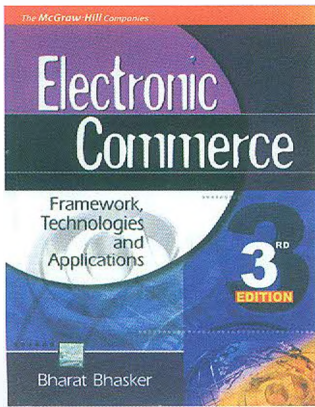


ELECTRONIC COMMERCE-FRAMEWORK, TECHNOLOGIES AND APPLICATIONS



Author:
Bharat Bhaskar

Publisher:
Tata McGraw Hill

Edition:
Third, 2009
Price : Rs. 310/-
*Pages-*468

Reviewed By:
Ms. Sonia Gupta
Faculty , DIAS

In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The adoption of electronic commerce and e-business technologies is bringing about a major transformation in the way firms conduct business. The integration of information and communication technology (ICT) in business has revolutionaries relationships within organizations and those between organizations and individuals. Specifically, the use of ICT in business has enhanced productivity, encouraged greater customer participation and enabled mass customization besides reducing costs. E-commerce and Internet have created new ways in which business can connect to their customers, suppliers, partners and investors. The Internet open architecture allows new relationships, channels and ways of doing business among manufacturers, distributors, service-providers and end-users. These relationships are joining to challenge the traditional distribution structure that dominated 20th century commerce and trade, sometimes with great success and sometimes with no success. Equally important, information developed by business engaged in e-commerce is becoming as pertinent as the products being sold, and in many cases information has become the product.

E-commerce is all around us and its impact is growing day by day. Consumers are increasingly buying goods and services over the internet referred to as Business to Consumer (B2C). Traditional businesses are re-engineering their external and internal business processes to take advantage of today's hi-tech world. The Internet has empowered the buyer by providing information on companies and their products and services readily available. Consequently, sellers are facing increased competition because of the low barriers to entry in establishing an online business, traditional businesses have to be attuned to the fact that competition can come quickly and from non-traditional sources. New ways of doing business are emerging with the role of traditional players in the supply chain being changed or eliminated in many industries. With developments in the internet and web-based technologies e-commerce continue to transform personal communication and global business at an abounding pace. In the near future, e-commerce technology not only will become smarter and faster, but could completely transform the way companies deal

with internal information and customer service.

E-Commerce represents the current information technology trend. As more and more consumers and organizations resort to electronic means for conducting purchases and facilitating business transactions, it is important for academic researchers as well as practitioners to understand its workings, and be able to analyze the problems and rectify the weaknesses. So if we need to have an overview of the business and technical issues involved in e-commerce the book "Electronic Commerce – Framework, Technologies and Applications" is a good place to begin. Third Edition of the book throws light upon the topics including influence of electronic commerce on marketing, search engine, marketing and optimization, emerging trends in advertisement over the Internet, Mobile Commerce framework and models and agents in electronic commerce. While continuing to focus on the issues related to e-commerce the text has undergone a significant revision. The book is organized in 15 chapters. The e-commerce concepts are illustrated through a case which shows the application of technology and business strategy in an Internet start- up organization, www.fabmait.com. The edition comes with one new chapter and two significantly enhanced chapters.

Each chapter opens with a set of learning objectives that relates to the coverage within the chapters also set as a guideline to the readers. The advent of e-commerce has seen a dramatic impact on the traditional ways of doing business. It is creating a new market place and opportunities for the reorganization of economic processes, in a more efficient way. Chapter 1 discusses the term E-commerce along with its benefits, impacts and applications, since e-commerce utilizes information and communication technologies to carry out market transactions among two or more parties-usually businesses and consumers so there is usually businesses and a broad classification of the entities in the chapter as Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B) and Consumer to Consumer (C2C) to discuss their roles. Chapter 2 covers the importance of business models in e-commerce and provides an economic survey of business models that have been used by various businesses operating in electronic commerce environment.

Electronic Data Interchange (EDI) is a mechanism for companies to buy, sell and trade information. To increase the efficiency of

Information transfer, EDI is a tool that enables the transfer of data from computer to computer more quickly and accurately than traditional paper documents. In chapter 3, the author discusses the definition of electronic data interchange and the architectural blocks of electronic data interchange. It focuses on the two key concepts; electronic document exchange and electronic messages which needs to be addressed for an EDI system to evolve. Chapter 4 introduces architectural elements of the framework of e-commerce covering technological, business service and public policy infrastructure. The technological standards and policy are essential for the ensuring interoperability of the global infrastructure and universal access to the network.

