



E-BUSINESS AND E-COMMERCE - ITS EMERGING TRENDS

BHASKAR P.K.¹, SINHA N.K.², CHOUDHARY B.K.^{2*} AND MISHRA S.K.²

¹Department of MBA, Cambridge Institute of Technology, Tatisilwai- 835103, Jharkhand, India.

²Department of Applied Physics, Cambridge Institute of Technology, Tatisilwai- 835103, Jharkhand, India.

*Corresponding Author: Email- binodvlsi@gmail.com

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Abstract- E-Business has gone through a number of changes in the past few years. Many enterprise companies were caught off-guard by the hype during the dotcom bubble and stumbled into it without fully understanding how best to harness the power of the related tools and technologies for their needs. A "neat" Web site or a "cool" collaboration environment is not going to be the main source of competitive advantage. Any E-Business initiative has to be tied to the overall business strategy of the organization and has to be driven by distinct set of objectives and measurement criteria. Marketing teams at e-commerce organizations are under enormous pressure these days. They know that expanding their marketing efforts beyond the web to mobile and social channels means increasing opportunities to reach buyers. However, they also know that it means increasing the number of information sources they will need to measure. This article discusses how enterprises should gear up to adopt E-Business and E-commerce technologies solutions and what some of the current trends. This paper provides an overview of how businesses are using e-commerce analytics to deal with the problem of mounting data identifying the tools users want to employ to make information more accessible, consumable, and actionable.

Keywords- Competitive edge, Competitive advantage, organizational environment, Trends of E Business and E Commerce

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Introduction

"Electronic commerce [e-commerce], trade of services and goods is growing at a phenomenal rate as companies and consumers discover the benefits of instant access to data and the ability to make on-screen transactions [1]. But ecommerce is not the complete story. By fast development of information technology, businesses can join all their internal and external activities - from supply and purchasing to sales and marketing - into a single seamless operation. This is defined as e-business, although the two terms are often used interchangeably." [Fisher, 1999] E-business is not interchange has existed for around thirty two years [2,3]. In this mean time business has been accustomed to bidding for share or commodities via organized markets. This may help to explain the explosion of B2B e-commerce once the Internet provided enabling technology [4]. We will suggest that growth in e-business stems from a combination of:

- Presence of market demand;
 - Presence of enhanced technology; and
 - Presence of compatibility in government and private industry.
- E-business particularly provides increased speed. For all advantages there are associated constraints, however, we can choose to discuss these related positive opportunities [5,6]. We consider the current state of the Internet economy in Australia, which provides our current skill and knowledge. then addresses the

market for the various strands of e-business and considers technology, including both hardware and software coming online [7].

An e-commerce analytics survey was conducted in August 2011 by Endeca acquired by Oracle in February 2012) to gain an understanding of the state of information access (and usage) and satisfaction with current tools and technology [8]. Responses were gathered from approx 229 respondents serving in marketing and IT capacities at organizations with an e-commerce presence [9]. These respondents represented various types of businesses: 56 percent came from business-to- consumer retail shops; 27 percent came from business-to-business distributors; and the remaining 17 percent spanned manufacturing, financial services, education, and media organizations. Among the respondents, 39.5 percent held director- and higher-level responsibility, and 60.5 percent were at the manager level [10]. From this clear results, e-commerce organizations struggle to consume all available Information sources in a way that enables them to gain actionable insights that improve business results [11].

E-Business

It is defined as an information system or application which is delegated to business processes. The use of both technology and new business strategies for doing business online. Online business gives a perfect channel for sales, marketing, and information

through on-line. It defines the E-business as any business activity that is carried over the Internet, not only trade but also servicing customers and / or collaborating with trading partners.

E-Business (Electronic Business) is the process that companies are using to do business using network. Occurs when connecting a company's computer systems to its customers, employees, distributors or suppliers, and all interact through the Internet, Intranet or Extranet's.

