Development of Electronic Business from the Historical Point of View of an E-Commerce Concept

Moossa Gian[1], Samuel Ikate[1]

[1]Students of Faculty Business Administration, University of Nigeria, Nigeria

Corresponding Author: Moossa Gian

Abstract

This article discusses what e-commerce marketing is and how it works. E-commerce marketing is a form of internet marketing that makes use of websites to conduct business or promote online merchandise purchases. Although the presence of e-commerce has a number of benefits, it still has a number of drawbacks, namely. The terms e-company and e-commerce refer to business activities conducted across the internet. Via e-commerce, everybody on Earth has the same prospects and chances to compete and prosper in cyberspace industry. The rapid advancement in technology in the 1990s resulted in the proliferation of e-commerce technologies from numerous businesses, culminating in the commercialization of the Internet and the emergence of dot-com firms, or Internet start-ups.

Keywords: E-Commerce, Electronic Busniness, Transactions

Introduction

The growth of the internet resulted in the creation of a digital universe known as cyberspace. Any person in cyberspace has the right and opportunity to communicate with other individuals without hindrance. Globalization has been operating flawlessly in a new environment that links all digital cultures. In all the facets of human existence that are impacted by the internet's influence, the industry sector is the most impacted by digital technology and telecommunications advancements and is the fastest developing.

Human mobility necessitates that the field of trade be capable of responding rapidly to customer demand for services and products. To address this issue, new transactions are emerging that link producers and consumers through the internet. The terms e-company and e-commerce refer to business activities conducted across the internet. Via e-commerce, everybody on Earth has the same prospects and chances to compete and prosper in cyberspace industry. As a result, we may attempt to define what and how e-commerce is.

Electronic commerce (e-commerce) is a general concept of e-commerce that encompasses more than the purchasing and sale of products and services (Damanpour & Damanpour, 2001; Markus, 2000; Van et al., 2002; Malhotra, 2014; Mesenbourg, 2001). Customer experience, cooperation with corporate associates, and the usage of electronic transfers within an enterprise are often considered to be part of e-business.

E-commerce is a category of company that utilizes information and communication technology (ICT) with a single process within a business enterprise. In e-business, there are three primary systems: manufacturing processes, customer-focused processes, and internal management processes.

The History of E-commerce Development

The Internet, which originated as a result of US government science, was initially restricted to technological circles inside government departments, scientists, and university research (Dietz & Bozeman, 2005; Siegel et al., 2003). Electronic Fund Transfer (EFT) was introduced in 1970, but its use was initially restricted to well-known businesses. Additionally, Electronic Data Interchange (EDI) expanded beyond banking transfers to include all types of transaction management, and the number of businesses involved grew.

The rapid advancement in technology in the 1990s resulted in the proliferation of e-commerce technologies from numerous businesses, culminating in the commercialization of the Internet and the emergence of dot-com firms, or Internet start-ups. Initially, electronic trade was limited to commercial transactions, such as the transmission of commercial records such as electronic sales orders.

Then it evolved into a more fitting word for the practice, namely "e-commerce" (purchasing goods and services via the World Wide Web). As the web gained popularity in the community in 1994, many journalists expected that e-commerce would become a major economic industry, and many companies in the United States and Europe created this trading website between 1998 and 2000.

The history of e-commerce in Indonesia dates all the way back to 1996, when Dyviacom Intrabum or D-net established itself as a leader in online transactions. Around 33 online shops have been accommodated by the transactional vehicle, which is an online mall named D-Mall. The items offered range from food to shoes, clothes, office supplies, and furniture. Unlike in e-commerce, where ICT is used to link businesses or organisations and to conduct business with customers.

Purchase and sale transactions, both goods and services, are conducted through online media. This transaction is made possible by the usage of automated services such as the internet and a variety of other computing networks. E-commerce is a form of marketing that makes use of websites to conduct business or promote online product purchases (Laudon & Traver, 2013; Santoso et al., 2019; Wen et al., 2001). Although the presence of e-commerce has a number of benefits, it still has a number of drawbacks, namely.

For Organizations / Companies

There have been several accounts of compromised websites and databases, as well as multiple device protection bugs. This is something that a lot of big corporations, including Microsoft and financial firms, have encountered. This protection issue becomes critical because once any unauthorized parties have access to the framework, they will ruin any existing enterprise.

Unhealty Competition

Under pressure to innovate and create a market in order to capitalize on available opportunities,

criminal actions of idea plotting and price wars may occur. With advancements and advances that result in emerging technology, issues often emerge, most notably the inability of the legacy business method to connect with the internet and internet-based networks. This causes the corporation to operate two separate structures that cannot communicate with one another, which may result in cost overruns.

Consumers cannot compete in e-commerce until they have mastered programming skills. Computer literacy is expected, as is familiarity with the internet and the internet. Additional costs associated with internet access; engaging in e-commerce involves an internet link, which naturally raises the expense of goods purchased by customers.

To enter the internet, you'll need a device, which will cost you money. Due to the rapid advancement in devices, customers are urged to upgrade their appliances as well if they do not want to fall behind in technology. When users use the internet to conduct e-commerce, something is likely, including the possibility of sensitive details being stolen as a result of the activities of other individuals attempting to hack into the scheme.

