

Conceptual Evaluation E-commerce, objectives and the necessary infrastructure

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Abstract. Dimensions of the Information Age, that there are profound changes in economic relations between individuals, organizations and governments Made so that the new phenomenon called e-commerce And has changed many of the economic concepts and theories, As far as that goes forward, the economy will gradually replace the Internet economy, the traditional and conventional. E-commerce due to the speed, efficiency, cost savings, ease of communication, facilitate access to global markets, has opened a new arena in the world economy As far as is known Behind this new economic development, will lead to isolation in the global economy. The main purpose of this article, is familiar with the concepts of electronic commerce, This expression is the first e-commerce history, components and stages of its formation Is presented and the factors influencing the adoption of e-business, goals, benefits, risks, and infrastructures necessary to achieve it. The results indicate that electronic commerce is such an important economic benefits and consequences of such market to develop, enhance productivity, reduce transaction costs, create jobs.

Keywords: Electronic commerce - Internet - IT - E-trade - Organization

1. Introduction

Conditions and methods of doing business is constantly changing and evolving and Every day, more options are available to businesses. Has accelerated in recent years due to the rapid growth of ICT and the Internet, most of these changes, One option is to Ecommerce Because of its high interest rate that is significantly growing[11]. Electronic commerce has been discussed already in the top organizational priorities, Any organization that is not important to note In the short term will be faced with declining profits and In the long term is likely to be removed from the market.

2. History of e-commerce

Telephone invented by Alexander Graham Bell in 1876, he developed e-commerce as it exists today is,. It can be said to be known as e-commerce today Rooted in the creative convergence of computers and telephones. E-commerce came into being in 1970 when the companies were to provide for the exchange of information between computer networks for businesses[4]. this practice was known as electronic data interchange EDI. The data to be simplified and EDI standards took place between businesses, traditional problems such as bureaucracy and reduce administrative manpower in this sector dramatically[2].There have been several key steps in the history of e-commerce. The first step came from the development of the Electronic Data Interchange (EDI). EDI is a set of standards developed in the 1960's to exchange business information and do electronic transactions. At first there was several different EDI formats that business could use, so companies still might not be able to interact with each other.

However, in 1984 the ASC X12 standard became stable and reliable in transferring large amounts of transactions.

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The next major step occurred in 1992 when the Mosaic web-browser was made available, it was the first 'point and click' browser. The Mosaic browser was quickly adapted into a downloadable browser, Netscape, which allowed easier access to electronic commerce. The development of DSL was another key moment in the development of e-commerce. DSL allowed quicker access and a persistent connection to the Internet. Christmas of 1998 was another major step in the development of e-commerce. AOL had sales of 1.2 billion over the 10 week holiday season from online sales. The development of Red Hat Linux was also another major step in electronic commerce growth. Linux gave users another choice in a platform other than Windows that was reliable and open-source. Microsoft faced with this competition needed to invest more in many things including electronic commerce[13]. today it has become an e-mail and access to information through web sites to find the most popular commercial tools. history is rooted in the phenomenon of Internet electronic commerce and electronic data interchange EDI.

3. E-commerce concept

In today's electronically connected world, growing and life is Package in which are very rapidly moving and the transmission of packets is the same as sending and receiving data from audio and video files to buying and selling goods[7]. Electronic commerce refers to the process of buying, selling, transferring or exchanging products, services or information via computer networks including the Internet. Electronic commerce can also be defined from this perspective:

- **Communication:** In terms of communications, electronic commerce is the means to deliver the goods, services, information or payments over computer networks or any other computer device.
- **Business:** The business perspective, electronic commerce offers to buy and sell products, services and information on the Internet and through other online services.
- **Service:** a service perspective, EC is a tool that has been in operation for the purposes of governments, institutions, consumers and managers, Reduce service costs and at the same time, increased quality and customer service and helps accelerate the delivery time.
- **Education:** The educational perspective and e-commerce may be made online learning helps to teach in schools, universities and other organizations including commercial entities.
- **Participation:** Participation of view is an electronic commerce framework for cooperation within the organization and among different organizations[5].
- **According to the Commission Europe 1997:** E-commerce is based on processing and transmitting electronic data including text, audio and video. Electronic commerce encompasses a variety of activities such as electronic funds transactions, electronic stock exchange, an electronic bill of lading, commercial projects, government purchases, direct marketing and after sales service.

4. E-commerce components

If the EC considers it as a phenomenon of the identified components. miller knows the components of e-commerce in three parts:

1-Organization is responsible for supporting business processes. to produce goods and services and provide the necessary financial resources.

2-Bank: Bank supports the process and pay the deposit and Will facilitate the electronic payment systems.

3-Marketing: Marketing, collect information about markets and customers and and to record the purchase and sale contracts[3].

Kaiser (1997) considers the interaction of three components of e-commerce. These are three components:

- **Processes:** processes including marketing, sales, payments, orders and provide support
- **Institutions:** including government, intermediaries, consumers and suppliers
- **Networks:** including corporate intranets, the Internet and commercial networks.

5. E-commerce Stages

Electronic commerce can be seen as a set of activities that the process occurs in tandem.

If the EC to consider a process it can be demonstrated. Slzvshvbrt [10] says trade is a process that occurs during the four stages.

