# Chapter 31
# E-Commerce and Its Software

**Rebika Rai**
*Sikkim University, India*

**Prashant Chettri**
*HRDD Sikkim, India*

**Lekhika Chettri**
*Sikkim University, India*

## ABSTRACT

*Today we are moving into an era of "intangible" business processes, where business communication and transactions can be conducted anywhere, anytime, and with a simple click of a mouse. With the speedy amplification and expansion of technology, information systems have become a normal component of our everyday life. The phenomenal growth of the internet has led to the emergence of a great number of new technologies and one of the most important ones is the ability to conduct business over the internet. E-commerce is currently changing the way business is conducted by assisting business progressions and transactions with very few organizations debating whether or not to participate in it. E-commerce software is the engine behind the scenes of an online store, making it possible to easily manage inventory, add or remove products, calculate taxes, and everything else required to manage a website and fulfill orders.*

## 1. E- COMMERCE OVERVIEW

The internet has transpired as the foremost worldwide dissemination channel for goods, services, managerial and professional jobs thereby intensely altering economics, industry structure, products, services, consumer behavior, jobs, and markets. The phenomenal growth of the internet has led to the emergence of a great number of new technologies and one of the most important ones is the ability to conduct business over the internet. Businesses have progressively clinched Electronic Commerce or E-Commerce to revolutionize their procedures nowadays. E-Commerce can be said to be a policy of contemporary business that basically addresses the requirements of business associations, vendors and customers to lessen cost and improve the quality of goods and services while increasing the speed of delivery by procuring and vending goods and services, or transmitting funds or data, over an electronic network,

*Figure 1. Different perspective of e-commerce*
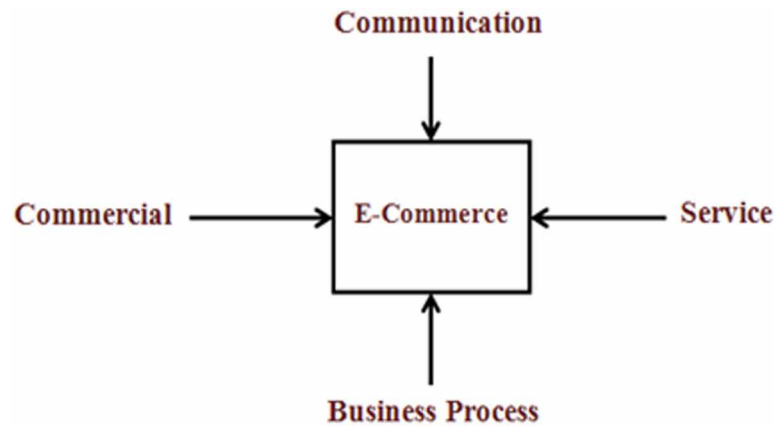


predominantly the internet. The E-Commerce can be significantly explained using several perspectives such as Communication, Service, Business process and Commercial as shown in Figure 1.

Good communication plays a vital role in business not just for the daily basis functioning of the company, but also influences the sales and turnover in an organization. Communication could be in terms of delivery of goods, payment over networks or other electronic medium that is involved in E-Commerce. Service on the other hand addresses to cater the need of organization, government sectors as well as consumers to improve the quality of different types of services to be rendered. Commercial (Advertising) for buying and selling products using online services available such as email campaigns, ads, affiliate programs, pay-per-click ads etc. Business process enhances E-Commerce as a means to totally substitute physical business and perform business electronically. However, E-Commerce is not just about buying and selling products but it is a mechanism of electronically communicating, determining information and collaborating that has a significant impact on business, organization, profession and customer.

E-Commerce deals with several ways of exchanging business information *viz.* Electronic Document Interchange, Electronic Publishing, Electronic Messaging and other Network- based technologies as depicted in Figure 2.

*Figure 2. Several ways of business information exchange in E-Commerce*
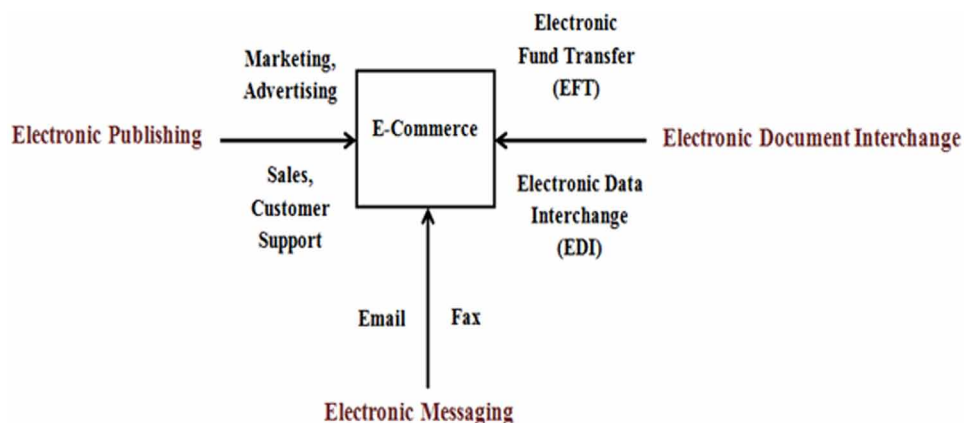
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