

# Tactful Management

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E-COMMERCE



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## ABSTRACT:

E-commerce success, especially in the business to consumer area, is determined in part by whether consumers trust sellers and products they cannot see or touch, and electronic systems with which they have drawing from the findings of e-commerce. The increased popularity of social networking sites, such as LinkedIn, face book twitter has journal of organizational computing and electronic commerce.

**KEYWORDS:** E-commerce success , face book twitter , organizational computing and electronic commerce.

## INTRODUCTION:

In the previous couple of years, ventures over the globe have encountered noteworthy

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changes in their business data framework. Colossal speculations were made in big business asset arranging framework executions yet they battle to get convenient data that is expected to settle on compelling business choice and to guarantee ceaseless development of ventures. Putting "e" before any procedure or capacity appeared to be the enchantment remedy for ceaseless story of accomplishment and fast returns for ventures. E-business, e-acquirement, e-deals, e-installment, e-saving money, e-CRM, e-CAD, e-conveyance are only a couple. Web, for instance is getting to be a standout amongst the most prevalent medium in transmitting different information. Clients can locate any sort of data inside a shorter time contrasted and regular strategy that devours additional time.

**OBJECTIVE :-**

E-commerce is changing the way of doing business. The objective of this chapter is to get the students acquainted with the basic concept of E-commerce. This chapter highlights the basic elements e-commerce, the difference between traditional and electronic business.

- Describe the concept of E-commerce
- Explain different levels of E-commerce
- Analyze the SWOT of E-commerce
- Identify the different forces that drive the e-commerce.

**DEFINITION :-**

**Communication Perspective:-** According to this perspective, E-commerce is the delivery of information, product/services or payments over tele-communication channels, computer networks or any other electronic mode of communication.

**FEATURES OF E-COMMERCE TECHNOLOGY :-**

- Improve Responsiveness
- Coordinates Sales Efforts
- Effectiveness and Efficiency
- Close Contact with Clients
- Planning and Execution of Meetings



**INTERDISCIPLINARY NATURE OF E-COMMERCE :-**

- Marketing
- Computer sciences
- Consumer behavior and Psychology
- Finance
- Economics
- Management Information Systems (MIS)
- Accounting and Auditing
- Management



**LEVELS OF E-COMMERCE :-**

Electronic commerce is the process of conducting commercial transactions electronically over the Internet. This process is carried out primarily in five levels, and the main aspect of e-commerce is a merchant selling products or service to the consumers. There are five major segments under the broader category of e-business. However, the following are some popular e-commerce models used by companies engaged in e-commerce:-

- Business to business e-commerce (B2B)
- Business to consumers e-commerce (B2C)
- Consumers to consumers e-commerce (C2C}
- Business to employees e-commerce (B2E) and
- Consumer to business e-commerce (C2B)

**TECHNICAL LIMITATION OF E-COMMERCE :-**

- The specialized impediments of E-Commerce are as per the following:
- There is an absence of s stem security, unwavering quality, gauges and correspondence conventions.
- There is deficient media transmission transfer speed.
- The programming e improvement instruments are as yet developing and evolving quickly.

- It is hard to coordinate the Internet and E-Commerce programming with some current applications and databases.
- Vendors may require extraordinary Web servers and different foundations notwithstanding the system servers.
- Some E-Commerce programming probably won't fit with some equipment or might be incongruent with some working frameworks or different parts.
- As time passes, these constraints will decrease or be survived; proper arranging can limit their effect.

### CONCLUSION :-

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business success and survival. Some of these include types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability.

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