

# PREFACE

E-Commerce is an interesting and ever changing business tool, aiming to usher in a new, more competitive era. The book is based on the premise - 'Why complicate things that can be presented in a simple way?', and is an earnest attempt to give a comprehensive view of the concept of e-commerce, with an in-depth and illustrative analysis of the basic tenets, of this emerging discipline.

The objective of the book is to equip the students to comprehend the process of e-commerce and go prepared to face the corporate world. The book covers the syllabus of B.Com (H) Semester III Paper 3.5 Skill Enhancement Course (SEC-2) under Choice Based Credit System (CBCS) of various universities throughout Odisha.

The book has been divided into **seven** Chapters :

**Chapter 1** : Explains the Nature of E-Commerce, its Characteristics, advantages, disadvantages, limitations, Drivers of E-commerce, reasons of transacting online and categories of e-commerce.

**Chapter 2** : Explains the concept of Internet and the World Wide Web, also the Life cycle approach of Launching an E-Commerce Website.

**Chapter 3** : A comprehensive explanation of Evolution of Internet, with focus on technology for online business.

**Chapter 4** : Explains the Electronic Payment System (special reference to post demonetization).

**Chapter 5** : Online Business Transactions across various categories.

**Chapter 6** : Online Retailing.

**Chapter 7 : Security and Legal Aspects of E-Commerce with special reference to Information Technology Act 2000 and Information Technology Amendment Act 2008.**

An effort has been made in this book to equip the reader with ample skills to enhance their performance by analysing the current scenarios which have been exemplified with current examples. I have portrayed the various aspects of E-Commerce in a simplified manner, with pictorial, tabular representation, additional readings and to reinforce the understanding, summary at the end of each chapter followed by review questions have been given.

Seen through the prism of this book, E-Commerce would surely appear a simple business tool, rather than a complicated one.

I feel privileged to have freely drawn upon the publishing expertise of Taxmann Publishing staff.

Thanks seem too small a word for the warm and supportive people around me and I am thankful to Almighty for his divine grace. I am thankful to my parents, my husband Nitesh and my kids Kaashvi and Kritin for providing me with an aura of strength wherever I might have faltered. I am deeply indebted to late Poonam didi (may her soul rest-in-peace) for her support through everything, 'Then and Now'.

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