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| E-Commerce  Technology |
| ACU – 3222 ASSIGNMENT  E-Commerce Research Introduction |
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# E-Commerce Technology

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| Introduction **“Electronic commerce, commonly written as E-commerce, is trading in products or services using computer networks, such as the Internet.”** (Kutz, 2016)  There are three areas of e-commerce: [online retailing](https://en.wikipedia.org/wiki/Online_retailing), [electronic markets](https://en.wikipedia.org/wiki/Electronic_markets), and [online auctions](https://en.wikipedia.org/wiki/Online_auction). E-commerce is supported by [electronic business](https://en.wikipedia.org/wiki/Electronic_business). The existing value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, and also saving a lot of valuable time.  (BigCommerce Pty. Ltd, 2023)The trends identified here all point to three main objectives:   * Reducing friction in the [buying (and selling) journey](https://ortto.com/customer-journey-software/) (Ortto, n.d.) * Creating rich brand experiences * Selling anywhere and everywhere   In other words, the future of ecommerce will be driven by increasing convenience for both merchants and their shoppers, providing rich, compelling shopping experiences, and enabling experiences across channels in a consistent, customer-friendly way. |
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| References BigCommerce Pty. Ltd. (2023). *The Future of Ecommerce*. Retrieved from BigCommerce: https://www.bigcommerce.com/articles/ecommerce/future-of-ecommerce/  Kutz, M. (2016). Introduction to E-commerce 1st edition. In M. Kutz, *Introduction to E-commerce combining bussiness and Information Technology* (p. 209). Fachbereich 2, Hochschule Anhalt: bookboon.com.  Ortto. (n.d.). *Ortto*. Retrieved from Ortto: https://ortto.com/  Wikipedia, the free encyclopedia. ( 2023, August 1). *E-commerce*. Retrieved from Wikipedia : https://en.wikipedia.org/wiki/E-commerce |