Concept / features of e-commerce => Virtual Existence, Availability, Time-Saving Approach, Economical Process, Comfort for Buyers, Comfort for Suppliers/Sellers

driving forces behind the transformation of business into e-commerce / Reasons for the Transformation => Strong Competition, Global Economy, Labour Cost Differences, New Technologies, Global Collaborations

mistakes organisations make while switching to ecommerce => Lack of Preparation, Lack of Skills and Training, Cultural Changes, Lack of Security Measures

major domains in which e-commerce => E-government, E-banking, E-tailing

E-government Applications => The Accela Online Permit System =(The Data Tier, The Application Tier, The Presentation Tier), The EDMER’s Digital Education System

Use of E-banking in the Reserve Bank of India => The Information-only System, The Electronic Information Transfer System, The Fully Electronic Transactional System, ATM, Credit Cards/Debit Cards, Smart Card

Categories of e-tailing => Click, Click and Brick, Different Business Language, Legal Environment, Return on Investment Calculations, Human Resources, Software Integration, No Universal Standards

2

various sectors where e-commerce is finding its place in the Indian industry => Automobile, Stock Market, Travel & Tourism, Matrimony, Employment, Real estate

Challenges for e-commerce in India => Inadequate logistics, Customer acquisition in a dominant off-line shopping culture, Customer service, Limited Internet access among customers, Achieving profitability, Lack of privacy, Dominance of cash-based transactions

factors that come in the way of adopting e-commerce => Bureaucratic disputes, Cultural changes, High cost of implementation, Lack of skill and training

3

E-Commerce Models / Models based on the types of transactions => Business to Consumer (B2C) =(Increased profitability over costs, Globalisation of business, Reduced operational costs, Improved customer service, Effective knowledge management), Business to Business (B2B) =(Direct interaction with customers, Sales promotion is focused, Scalability, Savings in distribution costs), Consumer to Consumer (C2C), Consumer to Business (C2B)

Models based on functionality => Value addition to a product available online, Control of websites =(Brokerage model, Info-mediary model, Affiliate model, Subscription model = [Content services, Person-to-person networking, Trust services, Internet service providers], Advertising model =[Infomercials, Advertorial], Community model =[Chat rooms, Social networking sites, Bulletin boards, Open content, Public broadcasting], Manufacturer model =[Purchase, Lease, Licence, Brand integrated content])

Advertising models can be broadly categorized => Portals, Classifieds, User-based registration,Query-based placement, Contextual advertising

Aspects to Consider for Overcoming Competition => Learn From Your Competitors, Better Purchasing, Better Sales, Better Customer Service, Better Incentives

trends in e-commerce => Rise of mobile e-commerce or m-commerce, Personalised buying experience for customers, Improved customer service, Customised products and services, Multiple payment gateways

E-commerce strategic challenges => Marketing (Customer Satisfaction), Organisation (Process Support), Technology (Business Channels), Banking (Payment Systems) =(Confidentiality, Integrity)

The value chain and strategic positioning in e-commerce => Planning level, Architectural, Implementation

Business Strategies for B2B Organisations => Design of the website, Promotion on websites, Price setting, Customer Service

Selling to businesses online / Functions of Online Selling => Planning, Preparation, Development, Execution, Refinement

protocol is followed to transfer messages through EDI => Preparation of Electronic Documents, Outbound Translation, Communication, Inbound Translation, Processing Electronic Documents

EDI Payment types => EFT system =(Credit transfers, Debit Transfers)

Electronic Market Models => Broker model, Customisation model, Contact model

4

Getting a Web Presence => Create a website, Search Engine Optimization (SEO) of the website, Marketing the website, Increase traffic by linking to other websites, Look for feedback, Update the website

Web hosting => Shared hosting, VPS (Virtual Private Server) hosting, Dedicated servers, Reseller hosting

Functions of e-commerce software => Catalogue Display, Shopping Cart, Transaction Processing

Advanced functions of electronic commerce software => Middleware, Enterprise application integration and databases

types of application system software in => Page-based systems, Component-based systems, Web services, Integration with ERP systems

different e-commerce software => Enterprise Class Electronic Commerce Software, Customer Relationship Management Software, Supply Chain Management Software, Content Management Software, Knowledge Management Software

5

Principles of Web-Marketing => Proximity, Personalisation, Relevance

Product-Centric Marketing Strategies => Developing new products, Expanding product portfolio, Focus on innovation of products, Focus on advertising and promotion, Offer promotional discounts

Customer-centric Marketing Strategies => Market segmentation, Best solutions, Customer surveys, Product solutions to customer’s unmet needs

guidelines for market segmentation on the Web => Identifying market segments on the Web, Measure responsiveness of the visitors, Measure the stability of a segment's behavior, Measure the profitability of each segment

