E-BUSINESS AND E-COMMERCE IN THE INDIAN CONTEXT OF GROWING ECONOMY AND CHANGING BUSINESS ENVIRONMENT

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1. INTRODUCTION

1.1   The landmark breakthroughs in Digital-Cyber sciences have resulted into exponential developments in Information technology, in the past 3-4 decades across the globe. The benevolent fruits of this technological explosion have created more or less radical changeover , particularly in the more developed nations in the Western hemisphere of this planet as well as Japan and the Far East , including the People's Republic of China . As the once more or less booming economy like India also , the reverberations had trickled in , with the internet having become popular and highly dependent for both official and individual communications and , naturally trade-offs of multifarious forms .

1.2   One of the tangible impacts of all these are the nascent *(in the growing Indian economic context)* online shopping in these last few years. Now, if you want to buy something, you do not need to walk all the way to the store. With just a smart-phone and internet connection, you can buy anything you want, from any place in this world, which obviously mean that the market place has expanded beyond any geographical boundaries. This can be achieved thanks to two popular networks popularly known as E-Business and E-Commerce.

1.3   Most people think those two terms have a similar meaning. In fact, both of them aren't similar, but closely related to each other. There exists fundamental similarities more than differences and at the empirical level they function rather complementary to each other and similarly.. In other words without e-business the concept of e-commerce cannot be an isolated entity.

2. HISTORICAL BACKDROP

2.1 In 1994, IBM, with its agency, Ogilvy & Mather began to use its foundation in IT solutions and expertise to market itself as a leader of conducting business on the Internet through the term "e-business." Then CEO Louis V. Gerstner, Jr. had actually prepared to invest $1 billion to market this new brand, amply proves their attitudinal realisation of its potential

2.2 After conducting worldwide market research in October 1997, IBM began with an eight-page piece in the *Wall Street Journal* that would introduce the concept of "e-business" and advertise IBM's expertise in the new field. IBM decided not to risk going in for trademark the term "e-business" in the hopes that other companies would use the term and create an entire new industry, rather hijacking its concept.

2.3 However, this proved to be too successful by 2000, to differentiate itself, IBM launched a $300 million campaign about its "e-business infrastructure" capabilities. Since that time, the terms, "e-business" and "e-commerce" have been loosely interchangeable and have become a part of the common vernacular

3 E-BUSINESS

3.1 E-Business or Electronic Business refers to the use of internet, extranet, web, and intranet to conduct businesses. E-Business is quite similar to E-Commerce, but it is more than just a simple act of buying and selling products and services online. E-Business includes a wider kind of business processes, such as electronic ordering processing, supply chain management, customer relationship management, etc. So basically, E-Commerce is a part of E-Business. Electronic business or e-business is the use of Information Technology to improve business

3.2 This is a term used to describe businesses run on internet or use internet technologies to improve productivity & profitability of Business. It is the easy way to reach out to all involved in supply chain the term "e-business" was coined by IBM's marketing and Internet team and actually started using and popularising this term from the next year onwards.

3.3 Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business. Online Business or e-business is any kind of business or commercial transaction that includes sharing information across the internet. Electronic commerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses, while e-business refers to business with help of the internet.

4. E-COMMERCE

4.1   E-Commerce or the "Electronic Commerce" is the process of selling and buying which was done via the web or the internet. Unlike the physical store, in E-Commerce, there is no need for the buyer and the seller top with each other in order to do the whole selling and buying process.

