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Ecommerce - 2nd Edition 2020

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Introduction to E-commerce

1 Chapter

Dr. Pooja Jain and Dr. Kamaldeep Kaur

Chapter Objectives

- Introduction
- Process of E-Commerce
- Significance of E-Commerce
- E-Commerce and related concepts
- Modes of doing an Online business
- Nature and Scope of E-Commerce
- Myths about E-Commerce
- Forces behind E-Commerce
- E-Commerce Business Models
- Introduction and meaning of Internet
- Evolution and growth of Internet
- Structure of Internet
- The Internet Protocol Suite
- Internet, Intranet & Extranet
- WWW (World Wide Web)
- Launching an Online Business

1.1 Introduction

Electronic commerce (e-commerce) is a growing aspect of the business community. The internet has led to the birth and evolution of e-commerce. Simply defined, e-commerce is the use of internet to conduct business. E-commerce has now become a key component of many organizations in the daily running of their trade. Therefore, it is important to understand what e-commerce really is, how it is different from e-business and what is driving e-commerce revolution.

The present chapter is an attempt to answer the above questions. In addition, it also explains the nature, related concepts, advantages, disadvantages and different models of e-commerce.

Security and Encryption

Dr. Kamaldeep Kaur and Dr. Pooja Jain

5
Chapter

Chapter Objectives

- Introduction
- E-Commerce Security Environment
- Security Threats In E-Commerce
- Technology Solutions
- Data Encryption and Decryption
- Securing/ Security Communication Channels
- Protecting Networks
- Protecting Servers
- Protecting Customers/Clients

5.1 Introduction

The internet technology is creating huge opportunities to expand existing businesses and forming what is called new economy, global economy based on electronic-commerce (e-commerce). E-commerce includes business transactions, customer services, ordering, delivery and payment, and intra-business tasks that make use of the public internet and the digital networked computing environment that links organizations and individuals. However, this new type of economy or commerce comes with a lot of challenges especially, those related to trust and security issues. Security is one of the principal and continuing concerns that restricts customers and organizations in engaging with e-commerce. Most businesses that have made the move towards an online presence have experienced some kind of security threat to their business. Since the internet is a public system in which every transaction can be tracked, logged, monitored and stored at many locations, it is important for businesses to understand possible security threats. In this chapter, different types of security issues facing e-commerce systems will be presented and categorized. In addition, general guidelines and measures on how to deal with these security issues to protect e-commerce systems will be discussed.