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"E-COMMERCE AND MANAGEMENT"

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Abstract: - In the era of e-commerce, business enterprises have quite different features. In order to take full advantage of ecommerce, enterprises should carry out corresponding management innovations. Enterprise innovation management can help enterprises to achieve rapid development so as to win business opportunities, to get access to markets and obtain maximized profits. This study examines the new requirements on enterprise management in e-commerce era, including constantly updating thoughts of business management, flat organizational structure, management epitaxial expansion, Informa ionization of means of production and marketing, flexible production management. Evidence indicates that business process reengineering, organizational change, cultural transformation, knowledge management, creativity and communication management have strong influences on the enterprise development in terms of management and innovation.

Keyword: - e-business; enterprise management; innovation, Electronic Commerce

I. Introduction

Electronic commerce is a main topic in media and in science circles still. maybe its impact on areas of monetary services and selling is nice. several EU initiatives have up in a very short amount of your time. Those initiatives embrace innovative sensible cards to facilitate EU, remote payments and electronic checking [11], on-line commerce of stocks, bonds and connected monetary instruments, on-line banking, and on-line selling. we have a tendency to are currently turning into comfy with the net, and that we are starting to appreciate its ability to produce a wealth of numerous info from round the globe; virtually immeasurable sites are simply a click away, gap up new opportunities for trade and data exchange. net use isn't any longer a novelty; it's turning into the maximum amount a vicinity of our daily lives as tv and telecommunication. The tools and techniques to modify commerce over the net are getting mature, and EU is growing terribly speedily. Back in 1997 the worldwide EU market was calculable at $10 billion, however is expected to rise to $200–300 billion, by 2002 [12]. One will see proof of EU everyplace on the planet Wide net (WWW). several business internet sites have catalogues and support on-line transactions; however, EU is far over these. It includes everything from sourcing to settlement and every one the processes that underlie commerce. The Internet's World Wide Web has become the first driver of up-to-date EU. EU isn't close to facilitating individual business transactions, it additionally involves the management of the relationships that result in and arise from transactions [13]. EU is that the method of conducting business electronically among varied entities so as to satisfy associate structure or individual objective. A key ingredient of EU, typically mentioned as electronic commerce, is that the advertising and procurance of products and services over the net [14]. The success and volume of EU on the net has been wide reported. successfully in establishing Associate in Nursing atmosphere during which global organization will grow and flourish, each pc will become a window hospitable each business, massive and little, round the globe. global organization provides new channels for the worldwide selling of tangible product and presents opportunities to form new businesses providing info and alternative information primarily based intangible products [15]. though most global organization is presently at the inter-corporate and inter-organizational level, services targeted at individual customers are evolving speedily. the net is that the most blatant example of this and may be a major catalyst within the diffusion of global organization, serving to foster a standard atmosphere for electronic transactions of all types [16]. global organization encompasses all styles of interactive business transactions, that are expedited by networks of computers. global organization is increasing owing to the bigger variety of companies and people WHO are ready to use these networks and also the growing variety of the way during which businesses will conduct transactions electronically with alternative organizations and directly with shoppers. At present, business-to-business global organization looks still to be of bigger volume than business-to shopper global organization, however this might amendment within the future. These trends are necessary to the worldwide economy and to the economy of individual countries as a result of global organization contributes to economic potency. global organization contributes to economic potency in 5 necessary ways in which. they're as follows: (a) shrinking distances and timescale, (b) lowering distribution and group action prices, (c) dashing development, (d) providing a lot of info to patrons and sellers and enlarging client alternative and provider reach [17]

II.DEFINITION OF AND MAJOR ELEMENTS OF ECOMMERCE

EC is an emerging area that encompasses processes directly and indirectly related to the buying, selling and trading of products, services and information via computer networks –including the Internet.

