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Chapter 2

Literature Review

Electronic commerce or e-commerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. The information technology industry might see it as an electronic business application aimed at commercial transactions. It can involve electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems. It typically uses electronic communication technology such as the Internet, extranet, e-mail, e-books, databases, and mobile phones.

Meaning of E-commerce

Fig 2.1: Meaning of E-Commerce

2.1 Functions of Electronic Commerce

The four function of e-commerce are:

- > Communication
- > Process management
- > Service management
- > Transaction capabilities

WELINGKAR

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