4.2   E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, Electronic Data Interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

4.3   Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized or personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

4.4   The process of e-commerce, can be summed up as =

     a. *Attracting customers* -- Through Advertising, marketing,

        Publicity campaigns, general awareness creation etc.

     b. *Interact with customers*-- Through Catalogues, brochures,

        Business or trade bulletins, negotiations, seminar-symposia

     c. *Handle and manage orders*--through Order canvassing or

        Capture, Payment-Transaction, Fulfilment (physical good,

        Service good, digital good)

     d. *React to customer enquiries*--Though customer feedback

        generated or *sui generis*, Customer service, Order tracking

4.5   The general scenario of the emerging concept of E-Commerce can be studied as follows:

     i. *Business to Business (B2B)*

        Business to business E-Commerce is including all kind of

        electronic transactions of services or products that happened

        between two businesses or companies.

     ii. *Business to Consumer (B2C)*

        Business to Consumer is the establishment of the electronic

business relationship between the seller to final customers. This is probably the most common form of E-Commerce/ This kind of E-Commerce type usually more dynamic and easier to do. Due to the development of the internet and website, B2C has developed greatly too, and now you can easily find various kind of online store on the internet. They sell all kind of products, such as books, electronics, clothes, to digital products like music, movies, or e-books. People like online shopping more than traditional one due to its simplicity and the price tends to be cheaper too (without including the shipping and packing or handling costs , as made applicable).

iii. *Consumer to Consumer (C2C)*

This kind of E-Commerce includes all electronic transactions of products or services between the customer and another customer. Usually, this can happen with the third party helps, for example, e-Bay as a marketplace for online action.

iv. *Consumer to Business (C2B*)

Consumer to business is a kind of business model where the final users or the customers create a product or service that a company uses to complete their business process or gain competitive advantage.
For example, sites where freelance designers offer their service for logo creation, and any company is free to use their service if they need it.

v. *Business to Administration (B2A)*

Business to Administration or B2A covers any kind of transactions that carry out between business and government with the internet as their medium. It includes a large variety of services, such as social security, fiscal, legal documents, employments, etc.

vi. *Consumer to Administration (C2A)*

Consumer to Administration includes all kind of transactions that happen between the consumer with the government. Examples:· Education· Taxes· Social security· Health

4.6 E-commerce businesses may also employ some or all of the followings varied but increasingly relevant aspects :

1) Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, *chatbots,* and voice assistants

2) Providing or participating in online marketplaces, which process third-party business-to-consumer (B2C) or consumer-to-consumer (C2C) sales

3) Business-to-business (B2B) buying and selling;

4) Gathering and using demographic data through web contacts and social media

5) Business-to-business (B2B) electronic data interchange

6) Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)

7) Engaging in pretail for launching new products and services

8) Online financial exchanges for currency exchanges or trading or export-import purposes.

5 MULTIDIMENTIONAL IMPACTS

5.1 Impact on existing marketing structure

5.1(a) The growth of e-commerce in the Indian context has been nothing but phenomenal with the volume having reached a whopping Rs.4,900 crores as on December 2019. Traditional markets are only expected with 2% growth during the same time. Bricks and mortars retailers are struggling because of online retailer's ability to offer lower prices and higher efficiency. Many larger retailers are able to maintain a presence offline and online by linking physical and online offerings to a stratum more acceptable to the customers .

5.1(b) It has already been a time -proven reality that E-commerce allows customers to overcome geographical barriers and allows them to purchase products anytime and from anywhere. Online and traditional markets have different strategies for conducting business. Traditional retailers offer fewer assortments of products because of shelf space whereas, online retailers often hold no inventory but send customer orders directly to the manufacture.

51(c)   The pricing strategies are also different for traditional and online retailers. Traditional retailers base their prices on store traffic and the cost to keep inventory. Online retailers base prices on the speed of physical delivery to the customer-end .

5.2   Impact on supply chain management

5.2(i)   For a long time, companies had been troubled by the gap between the benefits which supply chain technology has and the solutions to deliver those benefits. However, the emergence of e-commerce has provided a more practical and effective way of delivering the benefits of the new supply chain technologies.

5.2 (ii)   E-commerce has the capability to integrate all inter-company and intra-company functions, meaning that the three flows (physical flow, financial flow and information flow) of the supply chain could be also affected by e-commerce. The affections on physical flows improved the way of product and inventory movement level for companies. For the information flows, e-commerce optimised the capacity of information processing than companies used to have, and for the financial flows, e-commerce allows companies to have more efficient payment and settlement solutions.

