO'(Korea Business Opportunity : www.kobo.org)

'KOTRA-NET(www.kotranet.com)' PC

21'(www.silkroad21.com)

가

(Hyper Search)

가

< 2-2>

	www.smipc.or.kr
	www.kfsb.or.kr
	www.ec21.net
	www.kotis.net/ kwsv10
	www.kotra.or.kr / KOBO
	www.kotranet.com
	www.silkroad21.com

(KITC

: www.kitrade.net) 7 . 가

< 2-3>

	www.kitrade.net
	cbitac.provin.chungbuk.kr
	www.chungnambiz.net
-	www.cncorp.co.kr
-	www.provin.kyongnam.kr
-	www.ttc.co.kr
	www.metro.pusan.kr/korea/industrial_econ/firm_indust-1

www.tradewindow.co.kr), (TRADE WINDOW :
(findKOREA : www.findkorea.com),
CJ (DREAMMART : www.dreammart.com)

< 2-4>

	www.tradewindow.co.kr
	www.hyundaicorp.com
	www.findkorea.com
LG	www.lgikorea.com
CJ	www.dreammart.com

30,000

‘EC Plaza’(www.ecplaza.net),
 ‘(www.tradeoffer.com),
 ‘(www.infotrade.co.kr), ‘(www.chaostrade.com), ‘
 ‘(www.itrademall.com), (www.Tpage.com)

< 2-5>

	www.ecplaza.net(EC Plaza)
	www.tradeoffer.com
	www.kotec.net()
	www.infotrade.co.kr
	www.chaostrade.com
	www.itrademall.com
	www.samhwi.com()
	www.tpage.com
	www.kitsc.co.kr/

(UNCTAD : United Nations Conference on Trade and Development) UNTPDC(United Nations Trade Point Development Center : untpdc.org)가 ‘ETO ‘(Electronic Trading Opportunity : eto.untpdc.org.untpdc/ eto)

(World Trade Centers Association : WTCA),
 (The European Union Chamber of Commerce in Korea : EUCCK),
 ‘(www.asiansources.com)
 ‘(www.globalsources.com),Trade Compass(www2.tradecompass.com) ‘Trade Leads & Contacts’,
 ‘Trade Matchmaker’
 ‘International Trade-Business Opportunities(IEBB : www.iebb.com)⁸⁾, ‘Virtual Exhibition Center’ HS
 ‘Import-Export Bulletin Board(trade.swissinfo.com)’

가

8) www.iebb.com/aboutus.asp

< 2-6>

UNTPDC	eto.untpdc.org.untpdc/ eto(ETO)
(WTCA)	www.iserve.wtca.org/ tradeops
(EUCCK)	www.eucck.org/ html/ bcnnet/ ebusiness
	www.globalsources.com'
Trade Compass	www2.tradecompass.com
International Trade-Business Opportunities(IEBB)	www.iebb.com
Import-Export Bulletin Board	trade.swissinfo.com
WebBusiness	webbusiness.webtime.net
BURSANET Co.	www.eximturk.com/
World Trade Promotion	www.extrade.net/

2)

EC21
 10,295 , 1998 91%가 가 , EC21 124 3,520
 9)
 EC21 가 가
 ECKorea
 UNTPDC ETO 가 , ECKorea
 가 ECKorea
 , SK
 , 가 , 가
 , , 10)
 (www.Tpage.com) (Tpage.com)
 MP3 , , 가 가
 11
 11)

9) , 1999. 10. 8.
 10) <http://www.ecrc.or.kr/ecjaro/ectrade/sld036.htm>
 11) , 1999. 12. 1.

2 2

1.

2.

가

가

가

가

가

219

160

21

27

KOTIS

80

18

20.5%

45

6

(frequency analysis)

3.