- The information : at this stage to get the parties to the transaction in case of product, price, type, quality and other issues needed information.
- The consensus : at this stage are the negotiations between buyer and seller. this leads to the best result.
- The Deposit and Payment : The agreed price was paid and done transaction.
- The communication at this stage is focused on creating relationships between customers and between customers with company through the creation of an electronic society. It also called for the support because this will provide after-sales service and emphasis is on retaining customers.

6. Factors affecting the adoption of electronic commerce

Factors are influencing the adoption and use of e-commerce system that they are seen as facilitators. Ling (2001) reviewed the factors affecting e-commerce adoption in small and medium-sized enterprises and the agent is classified into two general categories: factors external environment and internal environment factors[1]. According to the external environment of include the industry (competitive pressure, pressure from business partners and develop critical), national (level of government support, infrastructure, national cultural differences) and Internal environment factors include the organization (size, organization, good management support, organizational readiness, organizational structure and corporate culture), innovation (perceived relative advantage, complexity, usability testing) and communication (information, communication channels, the communication). Krn and Kavayy (2002) are classified into three categories of factors affecting e-business application owner's characteristics (perceived benefits, computer literate, self-esteem, perceived control, subjective norms), the rate of return on capital Financial and organizational characteristics (readiness, external pressure, the complexity of the structure, intensity data). Shen and colleagues (2004 Considers effective strategies four operating organization (the strategic approach, product strategy), organizational characteristics (size, level of technical readiness), the characteristics of the supply chain (customer pressure, the amount of outside sources of supply, the supply the degree of reliance on suppliers, the reliance on international suppliers, the amount of integrated supply chain) and e-commerce features (advantages, compatibility with existing systems and system partners, complexity) in employing e-commerce[6].

7. E-commerce purposes

Ecommerce eliminates geographical barriers and the difference between day and night in different areas and is improve communication and extensive national and international economy. Electronic commerce is changing the way business and this is a traditional form into newer markets. While e-commerce and especially of the Internet has caused significant changes in competitive conditions (For example, the rapid advent of new competitors, competition, globalization, intense competition in standards, etc.) has created new opportunities for alternative business, create jobs and new job opportunities in various fields. the main difference between e-commerce and traditional commerce is a way to exchange information, In traditional commerce can transfer data through the communication face to face or by telephone and postal system to the maximum and monetary transactions are done through a bank or cash but in e-commerce operation is done by computer network and all business processes are done through the Internet platform.

8. E-commerce advantages

Advantages e-commerce is seen as a stimulus and the deployment of e-commerce. E Commerce is one of the most important facets of the Internet to have emerged in the recent times. Ecommerce or electronic commerce involves carrying out business over the Internet with the assistance of computers, which are linked to each other forming a network. To be specific ecommerce would be buying and selling of goods and services and transfer of funds through digital communications. ECommerce allows people to carry out businesses without the barriers of time or distance. One can log on to the Internet at any point of time, be it day or night and purchase or sell anything one desires at a single click of the mouse[12].The direct cost-of-sale for an order taken from a web site is lower than through traditional means (retail, paper based), as there

is no human interaction during the on-line electronic purchase order process. Also, electronic selling virtually eliminates processing errors, as well as being faster and more convenient for the visitor. Ecommerce is ideal for niche products. Customers for such products are usually few. But in the vast market place i.e. the Internet, even niche products could generate viable volumes. Another important benefit of Ecommerce is that it is the cheapest means of doing business. The day-to-day pressures of the marketplace have played their part in reducing the opportunities for companies to invest in improving their competitive position. A mature market, increased competitions have all reduced the amount of money available to invest. If the selling price cannot be increased and the manufactured cost cannot be decreased then the difference can be in the way the business is carried out. Ecommerce has provided the solution by decimating the costs, which are incurred[8].

The benefits of e-commerce can be considered in the following cases:

- Shorten the time of shipping
- International advertising reduce the cost
- Ease of communication
- Cost Saving
- Increase the welfare level of people's lives
- Facilitate access to global markets
- Increased choice for consumers
- Increased efficiency and effectiveness in customer service

9. E-commerce infrastructure

Necessary infrastructure, including access to e-commerce:

- Customs laws, tax and banking, new e-commerce needs.
- The commercial code (s national code) for products and services
- Compiled by the national system and the legal system and copyright information
- System security and confidentiality of personal information
- Feasibility of electronic documents by the judiciary (rather than ownership of the original document) in legal proceedings.
- Access to easy, cheap and fast Internet
- Make money and expansion of its culture

Despite these things, helps companies and organizations familiar with the strategies and business models to accelerate the process of creating the electronic infrastructure[9].

10. E-Commerce Risk

Risk of electronic commerce means that top companies are using electronic commerce by consumers and corporate risk disclosure. information security company that will considered very important and the other believed is that the use of e-commerce security is weak, will be less inclined to use e-commerce. In other words, if he lower the health level of the exchange on the Internet the use of e-commerce will not do.

11. Conclusion

One of the most important uses of the Internet e-commerce that great interest because it is growing considerably faster. Electronic commerce is called to any transaction the buying and selling goods or services is done through computer networks to the Internet. the results indicate e-business benefits and have important economic consequences such as expanding the market prices of resources, create jobs, reduce transaction costs, increasing convenience and ease of living in the community and has an important role in economic growth. E-commerce by providing a supply of information and wide access to business information has increased the competitiveness of manufacturers in one hand and the other power of consumer choice.

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