The property (production, promotion, sale and distribution of products via telecommunications networks), only for services (exchange of information through electronic transactions) or only from the business perspective (use of information technology to conduct business between buyers, sellers and partners to improve customer service, reduce costs and ultimately increase shareholder value) lead us to give a more inclusive and comprehensive definition as follows:

E-business is the application of information technology to facilitate the sale of products, services and information across public networks based on communication standards. There must be at one end of the business relationship and a computer program on the other side or another computer program, or a person using a computer or a person with the means to access the network. ”

The paradigm of e-business, comprising the combination of Internet with traditional information systems of an organization (Web & Information Technology) and can enhance critical business processes that are the basis and essence of a company. Applications based on the concepts of e-business is characterized by being interactive, transaction-intensive, and they allow a resumption of business into new markets.

E- Business Emerging Trends

As e-Business has taken off over the past few years the different associated domains and technologies have also evolved. We will take a look at some of the major trends associated with e-Business:

- i. Commoditization of Application Servers
- ii. Content is the King
- iii. Open Source Frameworks
- iv. Integration Across the Enterprise
- v. Service related Architectures and Web Services
- vi. Collaboration
- vii. Grid Computing
- viii. E-Business has to Make “Sense”

E- Commerce

E-commerce: A Brief History

- 1995–2000: Innovation
 - ⇒ Key concepts developed
 - ⇒ Dot-coms; heavy venture capital investment
- ⇒ 2001–2006: Consolidation
 - ⇒ Emphasis on business-driven approach
- ⇒ 2006–Present: Reinvention
 - ⇒ Extension of technologies
 - ⇒ Few new models based on user-generated content, social networks, services

Early Visions of E-Commerce

- Computer scientists:

- ⇒ Inexpensive, universal communications and computing environment accessible by all
- Economists:
 - ⇒ Perfect competitive market;
 - ⇒ Lowered search costs, „price transparency,
 - ⇒ Remove unfair competitive advantage
- Entrepreneurs:
 - ⇒ Extraordinary opportunity to earn returns on investment—first mover advantage

Types of E-Commerce

- **Classified by Market Relationship**
 - ⇒ Business-to-Consumer (B2C)

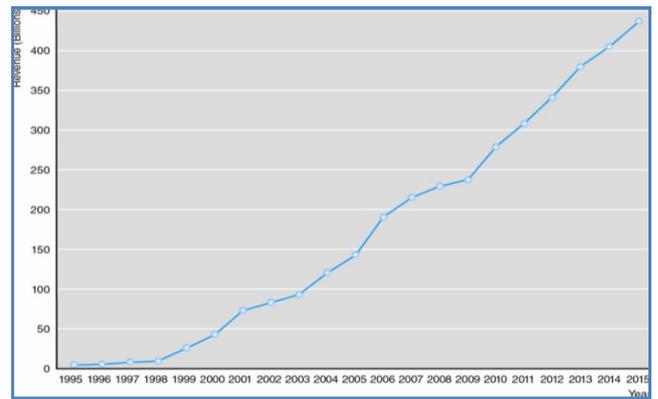


Fig.1- The Growth of B2C E-commerce, SOURCES Based on data from e Marketer Inc., 2011a, estimate

- ⇒ Business-to-Business (B2B)
- ⇒ Consumer-to-Consumer (C2C)
- **Classified by Technology Used**
 - ⇒ Peer-to-Peer (P2P)
 - ⇒ Mobile commerce (M-commerce)

Internet History

- All network of computer networks built on common standards
- Created in late 1960s
- Services include like, e-mail, file transfers, etc.
- Measure growth through searching the number of Internet hosts with domain names

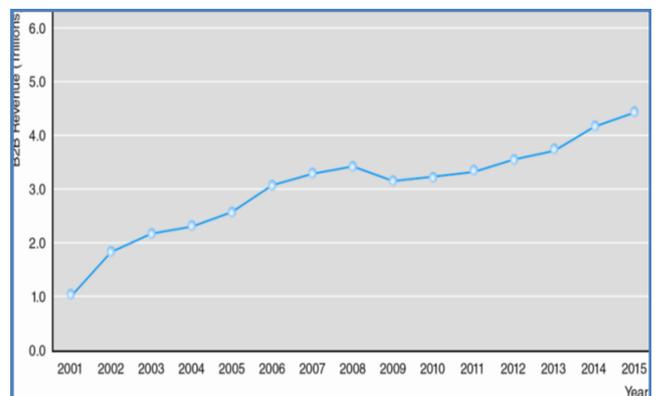


Fig. 2- The Growth of B2B E-commerce SOURCES: Based on data from U.S. Census Bureau, 2011b; estimate