1)

2 (4.4%),

26

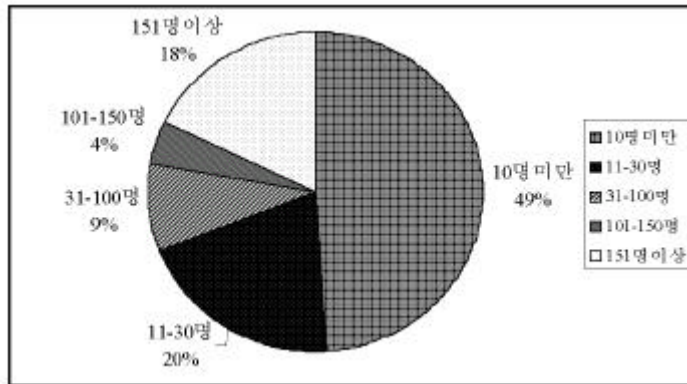
(57.8%)

가 16 (35.6%),

1 (2.2%),

.(< 3-1>)

< 3-1>



< 3-3>

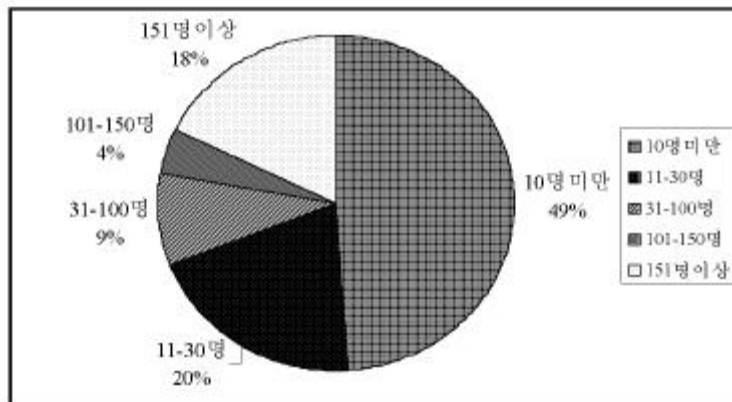
가 10 57.7% .(< 3-3>)

< 3-3>

	2	3 -10	11 -20	21	
	11	15	7	12	45
(%)	24.4	33.3	15.6	26.7	100.0

가 22 (48.9%) 가 , 11-30 가 9 (20%), 151 8 (17.8%)가 . , 30 .(< 3-2>)

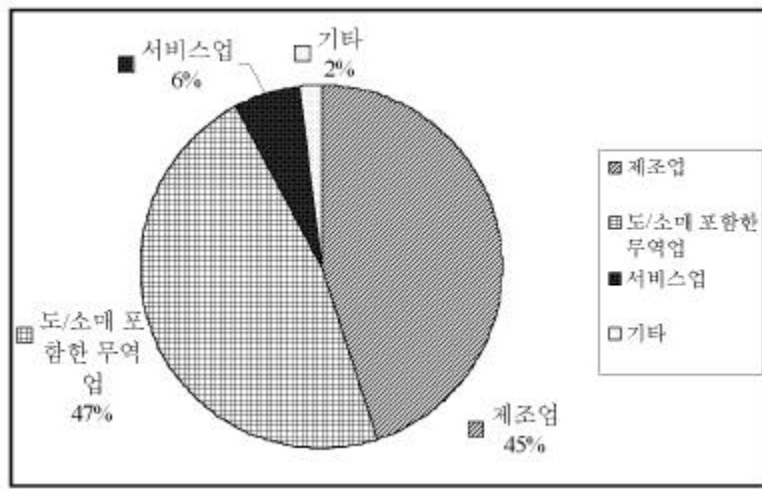
< 3-2>



2 2

() 45.1%(23) ,
 가 47.7%(24) , 5.9%(3)
 2%(1) .(< 3-3>)

< 3-3>



가 33.3%(15) , 17.7%(8) ,
 15.6%(7) , 13.3%(6) , 11.1%(5) , 1
 가 4.5%(2) .(< 3-4>)

< 3-4>

	1		
	2	8	5	7	6	15	2	45
(%)	4.5	17.7	11.1	15.6	13.3	33.3	4.5	100

2)

80% 36 가

.(< 3-5>)

< 3-5>

	35	9	1 ()	45
(%)	77.8	20	2.2	100

85.7%(30)가 1998

.(< 3-6>)

< 3-6>

	1996	1997	1998	1999	2000	
	3	2	9	12	9	35
(%)	8.6	5.7	25.7	34.3	25.7	100

23 (63.9%) 가

.(< 3-7>)

< 3-7>

		(%)
	23	65.7
	12	34.3
	35	100

()