5.3   Impact on employment

E-commerce helps create new job opportunities due to information related services, software app and digital products. It also causes job losses. The areas with the greatest predicted job-loss are retail, postal, and travel agencies. The development of e-commerce will create jobs that require highly skilled workers to manage large amounts of information, customer demands, and production processes. In contrast, people with poor technical skills cannot enjoy the wages welfare. On the other hand, because e-commerce requires sufficient stocks that could be delivered to customers in time, the warehouse becomes an important element. Warehouse needs more staff to manage, supervise and organize, thus the condition of warehouse environment will be concerned by employees.

5.4   Impact on the environment

According to available statistics, in 2018, E-commerce generated 1.3 million tons of container cardboard in North America. Only 35 percent of North American cardboard manufacturing capacity is from recycled content. The recycling rate in Europe is 80 percent and Asia is 87 to 93 percent. Amazon, the largest user of boxes, has a strategy to cut back on packing material and has reduced packaging material used by 19 percent by weight and requiring retailers to manufacture

their product packaging in a way that doesn't require additional shipping packaging. It also has an 85-person team researching ways to reduce and improve packaging and shipping materials.

5.5 Impact on Distribution channels

E-commerce has grown in importance as companies have adopted pure-click and brick-and-click channel systems. We can distinguish pure-click and brick-and-click channel system adopted by companies.

- Pure-click or pure-play companies are those that have launched a website without any previous existence as a firm.
- Bricks-and-clicks companies are those existing companies that have added an online site for e-commerce.
- Click-to-brick online retailers that later open physical locations to supplement their online efforts.

6. E-BUSINESS TYPES:

6.1. Pure play

This refers to a company that focuses on one particular kind of product or service, instead of various kinds at once.

6.2. Brick and click

This term is suitable for a company that runs their business in both online and offline way. That is mean, while they have a website and offer their products or services online, at the same time they also have a physical store and sell their products or services there.

6.3 A business model is defined as the organization of product, service and information flows, and the source of revenues and benefits for suppliers and customers. When organizations go online, they have to decide which e-business models best suit their goals. The concept of e-business model is the same but used in the online presence.

6.4 A key component of the business model is the revenue model or profit model, which is a framework for generating revenues. It identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value. It is a key component of a company's business model. It primarily identifies what product or service will be created in order to generate revenues and the ways in which the product or service will be sold.

6.5 Without a well-defined revenue model, that is, a clear plan of how to generate revenues, new businesses will more likely struggle due to costs which they will not be able to sustain. By having a dirty revenue model, a business can focus on a target audience, fund development plans for a product or service, establish marketing plans, begin a line of credit and raise capital.

7. BENEFITS OF E-BUSINESS

   I. Generate additional Revenues

  II. New market

 III. New products

 IV. New customers

  V. Reduce Costs (Integration and 'Collaboration')

 VI. Process efficiency

 VII. Reduce IT variety &complexity

VIII. Customer Retention ('AddednServices' and 'Virtual   Community')

 IX. Know more about your customers

  X. Integrated channel management

 XI. Proactive and personalized offerings

 XII. Improve Image / Position Brand

XIII. Applying innovative technologies

XIV. Leadership enterprise

 XV. Address younger customer segments

8   OUTGOING CONCERNS OF E-BUSINESS

Almost equally significant at par with economic advantages of Internet-enabled commerce, are some aspects of the internet such as maps and location-aware services may serve to reinforce economic inequality and the digital divide. Electronic commerce may be responsible for consolidation and the decline traditional brick and mortar businesses resulting in increases in income inequality.

8.1 Security

E-business systems naturally have greater security risks than traditional business systems, therefore it is important for e-business systems to be fully protected against these risks. A far greater number of people have access to e-businesses through the internet than would have access

to a traditional business. Customers, suppliers, employees, and numerous other people use any particular e-business system daily and expect their confidential information to stay secure. Hackers are one of the great threats to the security of e-businesses. Some common security concerns for e-Businesses include keeping business and customer information private and confidential, authenticity of data, and data integrity. Some of the methods of protecting e-business security and keeping information secure include physical security measures as well as data storage, data transmission, anti-virus software, firewalls, and encryption to list a few.

