



3rd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM,  
26-28 November 2015, Rome, Italy

## From an analysis of e-services definitions and classifications to the proposal of new e-service classification

Terezia Kvasnicova<sup>a\*</sup>, Iveta Kremenova<sup>a</sup>, Juraj Fabus<sup>a</sup>

<sup>a</sup>University of Zilina, Univerzitna 1, 010 26 Zilina, Slovakia

---

### Abstract

We write emails, listen to music online, pay an invoice through internet banking, and have an eID. These all are e-services. But how can we define an e-service? Numerous definitions of e-services generalize their essence, reflect the specific characteristics and certain elements of their production process. They are important for economic theory and practice, but none of them have acquired general acceptance. Supranational institutions, scientists and researchers attempt to seek one definition. A lot of definitions explain e-services only as e-government, e-learning and e-commerce. It is insufficient for further classification. We pay attention to classification of e-services in this chapter. Some of them divided e-services according to the branch, processes etc. Classification as e-co model, e-ladder, E-Diamond model, classification of service and product to the dimensions in a 2 \* 2 matrix, and fulfilment-product classification have been introduced. The main goal of our study is to provide an extensive review of e-service definitions and classifications. Based on the findings we propose our own classification of e-services. The result of our work is a new 3D model. The 3D model is constructed according to bases of stages models and Diamond model, but we respect also user's needs and their fulfilment in process. In this empirical analysis of e-service definitions and classifications, we have compared known definitions and classifications and proposed a new model. Most models and schemes only deal with public e-services. We bring a new perspective, the classification is intended for all known e-services.

© 2016 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Organizing Committee of BEMTUR- 2015

*Keywords:* e-services; classification; definition; model.

---

---

\* Terezia Kvasnicova. Tel.: +421-41-513-31-44

*E-mail address:* [terezia.kvasnicova@fpedas.uniza.sk](mailto:terezia.kvasnicova@fpedas.uniza.sk)

## 1. Introduction

Information communication development changed social human behaviour, the nature of work activities and speed up the process and the life of society. In 1991 saw the advent of the website. Today, the number of websites is estimated at one billion. According to statistics (Miniwatts Marketing Group, 2015) over 70 % of Europe's population are active users of the Internet. A higher percentage is in North America (87, 7%) and Australia and Oceania (72, 9%). The digitalization of proceeds differently in each country, as well as the perception of what is an e-service is different.

## 2. E-service definitions

Electronic service, short as e-service, is a general term that refers to services over the information – communication technologies. The term e-service has many applications and can be found in many disciplines. The two dominant application areas of e-services are E-business (or e-commerce) and E-government (or non-commerce). Computer Language Company (2009) defines e-services as an umbrella term for services on the Internet. E-services include e-commerce transaction services for handling online orders, application hosting by application service providers (ASPs) and any processing capability that is obtainable on the Web. Chun Hai (2007) argues that e-services are services on the Internet where it is possible to make a purchase and sale transaction, unlike traditional websites, where only have descriptive information available. Similar Zeithaml and Bitner (2003) defined e-service as web services delivered through the Internet. Wilson (1998) mentioned that „an e-service is an activity or series of activities that takes place during the interaction between a provider and a customer through an electronic channel“. Taherdoost et al. (2014) used e-services characteristics and summarized as follows: intangibility, process nature, homogeneous, inseparability, non-ownership, inter action, self-service, non-rival. Methodical instructions (Finance Ministry of Slovak Republic, 2006) defines electronic services as "a service provided electronically by means of information and communication tools". Under the Law (Ministry of Communication of Slovak Republic, 2006) are public online services defined as: electronic communication with obligated persons in dealing with the administration, notification, access to information and to the provision, or public participation in the administration of public affairs. Similarly, e-services defined by the European judiciary, stating that e-service is a service or resource on the Internet, which was set up to improve communication between citizens and businesses on the one hand and the European Institutions on the other side (European Justice, 2015). The definition of e-services is also defined in Council Regulation (European Commission, 2006) „an 'eService' is one that is delivered over the Internet (or an electronic network which is reliant on the Internet or similar network for its provision) and is heavily dependent on information technology for its supply - i.e. the service is essentially automated, involving minimal human intervention and in the absence of information technology does not have viability“. Electronically supplied services includes for example website supply, web-hosting and does not include - radio and television broadcasting services; telecommunications services; goods, where the order and processing is done electronically etc.

The available definitions are built on one main idea – the internet or other electronic network. Various laws and experts define that e-services may vary, but all agree on the role of technology in transferring services. Therefore, e-services extend beyond the Internet. The e-services "off-line" can include telephone, fax, personal digital assistant, text messages, picture messages, Bluetooth, tracking system, radio-frequency identifiers, biometrics identifiers, electronic ID cards, e-mail, online chat, and many others (Wikipedia Foundation, 2015).

According to the review of definitions, we define e-services as activities provided by provider to a recipient; these services are non-material; they are provided by means of information and communication devices and the result of their consumption can be a benefit, service or acquisition of property.

## 3. E-service classifications

In this chapter we turn our attention to the classification of e-services. We introduce mainly classifications. The first one is e-co model, created by Lind et. al. (2007), who answered these four questions: •What do I/we want to achieve? (The Vision) • What does the situation look like today? (The current situation) The e-Co Model – Citizen's Driving e-Service Quality 7 • By which means do I/we go from today in order to arrive at desired goals? (The means

Download English Version:

<https://daneshyari.com/en/article/980507>

Download Persian Version:

<https://daneshyari.com/article/980507>

[Daneshyari.com](https://daneshyari.com)