23

41.5% 가

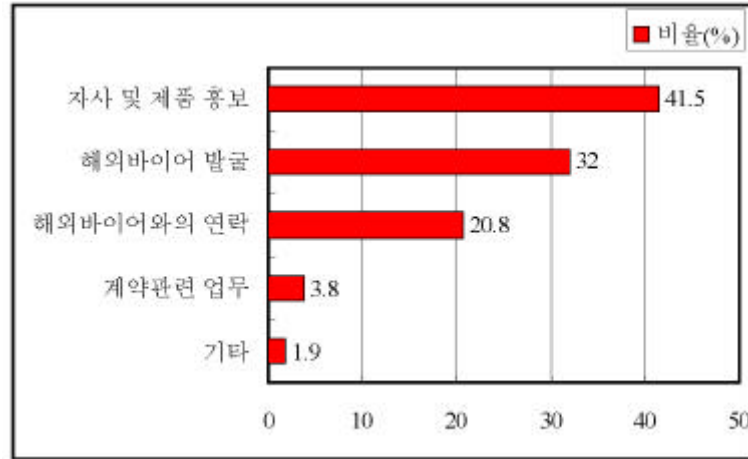
32%,

가 20.8%,

가 3.8%

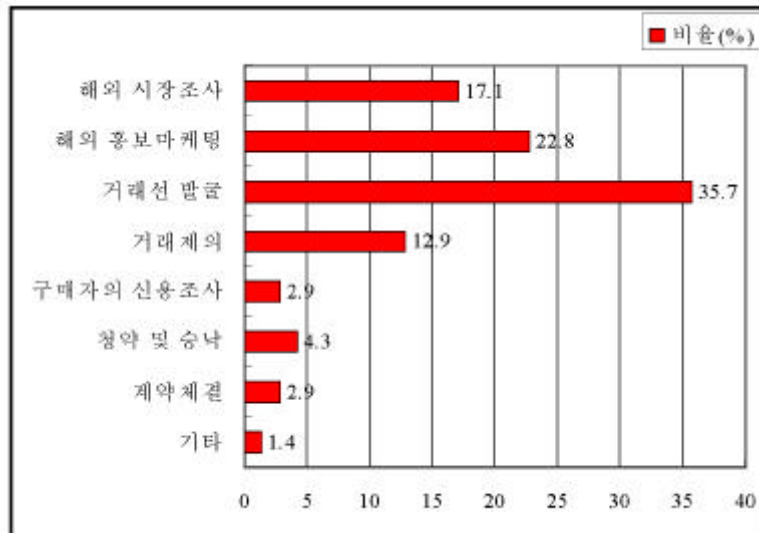
.(< 3-4>)

< 3-4>



3) () , 34.8%(24) ,
 23.2%(16) , 가 17.4%(12) .
 가
 ,
 4.3%(3) ,
 2.9%(2) .(< 3-5>)

< 3-5>



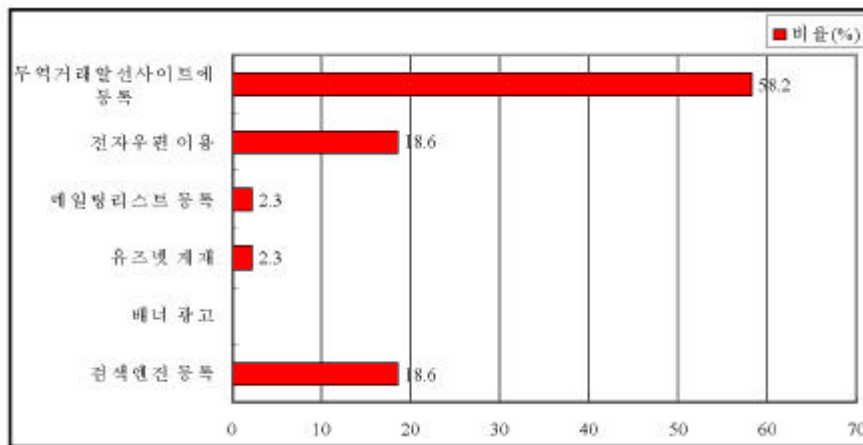
가
 . (3-8)

< 3-8 >

	1-2	3-4	5-7	7		
	31	10	1	2	1	45
(%)	68.9	22.1	2.3	4.4	2.3	100

< 3-6 > 가
 (58.2%, 25) ,
 18.6%(8) ,
 .(<
 3-6 >)

< 3-6 >



4)