2.1. Electronic mail

E-mail is the exchange of computer-created and computer stored messages via a telecommunications network. E-mail was one of the first uses of the Internet and is still the most popular Internet use – a large percentage of Internet traffic is e-mail. It can also be exchanged between online service users in private or public networks besides the Internet. The term e-mail is used almost interchangeably with messaging; however, it really represents only one aspect of messaging – interpersonal messaging (IPM that is that the exchange of text messages and attachments among people. E-mail is coupled to associate electronic communication system whereby associate self-addressed envelope accompanies every message sent to a mailbox. From there, the message is sent to a delivery network, through that it's sent via the message transfer service till it arrives at the recipient's mailbox. Recipients then access their mailboxes and open their mail at a time that's convenient to them. E-mail could be a low cost and convenient means for individuals to speak. As individuals pay additional and longer aloof from a table, it is often a simple and economical means of exchanging info. this may increase somebody's productivity up to a degree, on the far side that e-mail volume are often therefore nice that it inhibits productivity instead of enhancing it.

2.2. Electronic data interchange (EDI)

Transacting regular business via e-mail has its limitations. on the far side a precise traffic volume, EDI becomes a most well-liked different. EDI is computer-to-computer exchange of business documents while not human intervention. EDI will handle high volume transactional traffic between firms. Formal document and transmission standards inherent in EDI, combined with adequate information measure, allow massive dealings volumes. EDI permits enterprises to exchange exactly formatted business orders, payments, or maybe engineering drawings, electronically via an immediate communication link, with no human intervention. the main good thing about this technology is completed once EDI is integrated into a company's EC system. in step with Mohsen [5], EDI can facilitate to scale back inventories, foster JIT management, promote engineering interchange, and improve work programming. firms that have with success enforced EDI have reportable general advantages of speeded up buying processes, reduced dealings cycle times, higher inventory turnovers, quicker response times and overall improved service [6]. Sohal [7] states that EDI provides fast order responses from suppliers and automatic ordering from customers.

II. Review of Literature

Jing Zhuang, Jin-yu Wei[1] There has been a little discussion and research on the process of e-Commerce implementation, especially in respect to the implementation of B2C relationships until currently. Given the quality of this method, during this paper, we tend to attempt to show what we tend to discover as a spot within the body of theory encompassing the implementation method within the existent B2C relationship literature. we tend to describe the findings of a series of multiple case studies. Through our case studies, the varied management and business problems related to the success or otherwise of B2C eCommerce implementation also are offered during this paper.

Wang li[2] E-Commerce has become the market trend of this Century, the net bookshop management system as a typical application on E-commerce includes a bright future. Therefore, the analysis on a way to construct a high economical and reliable on-line bookshop management system has sensible that means. the net bookshop management system primarily includes client operation of the system front and therefore the managers' management of the system background. The system front understands registration and logon for users, browsing books data, remarking on the books, putting orders, redaction user's individual data so on. The system background's management primarily includes the upkeep of books and users' data keep within the info and therefore the dealing of orders and users' feedback data. This paper

Xin Tian, Wei dynasty Dai [3] With the increasing development of e-commerce application, e-commerce system security is facing the serious challenge. to unravel the aim of aggravating the behaviour trait and controllability of e-commerce system, we tend to concentrate on building the trustworthy model between e-commerce system and user behaviours and strengthening the manage ableness of e-commerce systems. This paper by putting in place the trustworthy computing circumstance and supply the trustworthy validation and therefore the active protection supported identity and behaviour for trustworthy e-commerce system, so as to defend the unaware viruses and intrusion. What's additional, the controllability of behaviour trust is studied, and it is expected trust level below the multi-trust- attribute conditions.

Yingfei Zheng, Xianghui Meng [4] In the mobile commerce environment, inventory management evolved into mobile inventory management. The latter is different from the traditional inventory management in many ways. In this paper, an integrated practical model is developed to enhance the inventory management in mobile commerce. The key points to develop this practical inventory management model include determining the order point quantity, determining the economic order quantity and determining the safety stock. In the last section, the applicability of this model was examined, which proved that this model made the mobile inventory management to be a routine.

