AN OVERVIEW OF E-COMMERCE AND E-BUSINESS IN BUSINESS INNOVATION AND GROWTH IN CHANGING TIMES

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ABSTRACT

The concept of e-commerce is all about using the Internet to do business better and faster. It is the pre-eminent buzzword of the online business revolution. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. In other words, the buying and selling, marketing and servicing, and delivery and payment of products, services and information over the Internet, Intranets, extranets, and other networks, between an internetworked enterprise and its prospects, customers, suppliers, and other business partners. Include business-to-consumer (B2C), Business-to-business (B2B), and consumer-to-consumer (C2C) e-commerce. The use of E-Commerce is expending among the business community all over the world. Observing the fact that, most of the customers are not familiar about E-commerce and E-business especially online shopping, therefore, this research attempts to disseminate the different e-commerce techniques to the business community. Most of the information was collected from Secondary Sources particularly from the Internet, Library, past Research Journals etc. Most of the businesses are using E-commerce techniques, for placing orders, exchange of information, making online payments, video conferencing and, thus improves business processes. This paper also tells about benefit of E-business to the customer and suppliers, different types of e-commerce, components of successful e-commerce, How important is an intranet for a business engaging in e-commerce. The paper discusses the findings and ends with conclusion and recommendation.

KEYWORDS: E-Commerce; E-Business, B2B; B2C; B2G; C2C; Intranet; Extranet.