Online e-commerce purchases also limited the amount of time users may spend engaging in social interactions with other individuals. This is undesirable since it is believed that it would erode the public's sense of responsibility for the natural world.

Due to increased computer connectivity, it is likely to erode humans' social and personal capacities to communicate personally with other individuals. Due to socioeconomic disparity, there is a risk that there would be a social divide between those with technological expertise in e-commerce and those without, with those with technical skills earning more than those without. There are money being squandered, and the advent of modern technologies would render older technology obsolete. For instance, with obsolete computer models or applications. Due to the complexity of handling the internet, a lot of offences have happened on it, several of them go unnoticed. If the number of networks and users continues to expand, it frequently becomes more complicated for regulators to regulate the internet.

Electronic commerce, or e-commerce, is the process of distributing, purchasing, selling, and promoting products and services through an electronic device such as the Internet, television, or a computer network. E-commerce can provide electronic fund transactions, data sharing, automatic inventory control systems, and data collection systems.

Industry information technology views this e-commerce operation as a subset of e-business (e-business) activities including commercial transactions, such as electronic fund transfers, supply chain management (SCM), electronic marketing (e-marketing), or internet marketing (online marketing), online transaction collection, and electronic data exchange (electronic data interchange / EDI). E-commerce is a subset of e-business, which encompasses not just commerce but also collaboration with business associates, customer support, and work postings. Apart from network infrastructure, e-commerce includes database or data base technology (databases), electronic mail (e-mail), and other non-computer types of technology such as distribution networks and payment methods.

Types of E-commerce

Business to business (B2B) refers to the exchange of goods and services between businesses. For instance, selling liquefied natural gas, gasoline, and chemicals. Business to consumer (B2C) refers to the selling of goods and services directly to particular consumers. Particularly businesses that offer goods and services to customers via e-commerce websites that feature enticing Web pages, multimedia catalogs, dynamic purchasing procedures, safe electronic payment systems, and 24/7 customer care. For instance, selling books, software, and music. Business to consumer (C2C) refers to the practice of consumers selling directly to consumers. For instance, any who offer their wares at auction must then accept the highest bid.

The benefits of e-commerce can be found in the three primary players concerned, including corporations, customers, and culture. Through the introduction of e-commerce, a business may access a global market. With the help of emerging media, businesses may be conducted without colliding with national boundaries. The firm has the opportunity to work with suppliers and customers from all around the globe. This results in the creation of a virtual international institution.

Costs associated with operations should be reduced. Costs associated with content development, collection, distribution, storage, and restoration may also be minimized. The way customers purchase products and services has been transformed by e-commerce. Goods and services should be customized to meet the specific needs of customers. For instance, when the Ford corporation first began selling its production vehicles, customers could only purchase black motorcycles due to the color's scarcity. However, customers can now customize a car to their needs in only a few minutes, for example, by visiting Ford's website.

Reduced impediments to creativity, What e-commerce means is that a business can save time while avoiding the challenge of developing innovative inventions to change their goods. For instance, businesses such as Motorola (mobile phones) and Dell (computers) may gather information about consumers who place an order for a product. Consumers may create a design sheet for the latest product they want and send it to the manufacturer online.

The corporation will then schedule commodity development based on customer specifications and communicate the findings within a few days. Reduced telecommunications costs; the internet is less expensive than a dedicated telephony network. Sending a fax or e-mail through the internet is less expensive than dialing the phone directly. m Processes and materials are being digitized. For instance, in the case of software and audiovisual goods, these digital products may be accessed or delivered directly to customers by e-mail in digital format via the internet. This, of course, saves time and money on packaging.

Workplace limitations may be resolved, and businesses can continue to function forever since they are conducted online through the internet, which is still operational. In most cities, consumers can shop or conduct other purchases 24 hours a day, 365 days a year. Checking accounts, making deposits, and receiving additional details are all examples. Consumers not only have a limited selection of brands to pick from, but also a list of foreign vendors, which provides more food options.

Consumers may shop globally and compare rates by visiting several websites or by visiting a single website that aggregates prices from several suppliers. The method of product distribution gets simpler with e-commerce. Consider electronic goods such as apps or audiovisual media, which users can get easily by uploading them from the internet.

E-commerce enables users to be more agnostic about their job locations; for example, they may work from home without needing to commute to the workplace. Individuals in developed nations will now access and profit from goods, resources, and knowledge that are otherwise unavailable in their areas. By accessing the internet, the public can conveniently access public facilities such as dental care and consultations, as well as purchase doctor's medications.

Conclusion

Electronic commerce, or e-commerce, is the process of distributing, purchasing, selling, and promoting products and services through an electronic device such as the Internet, television, or a computer network. E-commerce can provide electronic fund transactions, data sharing, automatic inventory control systems, and data collection systems. Electronic trade, or e-commerce, simplifies the process of distributing, purchasing, selling, and promoting products and services through an electronic device such as the Internet, television, or a computer network. E-commerce can provide electronic fund transactions, data sharing, automatic inventory control systems, and data collection systems.

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