13

5-10

, 12

20

< 3-7 >

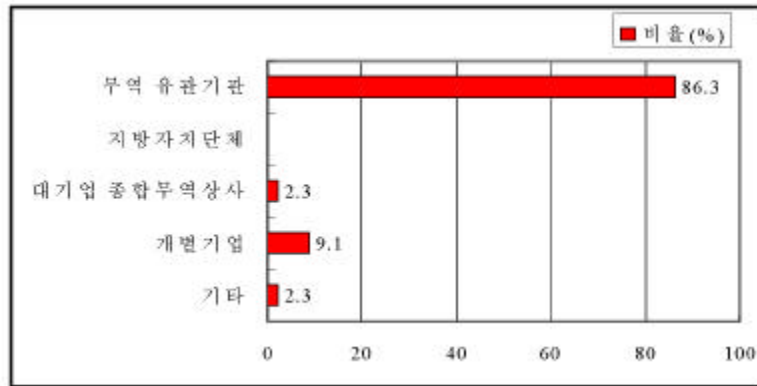
2 2

(86.7%, 39)가

(9.1%, 4), (2.3%, 1)

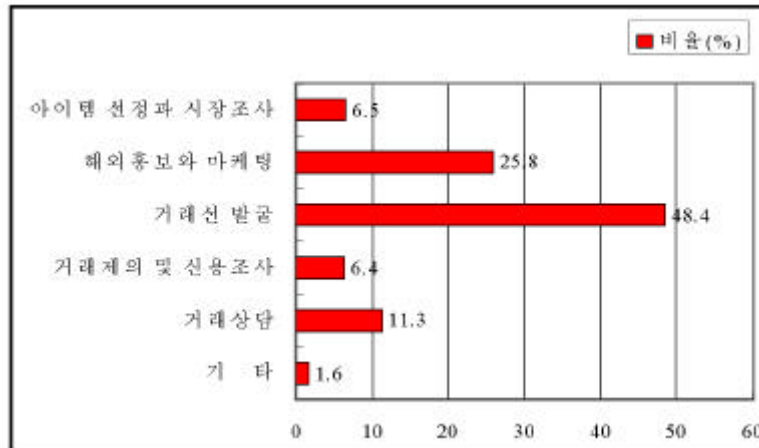
가 .(< 3-7>)

< 3-7>



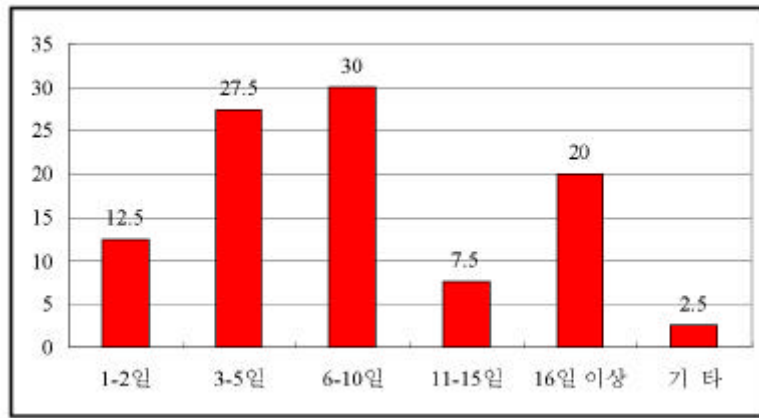
() , (25.8%),
 가 (48.4%) , (6.4%)
 (11.3%), (6.5%), 가
 .(< 3-8>)

< 3-8>



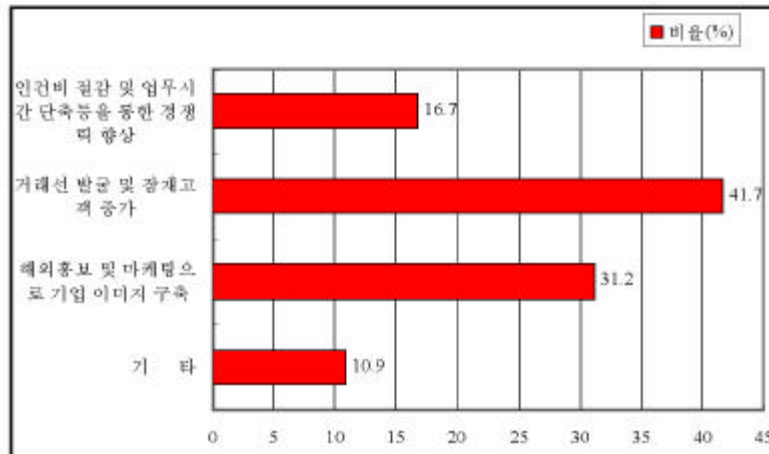
30%(12) 가 , 3-5 27.5%(11) , 16
 20%(8)가 .(< 3-9>)