8.2 Privacy and confidentiality

Confidentiality is the extent to which businesses makes personal information available to other businesses and individuals. With any business, confidential information must remain secure and only be accessible to the intended recipient. However, this becomes even more difficult when dealing with e-businesses specifically. To keep such information secure means protecting any electronic records and files from unauthorized access, as well as ensuring safe transmission and data storage of such information. Tools such as encryption and firewalls manage this specific concern within e-business.

8.3   Data integrity

Data integrity answers the question "Can the information be changed or corrupted in any way?" This leads to the assurance that the message received is identical to the message sent. A business needs to be confident that data is not changed in transit, whether deliberately or by accident. To help with data integrity, firewalls protect stored data against unauthorized access; while simply backing up data allows recovery should the data or equipment be damaged.

8.4 Relevance of the tectonics of Cost

The business internet which supports e-business has a cost to maintain of about $2 trillion in outsourced IT dollars just in the United States alone. With each website custom crafted and maintained in code, the maintenance burden is enormous. In the twenty-first century, look for new businesses that will help standardize the look and feel of the internet presence of a business to be more uniform in nature to help reduce the cost of maintenance.

8.5   Introduction of Digital signatures

A final way to secure information online would be to use a digital signature. If a document has a digital signature on it, no one else is able to edit the information without being detected. That way

if it is edited, it may be adjusted for reliability after the fact. In order to use a digital signature, one must use a combination of cryptography and a message digest. A message digest is used to give the document a unique value. That value is then encrypted with the sender's private key.

9. DIFFERENCE BETWEEN E-COMMERCE AND E-BUSINESS

The points presented below are the difference between e-commerce and e-business:

1. Buying and Selling of goods and services through the internet is known as e-commerce. Unlike e-business, which is an electronic presence of business, by which all the business activities are conducted through the internet.
2. E-commerce is a major component of e-business.
3. E-commerce includes transactions which are related to money, but e-business includes monetary as well as allied activities.
4. E-commerce has an extroverted approach that covers customers, suppliers, distributors, etc. On the other hand, e-business has an ambivert approach that covers internal as well as external processes.
5. E-commerce requires a website that can represent the business. Conversely, e-business requires a website, Customer Relationship Management and Enterprise Resource Planning for running the business over the internet.
6. E-commerce uses the internet to connect with the rest of the world. In contrast to e-business, the internet, intranet and extranet are used for connecting with the parties

10. OWNER-ADVANTAGES OF E-BUSINESS TO THE OWNERS

E-Commerce and E-Business have really changed the way of shopping. As customers, you probably have tasted some of their benefits, but it is also necessary to know what the owners ultimately benefit from.

10.1 Reduce money and time spent for your business. Having a physical store means that there would be several kinds of costs that you need to pay, like rent, electricity, telephone bill, etc.By taking your business online, you can reduce or even eliminate those costs. Turn your business into E-Business also can help make the tasks simpler. For example, sending bulk promotional E-mail via online surely much easier rather than print 100 brochures

10.2 · Flexible business hours The Internet is available for 24 hours. An E-Business can literally make money even when you are fast asleep.

10.3 Remove location restriction :The internet is not only able to spans all time zones, but it also can reach across the world. With a physical store, customers will be limited on how close the store from their home, and also your hours of operation. Not to mention, with the hype of m-

commerce, now your store is accessible from smart-phone and other mobile devices. That is mean, your customers can do business with you on the go.

10.4   Easily track your business growth : In E-Business, there are several tools that you can use to track your business development and learns more about your customers. You know which product is the best seller for the past three months NDals; How about the amount of returning customers? Unless you do an extra record-keeping task, it will be hard to track those data in brick and mortar store.

