CONTENTS

Chapter 1: Introduction to E-Commerce

Introduction

Definition of E-Commerce

Origin of E-Commerce

Scope of E-Commerce

Benefits of E-Commerce

Impact of E-Commerce on Organizational Structures

Drawbacks and Limitations of E-Commerce

Factors Affecting E-Commerce

Classification of E-Commerce

Business-to-Business (B2B) E-Commerce

Intermediary Oriented B2B

Just-in-Time B2B

Business-to-Consumer (B2C) E-Commerce

Consumer-to-Consumer (C2C) E-Commerce

Consumer-to-Business (C2B) E-Commerce

Business-to-Government (B2G) E-Commerce

E-Commerce Business Models

Value Chains in E-Commerce

Architectural Framework of E-Commerce

E-Commerce and the Trade Cycle

Chapter 2: E-Commerce Technology

Internet

World Wide Web

Internet Infrastructure

Internet Architecture

Internet Service Providers

Internet Services

Internet Communication Services

Information Retrieval Services

Internet Applications

Network Infrastructure

Local area Networks (LAN)

Ethernet LAN (IEEE Standard 802.3)

Metropolitan Area Network (MAN)

Wide Area Network (WAN)

TCP/IP Protocol

The Internet Naming Convention

Domain Names

URL - The Uniform Resource Locator

Information Distribution

File Transfer Protocol (FTP)

Hyper Text Transfer Protocol (HTTP)

Information Publishing

Hyper Text Markup Language (HTML)

Common Gateway Interface (CGI)

Active Server Page (ASP)

Multimedia Objects

Intranet

Extranets

Virtual Private Networks (VPN)

Benefits of Intranet

Composition of Intranet

Business Application of Intranet

Internet and E-Commerce

Internet as E-Commerce Enabler

Web-Based Tools for E-Commerce

Chapter 3: Electronic Data Interchange

Definition and Theory of EDI

Components of EDI

EDI Implementation

Benefits of EDI

Business Applications of EDI

EDITechnology

EDI Technology Standards (UN/EDIFACT/x.12)

The EDIFACT Structure

EDIFACT Interchange

EDI Communication Process

EDI Software

Legal Aspects of EDI

EDI Agreements

EDI Security

Chapter 4: Electronic Business

Electronic Business

Electronic Markets

Inter-Organizational E-Commerce

E-Commerce and E-Business

Electronic Marketing

E-Marketing Techniques

Passive Marketing

Aggressive marketing

On-Line Marketing

On-Line Payment

Advantages of On-Line Marketing

Limitations of On-Line Marketing

Electronic Advertising

Various Modes of Electronic Advertising

E-Market Research

Data Warehouses and Data Mining

Data Mining Tools

Electronic Customer Relationship Management (E-CRM)

E-Business Models

Business Models and Revenue Models

E-Business Strategies

Global Information Distribution Network

Digital Commerce

Mobile Commerce

E-Governance

E-Governance in India

Electronic Commerce and Media Convergence

Chapter 5: E-Business Applications

Online Publishing

Internet Bookshops

Site Study: amazon.com

Electronic Newspapers

Site Study: washingtonpost.com

Online Education

Benefits of Online Education

Internet Banking

Advantages of On-Line Banking

Site Study: citibank.com

Electronic Auctions

Advantages of Electronic Auctions

Disadvantages of Electronic Auctions

Site Study: ebay.com

On-Line Share Dealing

Site Study: icicidirect.com

Gambling on the NET

Chapter 6: E-Business Tools

Search Engines

Search Engine Registration

Search Engine Optimization (SEO)

Site Study: google.com

Directory Services

Web Links and Web Rings

E-Business Back End Systems

Disaster Recovery

Chapter 7: Mobile Commerce

Introduction to Mobile Commerce

Mobile Commerce Applications

Mobile Commerce Products and Services

Benefits of Mobile Commerce

Limitations of Mobile Commerce

Mobile Commerce Framework

Mobile Commerce Technology

Wireless Technology

Bluetooth Technology

Satellite Technology

Digital Cellular Technology

Access Technologies

FDMA

TDMA

CDMA

Evolution of Cellular Networks

1G Systems - AMPS

2G Systems - GSM, GPRS

3G Systems - CDMA 2000, W- CDMA

Wireless Application Protocol (WAP)

Mobile Commerce Payment Systems

Various Modes of Mobile Payment

Security Considerations

Chapter 8: Impact of E-Commerce in Related Businesses

Electronic Commerce and Retailing

On-Line Retailing

E-Tailing Business Models

Site Study: walmart.com

Electronic Commerce and On-line Publishing

On-Line Content Publishing

On-Line Digital Libraries

Bibliographic Databases

Full Text Databases

Industrial Databases

On-Line Entertainment

Advertising and On-Line Publishing

Digital Copyrights and Electronic Publishing

Site Study: ebsco.com

IT Enabled Services

Call Centre

Medical Transcription

Technical Writing

Tele Marketing

Chapter 9: Electronic Payment System

Electronic Fund Transfer (EFT)

Electronic Payment Models

Card Based Payment System

Credit Card Based Payment

Credit Card Transaction Processing Steps

Electronic Payment Instruments

Risk and Fraud in Electronic Payment System

Chapter 10: Security and Legal Issues

Security Overview

E-Commerce Security Factors

E-Commerce Security Threats

E-Commerce Security Protocols

Secure Socket Layer (SSL)

Secure Hypertext Transfer Protocol (SHTTP)

Secure Electronic Transaction Protocol (SET)

Secure Electronic Payment Protocol (SEPP)

Network and Server Level Security

Firewalls

Proxy Servers

Securing Internet Communications

Encryption

Symmetric Key Encryption

Data Encryption Standard (DES)

Public Key Encryption

Digital Signatures

Digital Certificates and Public Key Infrastructure (PKI)

Legal Issues

E-Commerce Laws and Public Policies

Security Strategies

Site Study: verisign.com

Appendix Index