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<p>(51) International classification :G06Q0010100000, G06Q0030020000, G06Q0030060000, G06Q0010060000, G06F0111020000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : <b>1)B. Meenakshi Sundaram</b> Address of Applicant :Assistant professor, Subbalakshmi Lakshmiipathy College of Science, TVR Nagar, Aruppukottai Road, Eliyarpathi, Madurai - 625022 Tamilnadu -----</p> <p><b>2)Dr.S.Thangamayan</b> <b>3)Dr.S. Kavitha</b> <b>4)Dr.S. Suguna</b> <b>5)Dr.S.Mahalakshmi</b> <b>6)Dr.S. Senthilraja</b> <b>7)Dr M Jayanthi</b> <b>8)A.Sahana</b> <b>9)Dr. Ravi Shankar C</b> <b>10)Dr.C.Kathiravan</b> Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : <b>1)B. Meenakshi Sundaram</b> Address of Applicant :Assistant professor, Subbalakshmi Lakshmiipathy College of Science, TVR Nagar, Aruppukottai Road, Eliyarpathi, Madurai - 625022 Tamilnadu -----</p> <p><b>2)Dr.S.Thangamayan</b> Address of Applicant :Assistant Professor College Name with address: Saveetha School of Law, Saveetha University, Chennai-600077. Tamilnadu -----</p> <p><b>3)Dr.S. Kavitha</b> Address of Applicant :Assistant Professor, PG and Research Department of Commerce Padmavani Arts &amp; Science College for Women, Salem -636011 Tamil Nadu -----</p> <p><b>4)Dr.S. Suguna</b> Address of Applicant :Assistant Professor PG and Research, Department of Commerce. Salem Sowdeswari College, Salem- 636010, Tamil Nadu -----</p> <p><b>5)Dr.S.Mahalakshmi</b> Address of Applicant :Assistant Professor, Department of Corporate Secretaryship, Salem Sowdeswari College, Salem-636010 Tamil Nadu -----</p> <p><b>6)Dr.S. Senthilraja</b> Address of Applicant :Assistant Professor PG and Research Department of Economics, Kandaswamy Kandar's College Paramathi Velur, Namakkal (DT)- 638182 Tamil Nadu -----</p> <p><b>7)Dr M Jayanthi</b> Address of Applicant :Assistant professor Kongu Arts and Science College (Autonomous), Nanjanapuram, Erode-638107 Tamilnadu -----</p> <p><b>8)A.Sahana</b> Address of Applicant :ASSOCIATE PROFESSOR Department of MBA, The Oxford College of Engineering, Bommanahalli, Hosur Road, Bangalore- 560068 KARNATAKA -----</p> <p><b>9)Dr. Ravi Shankar C</b> Address of Applicant :Associate Professor College Name with address: Dr.G.R.Damodaran College of Science, Avinashi Road, Civil Aerodrome Post, Coimbatore-641014 Tamilnadu -----</p> <p><b>10)Dr.C.Kathiravan</b> Address of Applicant :Associate Professor, Department of Business Administration, Business Analytics, Annamalai University Tamilnadu - 608001 -----</p>
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(57) Abstract :

[019] The contribution concerns entrepreneurs (or companies in general) who wish to invest in an innovative idea of the Internet economy, with the aim of commercializing the proposed collaborative e-marketplace. In this dimension, the work offers a lot of useful information that could be used, as it practically presents the basic structure of two alternative business models of cooperative e-markets. In both cases, the benefits to the main target group (very small commercial enterprises) are taken for granted, as they would be offered a customized collaborative environment that would support their needs. During the presentation of the business models, the characteristics of the companies that would make it more appropriate to undertake each project.

[020] Especially with regard to the selected procurement platform, since the market manager is an IT company, there is the possibility of promoting more than one solution at the same time. In practice, an IT company could develop ERP-type software and the portal of vertical collaboration and provide both solutions to the businesses of the target population, covering both the needs of computerization and the needs of collaboration. Therefore, in this scenario, greater commercial opportunities for IT companies appear, while at the same time promoting a solution that serves in a comprehensive way the information support needs of very small companies. Accompanied Drawing [FIG. 1]

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