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Internet Commerce Metrics and Models in the New Era of Accountability

Sridhar Jagannathan, Jay Srinivasan, Jerry L. Kalman

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This book gives e-Commerce entrepreneurs and decision-makers a comprehensive, up-to-date framework for understanding Internet business models -- and a complete set of metrics for evaluating them. Sridhar Jagannathan identifies "atomic" business models that serve as "building blocks" for constructing, understanding, and analyzing complex e-business environments. Jagannathan's five-stack model consists of four horizontal stacks -- platform, content, community and commerce -- combined with a vertical "services" stack that provides value to each horizontal stack. Using this framework, Jagannathan constructs a complete business model for an e-Commerce store, analyzing the economic consequences of key management choices, and providing detailed metrics executives can use in analyzing the consequences of their own decisions. For all e-Commerce entrepreneurs, corporate managers, financial professionals, and consultants.

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