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GROWTH AND APPLICATIONS OF E COMMERCE –A SURVEY



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ABSTRACT:

Today every person in India is willing to have their own Smartphone, and most of them used it to access the Internet. One-third of Smartphone users are online with connectivity of high speed internet. Just as the Internet changed retailing in India, every electronic system is changed today and every traditional commerce system becomes online. In this paper, I aim to document the growth and applications of E-commerce with some early effects of how mobile devices might change Internet and retail commerce. The growth of e-commerce is completely depends on the mobile environment and the generations of mobile computing devices.

KEYWORDS

e-commerce, growth, smartphones.

I. INTRODUCTION

In the today's global economic system, e-commerce and e-business have critically become an essential component of business economics and a strong requirement for economic development. The scattering of information and communications technology (ICT) in business and development has revolutionized relationships within Indian organizations and among organizations and individuals. Specifically, the use of ICT in systems has enhanced productivity, encouraged greater customer participation, satisfaction, and enabled mass customization, along with reducing the costs. The E-commerce has the strength as discussed below.

The first stage Advertising appropriate goods and services Internet sites offer only information & any further steps down the trade cycle are conducted online.

In the Second stage, an increasing no. of sites offer facilities to execute & settle the transaction, delivery may be electronic or by home delivery depending on the goods and services.

In the final stage, the e-commerce benefits after-sales service and on-line support & services.

FRAMEWORK ELECTRONIC COMMERCE

- E-Commerce application will be built on the existing technology infrastructure
- A myriad of computers, Communication networks, Communication software.
- Common business services for facilitating the buying and selling process.
- Messaging & information distribution as a means of sending and retrieving information.
- Multimedia content & network publishing, for creating a product & a means to communicate about it.
- The information superhighway- the very foundation-for providing the high way system along which all e-commerce must travel.
- The two pillars supporting all e-commerce applications & infrastructure.
- Any successful e-commerce will require the I-way infrastructure in the same way that regular commerce needs.
- Internet way will be a mesh of interconnected data highways of many forms such as telephone, wires, cable TV wire.
- Radio-based wireless-cellular & satellite
- Digital games i.e. music + video + software
- Electronic books=text + data + graphics + music + photographs + video
- In the electronic 'highway system' multimedia content is stores in the form of electronic documents
- These are often digitized
- On the I-way messaging software fulfills the role, in any no. of forms: e-mail, EDI, or point-to-point file transfers
- Encryption & authentication methods to ensure security
- Electronic payment schemes developed to handle complex transactions
- These logistics issues are difficult in long-established transportation

The Growth of Smartphone

I focus on two types of actions to describe and measure electronic personnel digital assistant activity. Any click or action that calls server include entering search terms, clicking on items, placing bids, or purchasing; but they do not include scrolling down a list or clicking on a new tab within a page. A

purchase is a successful auction bid or a purchase of an item that was listed at a fixed price. An electronic transaction is one where the shopper purchase online items and pay online also. In addition to Smartphone and other handheld devices, smart apps are commonly installed for electronic commerce activity.

The following is the diagrammatic graph representing the growth of Smartphone in the growth of e-commerce activity.

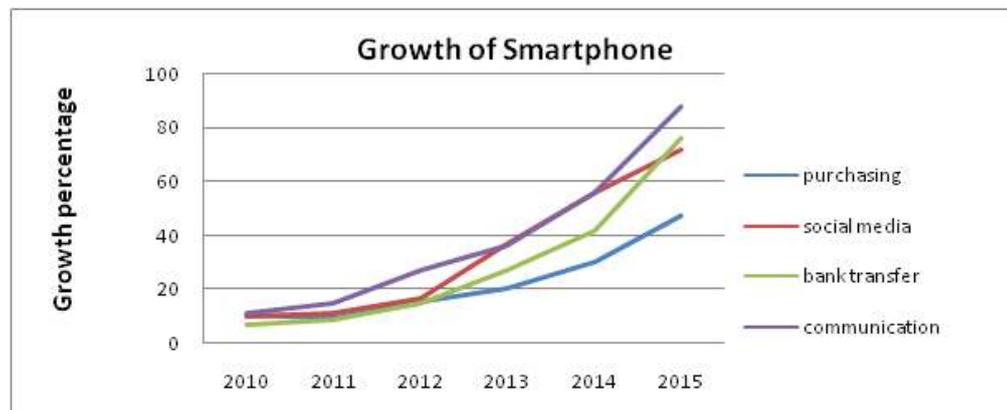


Fig. 1. Widespread Growth of Smartphone

Applications of E-commerce

The applications of E-commerce are widely used for the following reasons.

- Business-to-Customer (B2C)
- Business-to-Business (B2B)
- Business-in-Business (B1B)
- Consumer-to-Consumer (C2C)

The B2C and B2B, are the current primary initiatives in e-commerce being pursued by organisations today. Business-to-customer (B2C) e-commerce is concerned with commerce associated with the individual end consumer. This type of e-commerce is typically characterized by high volume, low value transactions across a broad customer base. Business-to-customer e-commerce is generally perceived, or marketed, to be Internet applications enabling customers to purchase products or services using a Web based application. Other technologies are available that can satisfy B2C e-commerce. Some of these technologies are:

Facsimile machine – in a variety of configurations and ways.

Computer to computer such as EDI

Electronic publishing – publisher and subscriber.

Electronic funds transfer at point of sale

CONCLUSION

The new technologies especially internet and e-commerce together with other important

changes, such as the continued increase in the electronic commerce work force, shift of employment to service sectors, and increased employment opportunities for women, formation of online trade unions are producing a labor market that differs greatly from the industrial labor market that characterized the 21st century. Further, increased competition, global access and organizational change are affecting labor markets by influencing employment demand, wages and skill requirements. Thus, impact of Internet and e-commerce on the market is undeniable. At the markets is gainer and at some it is loser also. But, it is expected that implications of these technologies will open new opportunities for the commerce market and give a new shape to the future market. To make the best of these technologies, what really needed is that how to convert threats arising due to implications of these technologies into opportunities. In fact, it is only the consumer that will decide where they want to stand. In this digital economy only powerful can survive. Therefore, workers continuously need to develop IT skills and to be on the alert to market them at every opportunity. Internet and e-commerce technologies are just as tool.

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