10.5 · Reach your customer faster :The sooner you can reach your customers when they need you, the better. With E-mail and chat features, it will be easier for your E-Business to fulfil that need. When it comes to E-Commerce and E-Business, both you as the business owner and the customers can reap all the benefits harvested. E-Commerce is a major part of E-Business. *It also can be said that E-Commerce is E-Business, but E-Business isn't necessarily E-Commerce.*

11.   THE PROCESSES OF E-COMMERCE

11.1   It is also to be studied as to how the tasks and processes associated with ecommerce have changed and evolved from traditional approaches. If we , for instance , take marketing as a first case study. a traditional approach to marketing might take the line of the marketing mix and classically discuss "the 4Ps" (Product, Place/distribution, Pricing and Promotion, suggesting the following shift:

  i) Price becomes the cost to the customer;
  ii) Product becomes customer valuation of the product;
  iii) Place becomes the convenience for the customer;
  iv) Promotion becomes the communication.

11.2   The use of e-commerce can have unavoidable significance to achieve these types of goals and differentiates e-marketing from its conventional approaches. For example, advertising copy can be interactive, with Multi-media via broadband, virtual environments (e.g. bars) for interaction and more value added features or to develop trust. This leads to:
  i) Better and more memorable interactions;
  ii) More individual and customer centric dialogs;
  iii) Promotion of things like trust between seller and buyer;
  iv) Development of a value added brand .

11.3   Returning to our four "Big C", that is , Cost , Convenience and Communication   e-commerce changes how we can achieve them as follows:

11.3.(a)   Cost to customer – costs can be brought down by larger markets (globalization), any small company can market their product globally, users can use buying consortia to get a lower price, customers may hunt the entire world for the cheapest, costs can be cut because layers of infrastructure can be removed with producer and end consumer interacting directly without any layers of middle-men, and finally the cost of media advertising may also be effected by direct marketing on the internet. Customer valuation of the product – the direct interaction between vendor and vendee may allow closer bonding and valuing of the relationship. The fact that it is globally available may also add to the brand equity for the customer.

11.3.(b)   Convenience - customer centric services can be 24x7x365 - available to anybody at any time. Convenience can come from a web site and be manifest in a supermarket van to your doorstep within hours. Not having to move out of your house to access any number of services, and to shop for any convenient deal are major plus points for online shopping.

11. 3.(c)   Communication – the manner in which we advertise and communicate is radically moved on. Instead of traditional advertisement copy we now have a series of adapted and new methods of communication. The simplest, and least novel, is often called *brouchware* where tradition copy has been scanned and the web presence is much the same as conventional physical material.

Other methods of delivering advertising copy have appeared ranging from tradition simple text or sponsorship to new delivery options

e.g.`1 *Inter-mercials* (adds that display while site loads),

2 Banner Ads, those dreaded popups, gaining

3 Satisfactory placement on Search Engines,

4 Direct links to your e=commerce firm

5 Email marketing strategies (how to reach pout effectively to the targeted and potential customer segment without spamming other valuable customers),

6. Tracking web traffic to see how your firm realistically perform

11.4   This is its own right has lead to the development of new concepts about how to do this both in terms of the broader picture (e.g. internet user demographics/your customers demographics, general internet trends within your market to more specific metrics about how you web presence is performing (e.g. mean click-through routes, *"Stickability",* browse time, user retention, and return hits).

11.5   It is interesting to note that the distance between information publishers and readers has changed ,   leading to a change in customer centric correspondence.   Traditionally authors, publishers and broadcasters are not immediately available to their readership, whereas now we may routinely have a discussion with the makers
of a program at its conclusion, talk to famous TV presenters, or even interact with script writers to influence the plot of a soap - all new interactions.

Thus traditions are changing, how we perceive media is a moving target, changed from the role of a few years ago. Next we consider how organisation practices have changed.