< 3-9>



()
 가 ,
 가 (41.7%, 20) 가 가 ,
 31.2%(15) .
 16.7%(8) .
 .(< 3-10>)

< 3-10>



2 2

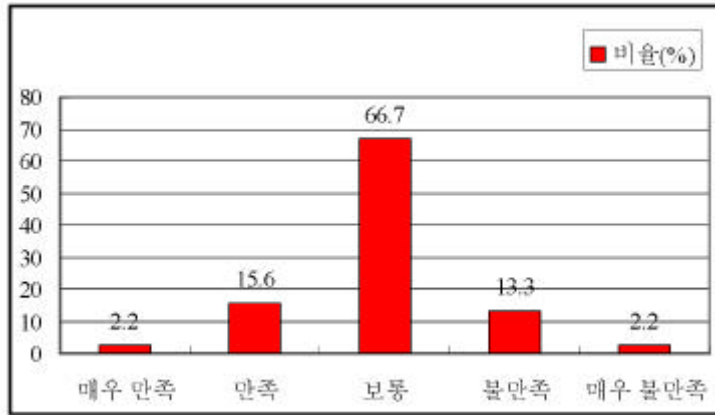
5) ()

66.7%(30) 가 ,
17.8%(8) . 15.5%
86.7%가

.(< 3-11>

)

< 3-11>



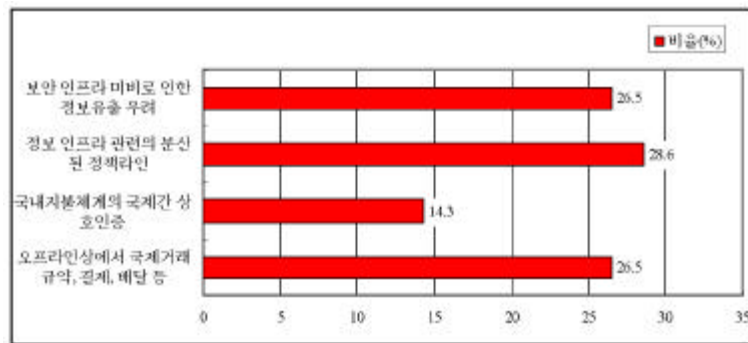
6) ()

28.6%(14) ,

가 26.5%(

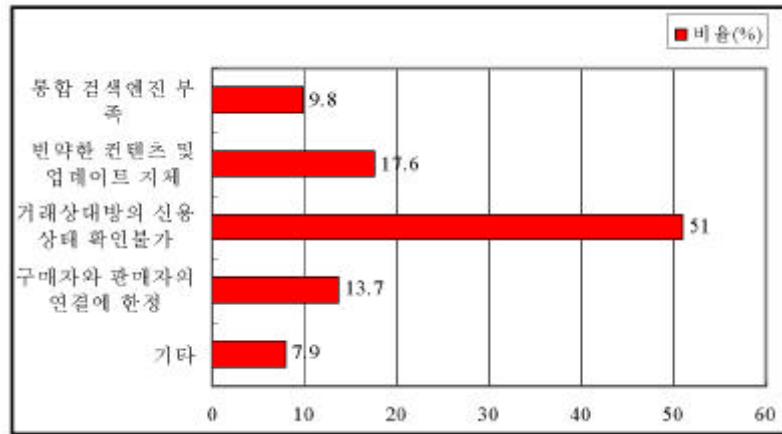
13) , 14.3%(7)
) .(< 3-12>)

