

BUSINESS 2.0: THE NEW DIMENSION OF WEB 2.0- THE ADVANCE AND SOPHISTICATED COMMUNICATION

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ABSTRACT

The way of collaboration in between professional's friends and communities with the help of self-directed website is called web 2.0. This is responsible for creation or virtual community, where so many objects or may be called person may communicate each other. Web 2.0 is too extension of web 1.0 and thus it deals with web language and web technology. The increasing benefit of web 2.0 leads more utilization in to academic and business communities. Sharing information about the market, commerce and finance lead the concept of business and also called as Enterprise 2.0 .the dimension and application of web 2.0 is emerging day by day and thus new domain are evolving. This paper is talks about Business 2.0 including its characteristics, features and facilities, importance and so on. Paper discusses the potentials challenges and opportunities, briefly.

Keywords: Web 2.0, Business 2.0, Social Networking, Communication, Business Informatics, Enterprise 2.0, Information Science, Knowledge Delivery

INTRODUCTION

Web 2.0 is a valuable and important name in the field of Web Technology and Modern world of Information Science. This is kind of concept or system responsible for network and platform based service. The term Web 2.0 is now very much popular for Government and healthy communication. This is a modern type of mechanism of Web Engineering and modern Information Science. Earlier Web 2.0 only treated as a concept and tool; but now today it is complete domain in the field of Information Science and Knowledge Management. This is a powerful, less expensive communication media. Which collaborate not only one person but also so many individual at a time. The ultimate benefit of Business 2.0 is that, when one use of Business may communicate with other person. This is promotes Business communication where user and customers may communicate for a product or service to the company or service provider. Business 2.0 will be helpful for business, family business including retail Business may grow with the application of Business 2.0.



Fig: 1. the basic services offered by Web 2.0 Platform

OBJECTIVES

The main aim and objective of this paper is includes and not limited to as follows:-

- To learn basic about Web 2.0 and its general characteristics;
- To know about Web 2.0 and its advantages and uses;
- To learn about various dimension promoted or evolved by the Web 2.0 platform;
- To learn about Business 2.0; its characteristics, features and values;
- To find out possible role of Business 2.0 in the contemporary scenario;
- To know basic about the challenges, issues in relation to Business 2.0.

Business 2.0: Basics

Application of Web 2.0 bring so many domain like integration of society with Web 2.0 bring Social 2.0, Entertainment and Web 2.0 bring Entertainment 2.0, Health Science and Web 2.0 is bring Health 2.0. Thus, like these domain integration of Business, Commercial world with Web 2.0 bring Business 2.0. Business 2.0 will promote several activities in business it can be a helpful tool for communication of Business of among the customers, customers or consumer to Business organization or company. Company's staff and executive may communicate each other. Today use of Business 2.0 is the hot topic among the companies and organization [01, 12, 11].

Inside of Business 2.0-The Web 2.0

The inside of Business 2.0 is the Web 2.0. The main benefit of such system is one can directly communicate with data, information, full text book, audio at any time. Today web 2.0 is applicable in all most all the domain and areas of technology, society, culture, Business and so on. The broader aspect of Web 2.0 is including hosted services, web applications, masups, and folkonmics and so on [12]. The following are some important feature of Web 2.0:-

- Web 2.0 permit two way communication at a same time through the simple internet based site;
- User centered website and social networking aspects are main benefits of web 2.0;

- This is also treated as participatory web as it is web-as-service in built;
- It provides effective search facilities to the user and provides low barrier in social tools;
- It allow authoring by web 2.0; where one can able to write any data or article;

To use of syndication technology such as RSS to notify the content changes.

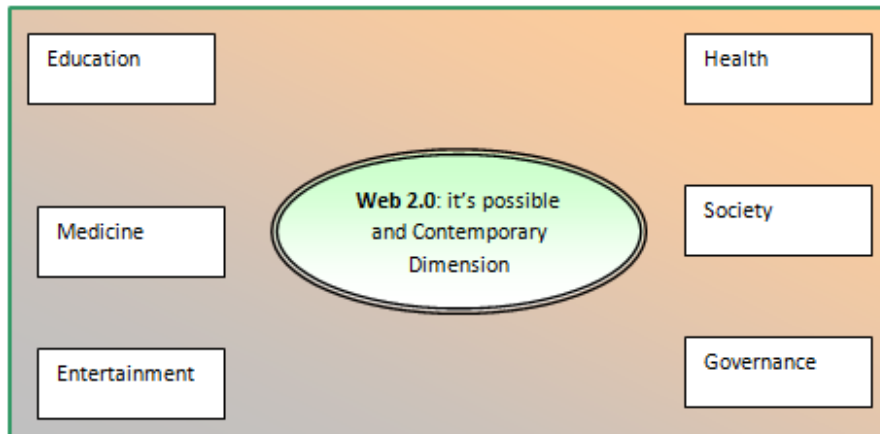


Fig: 2. The Emerging areas of Web 2.0 at a glance

Technologies behind Business 2.0

Web 2.0 needs affiliation of some of the technologies such as:-

Web Technologies- Web 2.0 purely depends on web technology and sub system. Building web 2.0 is also needs some of the technologies such as web languages like- XML, JavaScript, Ajax, HTML, DHTML, JSON and so on. It also requires some scripting language such as JavaScript and VB Script [01, 13, 14].

