E-COMMERCE - CONCEPTS, MODELS AND STRATEGIES

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Electronic commerce has been brought to prominence over recent years by the popularization and commercialization of the Internet. However, EC is not a new phenomenon, it has been an important part of trade for many years. In addition to the consumer oriented commerce of the Internet, EC is practiced through Electronic Markets and Electronic Data Interchange (EDI). This comprehensive text deals with the core concepts, models and strategies of electronic commerce.

The book 'E-Commerce: Concepts, Models & Strategies' has been organized into six parts of a general model for managing E-commerce.

Each chapter at the end is covered with topics like 'the least you need to know', 'wrap-up' and 'taking stock' to provide the readers with important matters, summary of the chapter and with important questions pertaining to each chapter respectively. In this way, these chapters benefit the reader to organize their reading and review each chapter which will demonstrate how the chapter material relates to the challenges of understanding and using e-commerce in the real world of business management.

This first part of the general model of this text is designed as an overview of e-commerce to make the reader to get on insight of into online transactions. Chapter 1, Managing E-commerce covers the introduction part of E-commerce in detail under 5 subtopics - Exploring E-commerce, Managing E-commerce, E-commerce in India,

Prediction and Prospects of Electronic commerce.

Usually books don't emphasize on overview but this book has concentrated upon broader aspect like. Main activities of E-commerce, Broad goals of E-commerce, E-commerce technical components and like wise. In the same chapter the author has provided enriching material about the Ten Point Action. Plan to people E-commerce in India, which was introduces by NASSCOM 'E-biz 2001' held at Banglore, on 3rd August 2001. Fig. 2.5 at page 26 covers key characteristics of the Economic Model for Electronic Commerce. Driving the E-commerce revolution provides the students insights into great knowledge banks of topics like Matrix of E-commerce Models, Technology Architecture for electronic commerce, strategy development, elements and resources impacting electronic commerce and changes, build technology awareness program within the company.

Chapter 4, Internet, covers evaluation of the internet, components of the Internet world, business use of the Internet, Internet growth, Internet for business, categories of networks, NSF Net program. This chapter has a great subtopic Internet Backbone in India. It tells in detail about National Internet Backbone.

Portals, functions of portals, portal technologies, features of portal, future portals, portals in India, portals are versatile and evolving, e-commerce portals, B2B portals, Enterprise

Information Portal (EIP), payment gateways are covered in chapter 5.

Chapter 6 covers open systems interconnection (OSI) model. It gives insight into topics like Layered Architectures, OSI model operation, functions of the layers, Broad bond Technology.

Extensible Mark-up Language (XML) is covered in chapter 7. Business reasons to consider XML Based Technology covers XML in great details. This covers XHTML-XL secure which is covered in exclusive manner in this book.

Data warehousing is covered in chapter 8. the major highlights of this chapter are sections dealing with Data Marts and operational Data Stores, Data Warehouses for decision support, crucial elements to have a complete data warehouse which are rarely found in books.

Its refreshing to see in the book that the author has dedicated a separate chapter on how to build websites. This chapter deals with introduction to Internet, reasons for building your own website, ideal website, domain registration, web promotion which help the student in getting a better insight into the building websites.

Chapter 10, Internet Security covers in great detail about secure transactions, privacy issues, computer crime, types of computer crime, security threats, IS security risks, common threats, ____ rare topics like ergonomics, cryptology, AES(Advanced Encrypton Standard) have been covered in great details and with great beauty.

Part C of the book has 7 chapters, each dealing exclusively with the core topics of E-commerce and Internet, Electronic Market, Electronic business, Business Models, Four C's and Wireless Application Protocol. The author has taken great pains and done great deal of research before finalizing the material for the same thus leaving no scope for the students to feel frustrated or refer other books for the covered topics.

Supply Chain Management, chapter 19 is an eye opener. It covers extensively supply chain management, benefits of using the Internet for SCM, strategies of SCM and supply chain optimization technology which is one topic not easily found in other books. Fig. 19.12 shows real time order promising (with 99% accuracy required) and Fig. 19.15 discusses in detail SCM enterprise business process model.

Electronic Payment Systems which is a very important core topic of E-commerce. The book covers to satisfaction electronic payment systems by discussing in detail EPS, electronic cash, IPSEC (Internet Protocol Security), Net Banking, Critical Building Block for E-commerce and other related topics.

Author C.S.V. Murthy has also taken care of electronic security. He has discussed all possible dimensions of the same by including topics like electronic security, information useful to intruders, attach methods, security practices, cryptography, hacker, SSL, network security, E-commerce

ACT and VPN. Customer Relationship Management and Knowledge Management has been covered to satisfaction by the author. Fig. 24.5 diagrammatically depicts spiral of organizational knowledge creation.

The most innovative and highlighting part of the book is View of the IT Industry. In it eminent people like Phaneesh Murthy, Member of Board and Head Worldwide Marketing and Sales, Infosys Technologies Ltd. has written about future-proof your business.

In the end I opine that the author has done great deal of research on every topic which the book covers. The result is a text which not only imparts knowledge, covers all the syllabus for MBA and Computer students but also makes the whole process enjoyable. The book is an asset to the reader.