12   GLOBALIZATION

12.1   Globalization is one of the major new phenomena to emerge from the e-business initiative and needs to be studied as a separate new cognate area. What was possible before, has moved on. The ability to be everywhere at the same time has revolutionized business models, business planning, and the area of logistics.
Indeed even areas of rightsizing a company have changed as a company no longer need to be in any one location and the planner can now look to locate or outsource divisions of the company to the cheapest cost centre, wherever that may be.

12.2   Internet communications technology allow for distributed companies which seek to source their component functionalities wherever they are most competitive. This also allows for organizations that never sleep and which seek to locate key activities at the appropriate lowest cost centres. Such new cross-planet organizations can seek to optimize in terms of costs and revenues and also in terms of regulation, legal issues, and tax, bringing in associated moral and ethical debates.

12.3 The newly conceptualised formats of Start-up organizations also changes. it is also to be noted that physical location is now a soft feature that can be virtually manipulated as we want and not a hard constraint brought about by physical reality. For example many virtual shopping malls can feature plausible physical topologies and other unreal alternative conceptual layouts (e.g. sci-fi style worm holes to similar shops actually located a long way away).

12.4 Just as the location and content of the virtual shops is soft so is the material which they contain. In real world retail they are a whole load of expenses which must be entered into before we may start trading. We must buy/lease premises, decorate them appropriately, heat and light them, insure the stock and often have insurance less someone injures themselves whilst shopping at your premises.

12.5 Lastly employability of staff may appear an unavoidable function .Starting a virtual shop may involve only the purchase of a domain name, ISP, website construction and some initial stock. Your shop front in not located in your local town however, but could, if you choose be , the whole world. Small niche products that you might think only have limit appeal can become major sellers perhaps even if for a sufficiently big audience. and a smaller time-frame

13. VIRTUAL WORKING

13.1 When looking at changes that e-business and commerce make one of the biggest areas where we need new science and new thinking is when we consider how people work now and will work in the future. There has evolved a decoupling of where people work and the physical location of where they carry out their work.

13.2 With domestic broadband, intranet/extranets and email, many people work at home or at a chosen location that is not the traditional workplace. Cost of arranging a virtual meeting with the special hardware involved to allow for video conferencing were high, but now we can do it with equipment bought from a high street outlet and using internet video conferencing for very little actual cost.

13.3 The freedom and comfort this affords are incentives for the worker, the cutting of costs and the move to shorter contracts incentives for the employer. In order to be relevant to the organization we have to find a way of studying them. Many models of how to manage took it as read that things were measurable or observable. The essential is a model of tight control where

margins can be measured to a fine degree. New working practices with workers working at varied locations and time zones mean that traditional observation is not possible. Thus we have to extend traditional models to allow for the study of these new e-businesses. \

1 That trust is not blind,

2 It can be known when we have been let down and will not go down this route again since the absence of practicability is become evident ,

3   Instead of employing people directly one route is to outsource work to individuals or groups.

4 Service level agreements can be made at the outset that outline what is the agreed timescale, cost, and deliverables.

Providing these are met then a manager need not know where or how or by whom the work is being done, providing an agreed set of goals and milestones are met.

13.4   The company can thus employ fewer people on long term bases. Employees on the other hand while enjoying a new found freedom and liberation from a direct line manager pay for this with a certain precariousness of their position. More of us may become short terms contractors and fewer salary people. Hybridised organization that try to implement the best of both worlds by employing people but often they will work away from the office and hot desk when they need to be in.

13.5   Such mobile workers can thus touch base with the physical office when they need to but typically communicate with the office electronically filing reports and picking up task lists. Such organization present us with a challenge since they feature exhibits of both the old and the new.

13.6   In the contemporary Indian context , another interesting challenge that has gradually evolved is that such changes focus us on is the changing of Social Norms. We're good at physical face-to-face. interactions At meetings we can talk, discuss, and argue, using a vast array of verbal and non-verbal cues within a culture with all its power relationships, sensibilities and politics. Work is not just pure work there's the social angle of meeting other people, building friendships, socializing both formally and informally.

