The Impact of Services on Electronic Commerce

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Abstract

There are significant shifts, both at business and technology levels, toward services. Companies are deconstructing their functions and requirements in terms of explicit services, and then managing their value nets accordingly. Service-oriented architectures, supported by Web service standards and technologies, are rapidly becoming a standard approach for enterprise IT systems. The many functions needed to support real commerce (pricing, fulfillment, marketing, supply chain, customer relationship, etc.) will be formulated in terms of Web services. The talk will discuss the implications for performance, control, and interactions among actors and activities.

Stuart Feldman is responsible for the overall strategy and execution of the business-oriented parts of the software and services strategy: industry knowledge and solutions, business collaboration, optimization, and process transformation as well as digital media and electronic commerce. Before that, as Vice President for Internet Technology in the Systems and Technology Group, he was responsible for overall strategies relating to the future of the Internet and providing thought leadership for IBM's Systems and Technology Group. His department created experimental Internet-based applications, drove a number of key Internet standards and policies, and ran the Extreme Blue program. Before that, he was Head of Computer Science in the Research division, responsible for growth and focus of the computer science research effort across the IBM Research Division. He was also the director of the IBM Institute for Advanced Commerce. Stuart Feldman received an A.B. in Astrophysical Sciences from Princeton University and a Ph.D. in Applied Mathematics from the Massachusetts Institute of Technology.