Database- For any communication and further uses, Database is mandatory. Communication each other depends on client server technology. Cloud Computing is important name to fulfill the aim of database.

Multimedia- Multimedia is another important tool for web 2.0 site building. Multimedia which includes Adobe Photoshop, Flash, Ajax, PageMaker, A/V tools, 3D are some common platform uses for Web 2.0 sites.

Other Technology:- Apart from above mention technologies, some web browsers are also needed such as Firefox, Google Chrome, Internet Explorer, Netscape Navigator and so on. Other important tools are XML, JSON, Flex, DOM and so on [04, 05, 18].

Possibilities with Business 2.0

Business 2.0 is useful for following activities:-

To communicate user with company's executive or official regarding any facet or information of any product or service; here user can give his/her personal comment regarding the product or service. User may tell their like and dislike regarding any product or services;

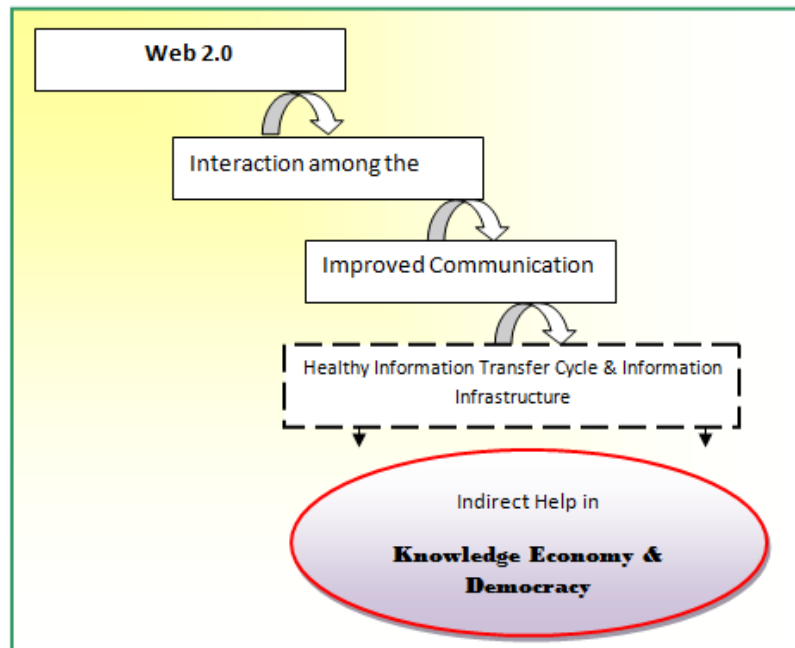


Fig: 3. The Indirect role of Web 2.0 for easy Information Transfer and removing Information Divide

- Company's Executive and staff may communicate each other for their personal interest and may share information, content; including Audio/Video;
- Promoting Business Advertisement is possible with Business 2.0 applications; here any user or viewer can see Audio Video or recorded advertisement; thus this is may be an important tool for the advertisement in contemporary scenario;
- In Business 2.0, user directly share their views on a particular product or service; thus company or organization can get exact feedback through user's or customers' comment or view;
- Based on evaluation and user feedback, company or organization may develop or create or able to make the service or product as per customers' requirement;
- Day's are gone where general and field based surveys' are conducted to gain user's perception for market study. Though web based Business 2.0 sites are one can get field survey with soli perception and it also saves the time;
- Regarding complaints for any product or service Business 2.0 become useful [04, 05, 20].

Challenges and Issues

Though, Business 2.0 has so many challenges but it has also some problems, challenges and issues; now look these issues carefully:-

- Business 2.0 no doubt an important method but it requires some devices such as computers, net connection and dedicated platform; thus user need to have all such things or facet;

- Here any user or customers can send any comment or perception on any product or services; thus company may not hike actual situation in so many cases;
- Fake user or delegate of other company may create own account and may misuse the benefit of Business 2.0; thus image of an organization may damage by falls and fake information posted by competitor of same product or service;
- Still many people are not aware about benefit of Business 2.0; thus they are not using such benefits;
- Like user, many companies are not include any Business 2.0 sites for the promoter of the product or services [09, 21].

FINDINGS

- Business 2.0 is one of the important domain which promotes Business Informatics;
- Business 2.0 need awareness about its benefit but still people are not aware about its benefits;
- Use of HCI based Business 2.0 is very much important. Creative and healthy HCI based Business 2.0 may develop user's perception many ways.

SUGGESTION

- Whether customers provide positive feedback or negative for overall development of the product and service use of Business 2.0 sites are very much essential now a days;
- User's and Customers' in many cases not aware about the Business 2.0; thus, by using advertisement of Business 2.0 sites the awareness regarding the product may increase;
- Rather than manual, market and field survey; companies need to introduce Business 2.0 sites;
- Use of Usability Engineering is needed for collecting better user perception; but it possible only by using Business 2.0 properly and effectively.

CONCLUSION

The way of collaboration in between professionals, friends and communities regarding Business matter may promote the overall Business 2.0 as Enterprise 2., Commerce 2.0 or even Product or Service 2.0. In today's age many companies are moving towards use of Business 2.0; ultimately it helps promotion of business and several in-house activities of the organization such as Human Resource Management, Marketing Management, Supply Chain Management, Financial Management and Personnel Management and so on. This is the most cost effective method by reducing satellite based Audio/ Video because here any one can see the Video/Audio/ Picture in future depending upon need from the company's site i.e. Business 2.0 site.

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