< 3-12>



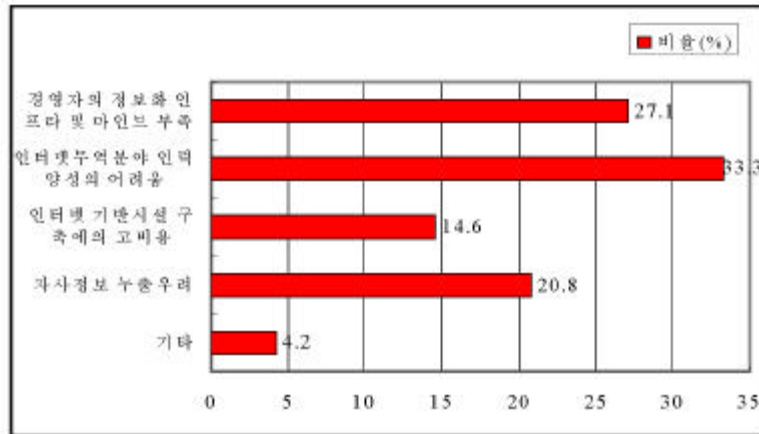
() 51%가
 가 51%(26
) , 17.6%(9) ,
 9.8%(5) , 13.7%(7)
 . (<
 3-13>)

< 3-13>



()
 33.3%(16) , 27.1%(13) 가 가 가
 . (20.8%, 10)
 (14.6%, 7) . (<3-14>)

< 3-14>



2 2

7)

() ,

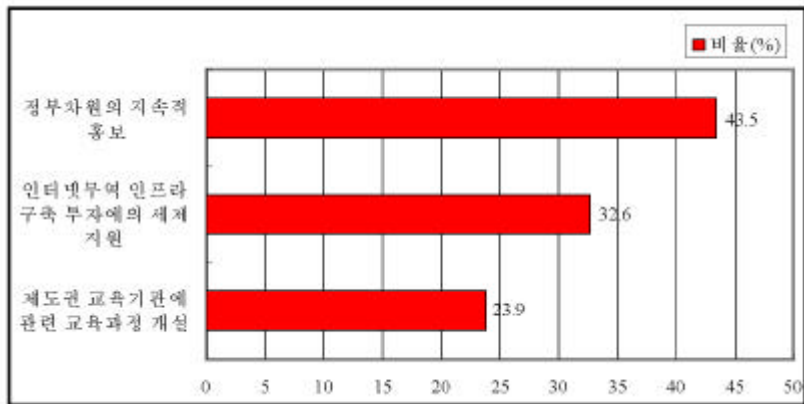
43.5%(20) 가

(32.6%, 15)

(23.9%, 11)

.(< 3-15>)

< 3-15>



() , 가

가

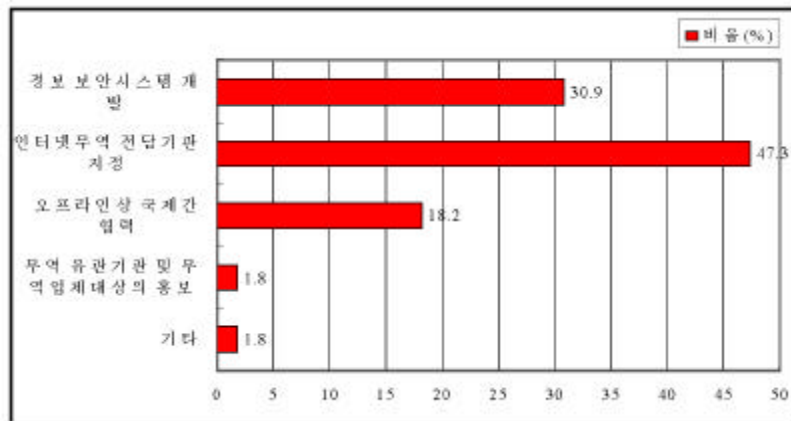
(47.3% 26)

(30.9%, 17)

, 10 (18.2%)가

.(< 3-16>)

< 3-16>



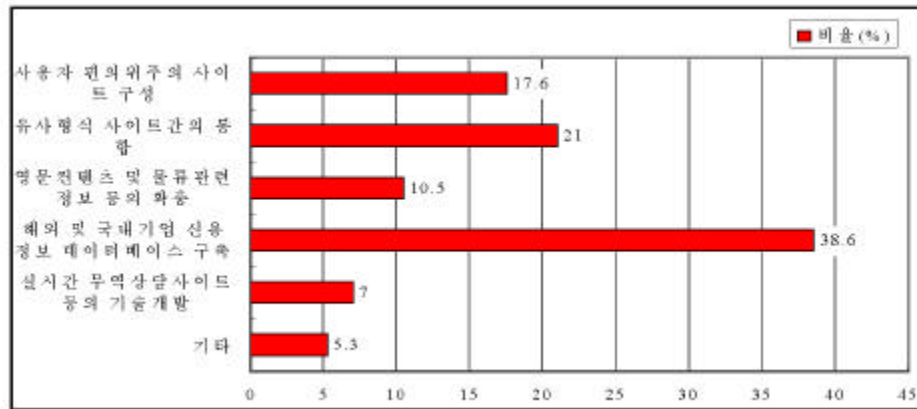
()

