

Chapter 1 : Introduction to E-commerce E-commerce refers to the use of the internet to conduct business transactions. It includes online transactions through web browsers and mobile apps. E-commerce is distinct from e-business, which refers to the digital enabling of transactions and processes within a firm. Key technologies underlying e-commerce include the internet, the World Wide Web, mobile platforms, and social technology. E-commerce can be categorized into different types, such as business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C), and mobile commerce (m-commerce). The history of e-commerce can be traced back to pre-cursors like modem-based systems and electronic data interchange (EDI) standards. The early years of e-commerce were marked by both stunning technological success and mixed business success. Today, e-commerce is a rapidly growing and evolving field that is transforming many aspects of society.

Chapter 2: E-Commerce Business Strategies This chapter focuses on the development of successful business models for e-commerce. Key components of a business model include value proposition, revenue model, market opportunity, competitive environment, competitive advantage, market strategy, organizational development, and management team. E-commerce business models can be categorized according to the e-commerce sector (e.g., B2C) Some common B2C models include e-tailers, community providers, content providers, portals, transaction brokers, market creators, and service providers. B2B models include e-distributors, e-procurement marketplaces, exchanges, industry consortia, and private industrial networks. E-commerce can significantly impact industry structure by changing rivalry among competitors, barriers to entry, the threat of new substitutes, supplier power, and buyer power. E-commerce can also influence industry value chains and firm value chains by increasing operational efficiency, enabling product differentiation, and facilitating precise coordination within the chain.

Chapter 3: E-Commerce Security and Payment Systems This chapter discusses the importance of security in e-commerce transactions and explores different security threats. E-commerce security involves a combination of new technologies, organizational policies, industry standards, and government laws. Key security dimensions include integrity, non-repudiation, authenticity, confidentiality, and privacy. There is a tension between security measures and other factors like ease of use and public safety. Common security threats in e-commerce include malicious code, phishing, hacking, data breaches, credit card fraud, identity theft, spoofing, sniffing, denial-of-service attacks, and insider attacks. Various technologies can help secure e-commerce transactions, such as encryption, firewalls, intrusion detection systems, and anti-virus software.

Chapter 5: Social, Mobile, and Local Marketing (SMLM): Focuses on conversations and engagement with customers through social media and mobile devices. Importance of smartphones and tablets in connecting social media use with local shopping. Major social media platforms include Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat, and Tumblr. Different marketing tools and features are available for each platform. Mobile marketing is crucial due to a significant portion of users accessing the internet through mobile devices.

Chapter 6: Legal Issues Versus Ethical Issues Distinction: Legal issues – governed by laws and regulations. Ethical issues – based on societal norms and moral principles. Major Ethical and Legal Concerns: Privacy – data collection, use, and protection. Intellectual Property Rights – copyrights, trademarks, patents. Free Speech vs. Censorship – balancing expression with harmful content. Consumer and Merchant Protection

- measures against fraud. Specific E-commerce Ethical Issues: Employee internet usage monitoring. Global web content compliance. Privacy in E-commerce: Importance of consumer privacy and data protection. Methods for protecting privacy (notice, choice, access, enforcement). Opt-in vs. Opt-out approaches for data collection. Intellectual Property Rights: Challenges of protecting intellectual property online. Solutions like encryption, copyright violation tracking, and digital watermarks. Societal Issues of E-commerce: The "digital divide" - gap between those with and without access to technology