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## **B2B: DEFINITIONS AND CONCEPTS IN THE CONTEXT OF E-COMMERCE**

### *Abstract:*

This article explores diverse B2B designations and their corresponding definitions by various scientists, considering the essential functions. Employing methods like literature analysis and key concept comparison, the study concludes that while main definitions align, a universal definition for all B2B commerce sectors is lacking. A comprehensive definition is proposed.

### *Keywords:*

E-commerce, B2B strategies, Inter-firm interaction, B2B market, Intercompany relationships, B2B concepts.

In the context of growing competition in the business world, the topic of updating the development strategy of companies and transforming management approaches to organizing their activities and promoting the product is becoming increasingly relevant. The global e-commerce industry has seen an impressive growth in recent years. As a result of an unprofessional approach to the choice of means of promoting services or products, companies do not achieve the planned conversion, lose clientele and therefore underestimate the possibilities of electronic sales. The primary objective of this study is to elucidate the comprehensive definition of B2B and to explore its profound impact on intercompany interactions within the marketplace. The underlying hypothesis posits that the B2B definition encapsulates overarching functions that transcend various market segments, underscoring the need for a unified and all-encompassing portrayal of B2B.

The relevance of this topic is underscored by the pivotal role that intercompany relationships play in the realm of B2B, where they stand as a cornerstone for successful market promotion. Notably, in an ever-evolving economic landscape, corporate relationships must continually adapt to adhere to prevailing government and political regulations.

In the past decade, we have witnessed the emergence of practitioner research that sheds light on the profound influence of a B2B marketer's digital content and their online communities on purchase decisions. Within the framework of the topic, the concepts of B2B, its key features from B2C, as well as the impact of intercompany interaction on the positioning of the company will be considered.

During the analysis of the literature, scientific publications in various sources were considered: Scopus, Google Scholar, online sources, specialized literature.

After that, the most frequently mentioned sources were selected in the references and citations of various scientific journals, publications and sources. After the selection of literature, a table was built, in which the name of the author, the title of the article, the year of publication were mentioned, and the pros and cons of the definition were highlighted.

The current definition of B2B marketing encompasses a broad range of activities as compared to earlier concept of industrial marketing, which was limited to sale of machinery and tools from one business organization to another.

Business-to-consumer e-commerce is defined as the exchange of products, services, or information between businesses and consumers via the Internet, and Business-to-business as the exchange of products, services, or information between businesses via the Internet. The results of the research are presented (Table 1).

Since the key difference between B2B is interaction with other firms, it is important to consider the factors on which interfirm interaction is based. It is necessary to turn to the factors that the authors take out from the literature we have selected. The main factors influencing the intensity of interaction between firms cooperating within the framework of an entrepreneurial union are the following:

1. Type of intercompany relations;
2. The degree of mutual attractiveness of partner firms;
3. The scale of application of modern communications in relations between partner firms;
4. Psychological compatibility of persons involved in resolving issues of inter-company cooperation;
5. Availability and size of property investments of partner firms in joint projects;
6. Stage of the life cycle of intercompany interaction.

Table 1 – Comparison of definitions of the concept of B2B, as well as the advantages and disadvantages of interpreting the concept

Definition of B2B	Author	Advantages	Disadvantages
A supply function in which customers, suppliers, and society as a whole benefit from a shared focus on value and innovation at the end of the organization—buying and selling.	Andreas Hinterhuber	Functions, intervals and participants of the process are indicated.	There is no indication of the boundaries of the definition.
Sale between firms.	Ismail Sila	Provides a basic definition.	Conditions for the sale are not specified; there is no specific information about the sales participants.
Business-to-business trade, which is a structure of commerce that facilitates business relationships and transactions between firms at a relatively low cost.	Mohammed Kuaddus, Glenn Hofmeyer	Provides an extended description, indicating the applicable conditions.	The conditions under which transactions are facilitated are not specified.
The function of selling between vendors and organizations in the broader service ecosystem through the transformation of internal and external stakeholders.	Daniela Corsaro	Certain boundaries are given under which sales occur.	Limitation of the description only to the sales function; the details and methods by which the transformation of the parties takes place are not indicated.
An organizational purchasing system that consists of the relationship between a buyer's advocacy of a supplier and the buyer's purchases from that supplier.	Justin M. Lawrence	The participants in the process are indicated.	The definition is limited to advocacy and shopping only

Source: [Compiled by the author with 1, 2, 3, 4, 5]

According to the scheme of horizontally integrated firms, interconnected by contractual relations regarding the production of a product ready for final consumption, manufactured in the parent company. Integration ties are based on the interaction of firms in the process of production and marketing of products, thus forming a competitive advantage for the entire set of firms "tied" to a particular product.

Inter-firm interaction is a direct consequence of government regulation in general and competition policy in particular. According to A. T. Yusupova, intercompany networks are the result of integration processes taking place in many industry markets [6].

Building upon the study's outcomes, it can be asserted that intercompany interactions are a predominant aspect often emphasized by authors in the context of B2B [7]. From this observation, it can be confidently deduced that B2B essentially constitutes an intercompany relationship, the outcome of which is a commercial transaction.

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