Ways to Achieve Web Presence => Managing the organisation’s brand image, Taking control of the Web presence, Updating the websites regularly, Using the Internet to advertise products and services, Monitoring the customers’ response and feedback towards the

Website

Aspects to be Considered for Web Usability => Availability and accessibility of the website, Clarity, Learnability, Credibility, Relevance

Reasons for Cost-Effectiveness of Online Advertising => More people can be reached at the same time using online advertising, Cost of advertising online cost is less than traditional advertising, Advertising techniques are cost effective and flexible, Online advertising can be implemented faster

important concepts related to email marketing => Permission Marketing, Mixing Content and Advertising, Outsourcing E-mail Processing, Legal and Social Aspects

brand and branding strategies by an organization => Elements of branding, Emotional branding vs. rational branding =(On the basis of approaches used, On the basis of the context of a brand, On the basis of product placement), Strategies of brand leveraging and brand consolidation =(Line extension, Vertical expansion, Brand extension, Co-branding, Licencing), Costs involved in branding =(Market research, Brand designing and content management, Advertising and promotions, Brand reinforcement), Affiliate and viral marketing styles =(Affiliate Marketing =[The merchant, The network, The publisher, The customer], Viral Marketing)

6

scope of social CRM => Marketing, Sales, Service and support, Innovation, Customer experience

Components of an E-CRM Framework => Strategy formation, Multiple channel integration activity, Information management activity, Customer acquisition, Customer retention, Customer expansion

Factors Necessary for the Implementation of E-CRM => Process appropriateness, Customer information quality, Technology system

User-friendly Vendor Solutions => Customer-facing CRM applications, Customer-touching CRM applications, Customer-centric CRM applications

Supply Chain Functions in an Organisation => Planning, Procuring, Manufacturing, Delivering

Components of E-SCM => Advanced scheduling and manufacturing planning, Demand forecasting, Transportation planning, Distribution planning, Order commitment

Functions of E-SCM => Supplier management, Inventory management, Real-time processing and resource management, Channel management, Payment management, Financial management, Sales force productivity

7

Trends in Banking Industry => Electronic Payment Services - E Cheques, Real Time Gross Settlement (RTGS), Electronic Funds Transfer (EFT), Electronic Clearing Service (ECS), Automatic Teller Machine (ATM), Point-of-Sale Terminal, Tele Banking, Electronic Data Interchange (EDI)

Issues/risks Related to Management in Online Banking => Strategic risk, Operational risk, Transaction risk, Compliance risk, Information security risk, Foreign exchange risk

Financial Supply Chain Management discussion in Banks => Payments and cash management, Working capital management and supply chain finance, Risk management, Process improvement, Business intelligence (BI)

E-Banking Operations => Front-end support, Middle-end support, Back-end support

Benefits of back-end support in online banking => Faster online transactions, Faster analytics, Faster back-end processing

Legal issues related to online banking => Authentication, Mode of Payment under the Income Tax Act, 1961, Secrecy of Customer's Account, Revocation and Amendment of Instructions, Rights and Liabilities of the Parties, Internet Banking and Money Laundering, Maintenance of Records, Inter-Bank Electronic Funds Transfer (EFT) =(RTGS, NEFT)

8

Factors for Transformation of Traditional Retail Industry => Overbuilding and excess supply, Consumer behavior, Other factors

Trends in Electronic Retailing => Television retailing, Online retailing

Benefits of Online Markets => Convenience, Customer interaction, Inventory efficiency, Global marketplace

Areas Impacted by E-tailing => Employment generation, Growth of allied industries, Entrepreneurship promotion, Reduction of transaction costs

Phases in a Consumer Mercantile Model => Pre-Purchase Preparation, Purchase Fulfilment, Post-Purchase Communication

Challenges in Online Retailing => Managing channel conflict =(Supplier-driven conflict, Channel-driven conflict, Conflict caused by evolving markets), Delivering a satisfying shopping experience, Designing the layout of an online store, Managing different brands, Creating the right incentives

Pricing Strategies used by E-tailers => Penetration Pricing, Price Skimming, Product Life Cycle Pricing, Competitive Pricing, Temporary discount pricing

Various Components of Layout Design of Online Stores => Virtual layout and design, Virtual atmosphere, Virtual theatrics, Virtual social presence

Process of Data Mining => Data cleaning, Data integration, Data selection, Data transformation, Data mining, Pattern evaluation, Knowledge presentation

9

Limitations to Online Publishing => Management challenges, Public policy issues

Trends in Online Publishing => Electronic books, E-mail publishing, Print on demand books, Electronic journals, Electronic ink, Web publishing