III. APPLICATION OF E-COMMERCE IN OPERATIONS

EC Companies in the service sector, such as banks and stock brokerage houses, were online even before the Internet – the digitization of their business processes made this possible. In the early years of digitization in the financial industry, businesses such as banks provided clients with software package on disc. They delivered info to the purchasers by mail and messenger, or customers had to go to the agency workplace to induce info and documentation of service transactions. For property businesses, customers visited the workplace to look at a video clip or to check photos of property available. Today, several of the services of travel and property firms square measure accessible anyplace and anytime over the web. EC, mostly through the web, provides customers with direct access to services. As a consequence, most of the added tasks of agents and brokers will be machine-controlled. As a lot of and a lot of individuals settle for international organisation as another to a lot of ancient labor-intensive processes that have for years supported these styles of service businesses, there'll be less want for human representatives to directly give the service and larger want for technical personnel to form and maintain the technical systems that support the services. we tend to currently flip our attention to however international organisation supports purposeful activities in organizations.

4.1. Marketing

A market is a network of interactions and relationships where information, products, services and payments are exchanged. When the marketplace is electronic, the business centre is not a physical building but rather a network that facilitates and supports business interactions and transactions. The electronic market brings buyers and sellers together, but not necessarily in the same place and not necessarily at the same point in time. The market handles all the necessary transactions to facilitate exchange, including the exchange of funds (with or without the involvement of banks). The advent of EC is changing marketing practice. In particular, the transformation of traditional intermediaries such as retailers occurs as a result of new computer mediated relationships. One need only examine the setting of an interactive home-shopping supermarket to appreciate the changing role of the retailer in EC [8]. EC systems for business-to-business commerce on the Internet are still in their infancy. Internet electronic markets for business-to business EC

4.2. Purchasing

Automated purchasing and logistics are carried out between trading partners with well established relationships – this is a primary application of EDI. Intelligence and valuable information are normally concentrated on the computer systems of the participants rather than the EDI channel between The purchase and delivery of a product will signal the termination of the negotiation stage or occur someday after (in either order). In some cases, the offered payment choices or delivery choices could influence product and bourgeois brokering [9]. Direct commercialism offers the prospect of large-scale disintermediation – eliminating middle-men from provide chains. Some ancient intercessor roles can become vulnerable as businesses and people valuate their commercialism patterns in response to new world organisation opportunities; but, faraway from eliminating the necessity for intermediaries, the net is presently generating a large vary of latest opportunities within the facilitation and mediation of electronic commercialism environments. On-line getting environments area unit still significantly in their infancy, and over following few years, one could expect to check a fast increase within the practicality of those environments which will assist each consumer and sellers [10].

4.3. Production

For organizations to stay in synchronization with the changes taking place in their operational and competitive environments, the use of fast, accurate information systems is crucial. The implementation of e-manufacturing or eservice necessitates business-to-business (B2B) ecommerce. There are numerous Internet enabled supply chain management systems and enterprise resource planning (ERP) systems available today including MRP, SAP, BAAN, Oracle, Peoplesoft, and IBM e business. Communication and information assortment constraints square measure reduced with Web-based production of products and services. victimisation management, information warehouse and data processing technologies, the online will facilitate interaction with customers and suppliers, information assortment, and information analysis processes. Outsourcing of service functions is changing into fashionable. By strategically outsourcing and focusing a company's core competencies, managers will leverage their firm's restricted skills and resources for redoubled aggressiveness. Venkataraman and Henderson declared that 3 dependent vectors, the virtual encounter, virtual sourcing, and virtual experience, square measure integral in realizing a virtual structure. Outsourcing offers corporations the choice of securing several, if not all of the capabilities necessary to conduct business-to-business and business-to client EEC. The industrial applications on the web and their integration, with internal info systems like intranets and enterprise resource planning (ERP) systems

IV. Conclusion:

E-commerce is a far-reaching change the new economic era has brought to all enterprises. It raised many different requirements to the firms operating in this environment. Enterprise innovation management can help enterprises to achieve rapid development so as to win business opportunities, get access to markets and obtain maximized profits. Evidence indicates that business process reengineering, organizational change, cultural transformation, knowledge management, creativity and communication management have strong influence on the enterprise development in terms of management and innovation.

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