E-Commerce Application Development

AN OVERVIEW

LECTURE # 1
The Course

Course Code: CS-4746

Course Title: E-Commerce Application Development

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Term (Semester): FALL 2017

Duration: 15/16 Weeks
Text and Reference Material


Grading

Following is the division of marks:

Mid-Term Exam 30
Assignments and Quizzes 15
Attendance 05
Final Exams. 50

◦ Marks division might change during the semester
Project

Shopping Cart
What is E-commerce?

Use of Internet and Web to transact business

More formally:

- Digitally enabled commercial transactions between and among organizations and individuals
Why Study E-commerce?

E-commerce technology is different, more powerful than previous technologies

E-commerce bringing fundamental changes to commerce

Traditional commerce:

- Passive consumer
- Sales-force driven
- Fixed prices
- Information asymmetry
Unique Features of E-commerce Technology

1. Ubiquity
2. Global reach
3. Universal standards
4. Information richness
5. Interactivity
6. Information density
7. Personalization/customization
8. Social technology
Web 2.0

Technologies that allow users to:

- Create and share content, preferences, bookmarks, and online personas
- Participate in virtual lives
- Build online communities
  - E.g. Twitter, YouTube, Facebook, Second Life, Wikipedia, Digg
E-commerce vs. E-business

E-business:

◦ Digital enablement of transactions and processes *within* a firm, involving information systems under firm’s control

◦ Does not include commercial transactions involving an exchange of value across organizational boundaries
E-commerce Trends

Social networking continues to grow
Social e-commerce platform emerges
Online consumer sales return to growth
Mobile computing begins to rival PC
Explosive growth in online video viewing
Continued privacy and security concerns
E-commerce is a new way of conducting business, and as with any other new application of technology, it presents both opportunities for improvement and potential problems.

Identify several advantages of e-commerce.

Outline a multistage model that describes how e-commerce works.

Identify some of the major challenges that companies must overcome to succeed in e-commerce.

Describe some of the current uses and potential benefits of m-commerce.

Identify several e-commerce applications.
E-commerce requires the careful planning and integration of a number of technology infrastructure components

Outline the key components of technology infrastructure that must be in place for e-commerce to succeed

Discuss the key features of the electronic payments systems needed to support e-commerce
Users of e-commerce technology must use safeguards to protect themselves

Identify the major issues that represent significant threats to the continued growth of e-commerce
Organizations must define and execute a strategy to be successful in e-commerce

Outline the key components of a successful e-commerce strategy
An Introduction to Electronic Commerce

**Business-to-consumer (B2C) e-commerce:** customers deal directly with the organization, avoiding any intermediaries

**Business-to-business (B2B) e-commerce:** participants are organizations

**Consumer-to-consumer (C2C) e-commerce:** participants are individuals, with one serving as the buyer and the other as the seller
Multistage Model for E-commerce

Search and identification

Selection and negotiation

Purchasing products and services electronically

Product and service delivery

After-sales service
Figure 1.1: Multistage Model for E-Commerce (B2B and B2C)
E-Commerce Challenges

Define an effective e-commerce model and strategy

Need to change distribution systems and work processes

Integrate Web-based order processing with traditional systems
Figure 1.2: Three Basic Components of a Successful E-Commerce Model

- **Content**
  - Industry news
  - Economic news
  - Stock prices

- **Commerce**
  - Consumers and businesses buying and selling

- **Community**
  - Message boards
  - Chat rooms
Figure 1.3: Web-Based Order Processing Must Be Linked to Traditional Back-End Systems