Technologies to Enable Electronic Publishing => HTML, XML, Cascading Style Sheet

Approaches of Online Publishing => The Online Archive Approach, The New Medium Approach, The Publication Intermediation Approach, The Dynamic and Just-in-Time Approach

Techniques / Ways to Publish Content => Content Aggregation, Content Syndication, Content Curation

Ways to Ensure Piracy and Copyright Protection for Online Publishing => Controlling access to Web servers displaying publications, Controlling the manipulation of electronic files containing the online work

10

Revenue Models Being Used by Social Networking Websites => Freemium model, Affiliate, Advertising, Virtual goods, Subscription

Purpose of Communities on the Web => E-communities for socializing, E- communities for information sharing, E-communities for business, E-communities for meeting individual needs

Types of E-communities on the Web => Newsletters =(Discussion lists, Forum, Threads, Messages =[E-mail discussion list, E-mail discussion list digest, Moderated discussion list digest], Bulletin boards system, Online chat rooms, Social networking websites), Discussion lists, Bulletin boards system, Online chat rooms, Social networking websites

11

**E-payment Features => *Anonymity, Security, Overheads, Divisibility, Acceptability***

**Issues / Challenges of Electronic Payments => Costs of transactions, Security of transactions =(*Privacy, Authentication and authorization, Integrity, Non-repudiation*)**

**Electronic payment process / Parties Involved in E-payment Process => *Issuer, Customer, Merchant, Regulator***

**E-Payment Standards =>** Open Financial Exchange (OFX), Jalda, EMV ( Europay, MasterCard and Visa)

**Types of payment cards => Credit cards, Debit cards, Prepaid cards =(*Single-purpose cards, Multi-purpose cards*), Smart cards =(Contact smart cards, Contact-less smart cards)**

**Other Payment Systems => Cash on delivery, Payment over phone using payment code =(*Scan and Pay*), Payment service providers**

12

**Major Threats to Online Security => Viruses and Worms, Spam =(*Spams are anonymous, Spams are mass mailed, Spams are unsolicited*), Cyber Vandalism, Spoofing, Cybersquatting, Phishing, Sniffing, Denial-of-service (DoS) attacks**

**Elements of Online Security => Authentication and authorization, Integrity, Confidentiality**

**Components of Client Computer Security => Antivirus software, Anti-spyware software, Network virus defence, Outbreak defence**

**Managing Server Computer Security => *TCP Wrappers, Secure Sockets Layer (SSL)***

**Solutions to Database Threats => Discovery and Assessment, User Rights Management, Monitoring and Blocking, Auditing, Data Protection, Non-Technical Security**

13

**Types of Revenue Models => Web catalogue revenue model => (*Computers and consumer electronics, Books, Music and Videos, Luxury Goods, Clothing Retailers, Flowers and Gifts),* Digital content subscription revenue model =(*Legal Content, Academic Research Content, Business ContentMiscellaneous Informative Conten*), Advertising supported revenue model =(Web Portals - based on general interest strategy, Newspaper Publishers - based on specific interest strategy, Targeted Classified Advertising Sites - based on collection of specific interest strategy)**

main sources of revenue through **Revenue Models => Revenue from subscription access to content, Revenue from pay per view access to document, Revenue from CPM (cost per mille) display advertising on website, Revenue from CPC (cost per click) advertising on websites, Revenue from sponsorship of website sections or content types, Revenue from affiliation, Revenue from subscriber data access for e-mail marketing**

14

**Main Issues in E-commerce => Financial issues =(Customs and taxation, E-payments), Legal issues =(Registering a trademark, Copyright protection, Online terms, conditions, policies and law, Privacy and security, Advertising a website), Social and ethical issues, Market access issues, Language issues, Cultural issues**

**Government’s Role => *Governments provide the necessary telecommunications facility required for e-commerce, Governments enable online transactions for citizens and businesses, Governments procure products and services online, Governments outsource their non-core activities to private organisations***

**15**

**Objectives of E-Commerce Strategies => *Value addition, Cost reduction, Risk management, Product/service innovation, Customer base expansion***

**Methods of implementing partial outsourcing => *Incubators, Fast venturing***

**E-Commerce Strategies / Managing E-Commerce Strategy Implementations => Project management, Project portfolio management, Staffing for e-commerce, Post-implementation audits =(Defining the scope of the review, Reviewing key documents, Using appropriate data collection methods, Reporting the findings, Presenting the recommendations)**

**Common Staffing Areas in E-commerce => *Chief Information Officer (CIO), Business managers, Project portfolio managers, Account manager***