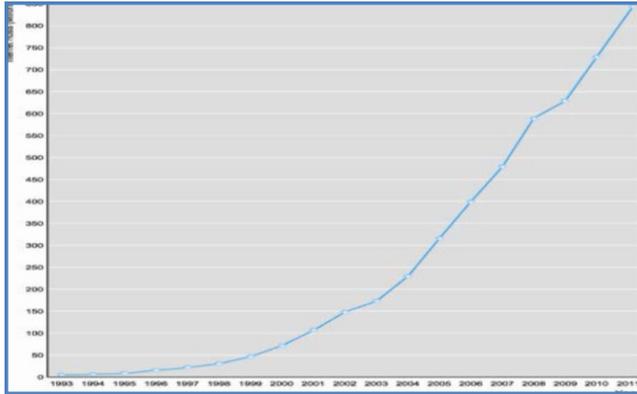


Fig. 3- The Growth of the Internet, Number of Internet Hosts with Domain SOURCE: Internet Systems Consortium, Inc., 2011

Web History

- Most popular Internet service
- Developed in early 1990s
- Provides access to Web pages
- HTML documents
- Web content has grown exponentially

Google reports approx 1 trillion unique URLs and 120 billion pages index

Origins and Growth of E-commerce

- Precursors
 - ⇒ Baxter Healthcare
 - ⇒ Electronic Data Interchange (EDI)
 - ⇒ French Minitel (1980s videotex system)
 - ⇒ None had functionality of Internet
- 1995: Beginning of e-commerce
 - ⇒ First sales of banner advertisements
 - ⇒ In United State, e-commerce fastest growing form of commerce

E-Commerce Trends

According to experts, the seeds of the trends now taking hold in e-commerce were planted in the industry's early days. Now those trends starting to point the way clearly towards the future of e-commerce. "A lot of trends that began a while back but what we have is the continuation". Andrew Bartels (Giga Information Group analyst) told to the E-Commerce Times. "Most of them are good for e-commerce." Out of them five emerging trends are in the following:-

- Multichannel Retailing Arrives
- More Satisfied Customers
- Consumers Do Their Own Thing
- Death of the Mid-Size E-Tailer
- More Profits

Predictions for the Future

- By All commercial activity, Technology will propagate.
- The real cost of doing business will cover with rises of Prices.
- For all retailers, e-commerce margins and profits will rise to more levels.
- Cast of players will change
- ⇒ Dominant playing role of traditional Fortune 500 companies

- ⇒ Startup new ventures will emerge with new services and products,
- In comparison of integrated offline/online stores, the number of successful pure online stores will remain smaller
- Regulatory activity worldwide will grow
- Cost of energy will have an influence

Conclusion

The e-commerce from the perspective of a business process as the application of technology towards the automation of business transactions and work flow. The e-business is the new form of Commerce of internet, without borders, with a fresh approach to, global customers, business models, innovative strategies and fresh payment systems. If a company wants to be present profitably in new markets requires its practitioners to know the techniques for implement the required tools and technology. Therefore, all current professional should be able to manage successful programs that adapt to business needs in the market. Third phase of e-commerce known as e-business as mentioned by Kolkata and Robinson which includes all applications and processes that enable a company to conduct a business transaction. Moreover, the e-commerce is the type of trade and economic transaction that done by electronically. A company, present in the network, sells products or services through the Internet. The buyer usually pays with a credit card for product that will receive an agreed period at the door of his house. The "e-commerce" is part of the process through limited to web services and the marketing of product. The e-commerce is the use of digital communications or applications of information technology for trade. Though e-business involves the entire organization, not just the e-commerce to reduce their entire value chain, relying on the use of the Internet.

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