Chapter 5, Network infrastructure explains computer networks as the basic building block of electronic commerce. It classifies them into two basic types as broadcast networks and point to point networks. In the section on LANs, it gives an overview of various topologies like ring, star, bus, etc. Further, it talks about the transmission media and various media access protocols as ALOHA, CSMA, persistent CSMA and CSMA/CD. TCP/IP model is also discussed in detail which forms the basis of today's internet. IP addressing and DNS (Domain Name System) are also explained. Chapter 6 is based on information distribution and messaging which is done through file transfer, Internet, electronic mail and World Wide Web. This chapter offers wide coverage on standard protocols for information distribution on the internet along with their applications.

The exponential growth of the World Wide Web can be attributed to its ability to seamlessly integrate multimedia information in a distributed environment. Chapter 7 focuses on the information publishing technology. It includes of Hypertext Markup Language (HTML) which is used for writing web documents that are interpreted and rendered by web browsers and Hypertext Transfer Protocol (HTTP) which carries out the information transfer. The Common Gateway Interface (CGI) is an interface that specifies how browser input entered through tags is passed to gateway programs. Chapter 8, Securing the business on internet widely discusses the importance of security for electronic commerce and the inherent vulnerability of the internet. Security incidences such as scans, probes, account compromises, exploitation of trust, sniffing and spoofing that are used for violating the security policy of a site are also described. The chapter tells how firewalls can be a highly effective tool in implementing a network security.

The amount of trade conducted electronically has grown exponentially with widespread internet usage. The use of e-commerce is conducted in this way, spurring and drawing on innovations in Electronic Funds Transfer, Supply Chain Management, Internet Marketing, Online Transaction Processing, Electronic Data Interchange (EDI), Inventory Management Systems to create trust in the e-commerce business environment the authentication of transacting parties, integrity and privacy of information transferred and non-repudiation of a contract is essential. The chapter 9, Securing network transaction deals with all the issues of securing e-commerce on four major fronts: the web clients, data transaction, web server and the network server operating system.

Today, many users make payments electronically which is an integral part of e-commerce. The new financial needs cannot be effectively fulfilled by the traditional payment system. So, hundreds of electronic payment systems have been developed to provide secure internet transactions. Chapter 10, includes the prepaid payment systems like e-cash, CAFÉ, Mondex, Millicent, MicroMint, Netbill, Minipay and the post payment systems like ikp, CyberCash, SET, FSTC, Mandate and Nettecheque. It also presents a comparison of these payment systems with regards to basic requirements of an online payment system.

Chapter 11 focuses on the influence of electronic marketing. Since the dot com, e-commerce marketing has evolved into a whole new mix of strategies and techniques designed to increase exposure for a multitude of channels to the e-commerce seller. The biggest benefits of e-commerce marketing include possible cost savings through digitalization of communication, innovative promotion techniques and pricing strategies, helps build customer relationships and brand credibility. For the continuous growth of e-commerce, a business service infrastructure that assists in the search and location of the right kind of information is required. Search engines and directory services have emerged as two popular mechanisms that fulfil the need of business architecture. They serve as models for surfing the cyberspace. Chapter 12 explains the models of information organization, their salient features and applicability.

Chapter 13, Internet advertising discusses that it ties together the creative and technical aspects of the internet, including design, development, advertising and sales. The businesses have advantages of appealing to consumers in a medium that can bring results quickly. Chapter 14 explains the role of mobile commerce in creating new opportunities in e-commerce. It offers better prospective for commerce. It offers better prospective for personalization of information and delivery of content that is relevant to the mobile user. With the rapid growth of the number of consumer and sellers on the internet, the problem of identifying the best deal is a complex task. So some tools are required to narrow down the choices while keeping satisfaction level as the prime motive. Chapter 15 describes the role of agents in increasing the user productivity.

The most innovative and highlighting part of the book is that it acquaints readers with a clear understanding of the various latest terminologies, definitions, trends and issues associated with e-commerce. The concepts are discussed in simple, easy-to-understand language. They are embedded with examples, conclusions, summary review, questions and references that will help the students, professionals and faculties in learning.

This book is expedient resource for the students of MBA, MCA and B.Tech courses. Overall this book is beneficial to all kinds of readers which is indispensable.