38.6%(22)가

21%(12)가 .(< 3-17>

)

< 3-17>



()

가

42.3%(22)가 ,

21.2%(1) ,

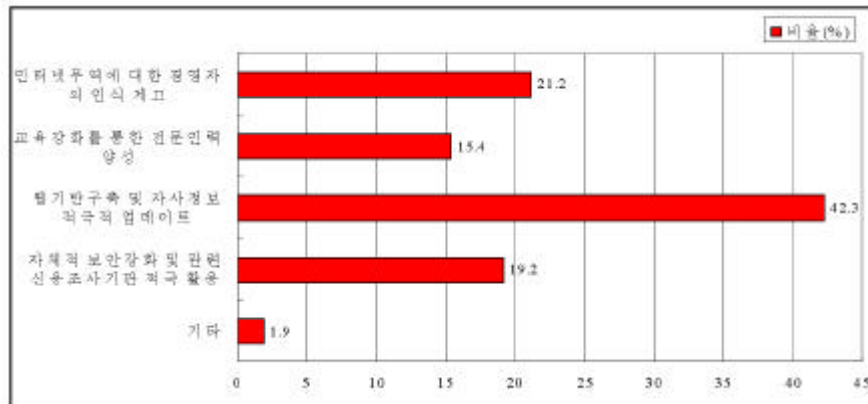
19.2%(10)가

15.4%(8)

.(<

3-18>)

< 3-18>



2 2

가

2-3

1.

1)

가

가

가

가

2)

가

가

가

가

가

가

가

가

가

3) 33.3% 16 가

13 (27.1%) 가

가 가

2.

1)

가 ,12)

가

가

2)

가

12) , 2000. 1 .

2 2

가

가

3)

가

가

가

가

가

가

가 41.7% 가

가

66.7%가

17.9%

가

가

가

가

가

가

가

[]

, “ ”, 「 」 1 , 1997. 6.

· , 「 」 , 2000.

· , 「 -EC -」 , 1999.

· , 「 」 , 1997. 4.

· , 「 」 , 1999..

· “ ” , 1

1 , , 1999.

, ‘ ’ , 2000. 2. 15.

, “ ” , 1997. 12.

, “ ” , 1998. 6.

, “ ” , 1999. 9.

, 1999, 2000 .
 , 1999. 5. 20.
 , 2000. 3. 6.
 , 1999. 6. 22.
 , 1999. 11. 30.

{ }

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- <http://cbitac.provin.chungbuk/public/cbitac/cbitac.html>
- <http://eto.untpdc.org/info/about.html>
- <http://iserve.wtca.org/tradeops>
- http://myhome.netsgo.com/tramper/let/LET_2.htm;
- http://www.chaotrade.co.kr/KChaos/Explorer/Login_Before/
- <http://www.cncorp.co.kr/webcnc/action.html>
- <http://www.dreammart.com/about/index.html>
- <http://www.ecrc.or.kr/ecjaro/ectrade/sld036.htm>
- <http://www.euock.org/kr/bc/bc.htm>
- http://www.findkorea.com/renew/abotu_us/
- <http://www.hyundaicorp.co.kr/korean/business/e-business.htm>
- <http://www.iebb.com/aboutus.asp>
- <http://www.infotrade.co.kr/hm/company.htm>
- http://www.innonet.nm.kr/ncgi-bin/frame.cgi?src=/NB/discussion_frame.html
- <http://www.itrademall.com/companyinfo.htm>
- <http://www.kotec.net/main.htm>
- http://www.kotranet.com/KOTRA/KOTRANET/TCISvcldx3_8.html
- http://www.lgicorp.com/bf_main/ke-biz.html
- <http://www.provin.kyongnam.kr/korea/08/07/kntra8.htm>
- http://www.silkroad21.or.kr/include/aboutus_k.php3

<http://www.smipc.or.kr/korean/index.html>

http://www.ttc.co.kr/korean/service_info.php3?menu=introduce

<http://www2.tradecompass.com/iebb/about.asp>