13.7   It is to be examined whether it is still feasible to carry out the rich interactions in a virtual organization. The pertinent question whether we learn to use the internet and invest communication potentials and be able to substitute physical reality for the virtual or whether something be lost inevitably , remains / If something is lost as managers, there should be ways to overcome these problems to smooth out these experiences . Redrawing of the social norms in our lifestyles , which had disappeared in the original industrial revolution were adapted eventually. As people use the internet as a medium of communication as part of their normal social life , maybe virtual organizations will find that there is little need to compensate people for the loss of face-to-face contact.

14. BARRIERS TO E-BUSINESS AND HOW TO OVERCOME THEM.

14.1   There is a perception among the general public that computers are prone to security problems. This is emphasised in the minds of many by the large number of viruses and security issues identified in the popular press, and from the experience of many people when they continually have to update their systems with the latest service packs and security fixes.

14.2   For E-commerce to be readily accepted by the general population, the issue of trust in the technology underlying it must be addressed. A well known feature of modern cryptography methods is that ultimately, they can all be broken. Until something truly secure, such as quantum cryptography is available and trusted, this specific issue is hard to overcome.

14.3   The general mistrust of technology, and the perception that it is relatively easy to become prey to online crime, is something that is not unique to ecommerce. Recent developments in bank machine crime are causing people to become more wary of the use of on-street bank machines. However, the level of such crime is still perceived as low when compared to the perception of online crime. Using credit cards or online payment systems still causes anxiety in many users.

14 .4   One of the methods to improve the perceptions of online security is Eucation Making users aware of the appropriate use of secure technologies, of being able to appraise their own security when carrying out transactions online is pertinent   While modern IT students should be aware of the use of digital certificates, digital signatures and cryptography, and of the true relevance of the padlock symbol within a browser, there is well-known confusion amongst the general population, in particular among the groups where great potential for growth in e-commerce

14.5   Good practice now expects that commercial sites include privacy and security statements. However, these can still not be reassuring to people who have little understanding of the technological framework that is underpinning the statements. Promises of 128-bit encoding or the use of secure sockets is likely to mean little to a typical potential customer. Developing school materials that high school teachers can use to begin the process of education; Inclusion of computer security issues in more general education frameworks, in particular where IT is taught as a key skill; Developing further the technologies in "trusted" equipment such as televisions and phones; Further development and promotion of government initiatives about online trade

14.6   Technological answers to the problem of identity and security include smart cards and biometric technologies. However, while the former is gaining ground, the latter is still lagging in terms of both availability and also in terms of acceptability.   Concerns about the misuse of data, and about the unwanted monitoring of data through *dataveillance* adds to the general mistrust amongst society of digital based trade and transactions. While many online businesses personalise web pages to individual preferences and minimise irrelevant content which offers something beyond traditional commerce, this also raises the question of personal privacy.

14.7   The facts are that IT systems support *dataveillance* in many ways: The integration of databases allows cross matching of records in an unparalleled way. Data (e-mails/network traffic) can be monitored - unless we use secure encryption which is something that the typical user is still not doing, and which is still not standard in off-the shelf applications. Payment by credit or smart cards means that individuals' locations can be tracked regularly; similarly, the use of ID and loyalty cards also track exactly what people buy, both where and when.

14.8   It is true that the efficient use of e-commerce requires a lot of information about people, both to support the mechanisms and to offer fraud protection, which also allows accurate profiling of customers. The modern problem of junk mail, both paper and email is ample illustration of the nuisance that customers perceive from the increasing use of technology in their lives , vouchers, and emails tailored to individual interests, the typical user perceives that the electronic systems are becoming aware of them to a greater and greater level, increasingly

14.9   Electronic cash has yet to make the inroads that would promote e-business amongst the general population. The infrastructure and support for customers to be able to top up an electronic card and use it online are not available at the level that would encourage non-IT literate

users to venture online. However, online communities and environments, such as eBay, show that people can be coerced into using online resources successfully.

14.10   E-cheques, and the notion of E-Wallets may eventually support and encourage new users, with their ability to keep track of billing and shipping information, and to allow one-click transactions, combining the technologies of e-cash, e-cheques and credit cards using the Standardised Commerce Modelling Language (SCML). Microsoft Passport and other identification schemes show the potential here, but again, the smart make up by new online users is the hardest barrier to overcome in extending the attraction of online shopping.

14.11   Technological advances that have promised to answer the trust question e.g. smart card readers on home computers or through biometric devices, has not happened. The industry must address this issue if the general population are to take up e-commerce as a mainstream activity. Is the internet too unregulated and unrestricted for e-commerce to be acceptable to the majority?

14.12   The nature of the internet, as a global marketplace, further complicates attempts to reassure users. Data protection regulations should give some level of protection to customers. However, these are limited in scope by geography. When people ask "what happens about data gathered and stored on computers in other countries" the answers are not simple. Attempts at reciprocal agreements can help, but whilst the Internet itself is self-regulating this means that outside of certain countries there are no laws to protect individuals.

15. CONCLUSION

15.1   It has already been contemplated above as to how tradition practices, (exemplified by marketing as above) have changed and what those changes have meant in the context, the workplace and employment, and how important emotional notional factors of trust and security influenced new technology. Also considered are some of the educational changes needed to encourage customers to make use of technology to extend the opportunities for businesses. All this means that this isn't a simple case of "same thing, different location" but evidence of something new remain worth studying in its own right. As the pace of change accelerates, companies can no longer rely on their former business practices to sustain prosperity". It is thus important as researchers and teachers to identify and document these changes so that we can inform and educate those to follow of this rapidly changing age.

15.2 The e-commerce industry will be a leader with popularity in electronic business world in the upcoming years. The e-commerce revolution has fundamentally changed the business of transaction by giving new opportunities and breaking borders easily. It has strongly impacted the traditional business system and changing the life of people by making it easier. While it gives benefits to customer and seller, e-commerce gives challenges to traditional business for competitive position. Developing countries face many obstacles that affect the successful implementation of e-commerce with the help of comparing with developed country. When the internet cost is brought low , the e commerce will flourish easily and will make many of traditional business outdated or obsolete.

15.3 Convenience is one of the benefits that customer gets from the e-commerce and thus increasing customer satisfaction. Customer can place a purchase order from anywhere with internet connection. E-commerce business provider should give importance on every customer by giving smooth service and many options for payment and have more functions available online. Other benefits are expanded product offerings and expanded geographic reach.

15.4 Though with security and encryption being proven, technology for the transfer of funds over the Internet, the Indian Government still has problems with Digital signatures and verification processes over the Internet. This combined with RBI norms and regulations has proved a major huddle for e-commerce even though VSNL Indian monopolistic ISP does want to jump on to the electronic transaction bandwagon with the advent of private and India's new and positive attitude towards IT and the prime ministers new digitalisation policy asserting that the future is very positive in India for doing e-commerce.

15.5 Commerce has evolved over the centuries. Prior to the evolution of money it was the simple "barter process" where things could be exchanged, say milk for grains. The evolution of money brought with it, the concept of a "marketplace". In a marketplace, Commerce is function of 4 P's – Product, Price, Place and Promotions. All these four components play a vital role in a transaction to take place. Different combinations of 4Ps determine different forms of Commerce. Once the marketplace came into existence, a few pioneers realised that people would be ready to pay extra if they could deliver products at the customer's doorstep.

15.6 A slight modification on Price and Place led to the convenience of getting products at their homes. This concept delighted the customers and thus, the concept of "Street Vendors" was born. When the Postal System came into being the sellers decided to cash in on the new opportunity and started using mailers giving description of their products. It led to the concept of "Mail Order Cataloguing". From here, the evolution of the "Tele shopping" networks was thus inevitable with the development of media vehicles.

15.7   The latest generation of commerce is one that can be done over the internet. Internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. They can be thousands of miles apart, may belong to different parts of the world, might speak different languages, "E-Commerce" emerged as the boundary-less trade medium in the era of globalization.

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