

Introduction to Electronic Commerce

1



Universidad
Carlos III de Madrid
Grupo SeTI · Dpto. Informática

Electronic (e-) Commerce

Def.:

Activity of offering and contracting products and services via electronic ways, including all actuations which takes place before, while or after concluding the contract, such as:

- Distribution of catalogues
- Delivery of commercial communications
- Electronic payments
- After-sale services (i.e. maintenance)

Electronic Contract

Def.:

Every signed contract with:

offer and acceptance transmitted via electronic equipment, which itself is

- used for data processing and storing and
- connected to a telecommunication network.

E-Commerce: Modalities

- B2B** Business-to-Business
- B2C** Business-to-Customer
- C2C** Customer-to-Customer

- C2C** Consumer-to-Consumer
- B2G** Business-to-Government
- G2C** Government-to-Consumer

E-Government

Def.

Activity of using information and communications technologies in public administrations to provide and improve public services, democratic processes and to reinforce public policies.

- pushing information over the Internet
- two-way communications between the agency and the citizen, a business, or another government agency
- conducting transactions
- governance

m-Commerce, t-Commerce

Def.

M-commerce is any transaction which is initiated and/or completed by using mobile access to computer-mediated networks with the help of an electronic device

T-commerce: television

E-Commerce: B2B

Electronic Data Interchange (EDI)

Emergence: 1980

Standards:

- EE UU: X.12 (ANSI)
- Europa: EDIFACT (UN)

Protocols:

- Proprietary (VAN)
- Internet (VAN or not)

E-Commerce: Commercial Models

- Virtual shop
- Auctions (e-bay)
- Marketplaces

https://www.zarahome.com

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http://www.zarahome.com/shop/gb/en/zara-home/category/Bed+Linen/46852/-1/0/espot_homepage

https://www.zarahome.com

The screenshot shows the Zara Home website's Shopping Guide page. The browser window title is "Zara Home - Shopping Guide". The page header features the "ZARA HOME" logo, the location "United Kingdom", "0 items", and "£0.00". A "View basket" button is visible. Below the header, there is a "Receive our news" section with an email input field and a "Subscribe" button. The main content area is titled "SHOPPING GUIDE" and includes a breadcrumb "Home > Shopping guide". The page is divided into six sections, each with a representative image and a caption: "GENERAL QUESTIONS" (a dark vase), "PURCHASING PROCESS" (a hand cursor over a woven mat), "PAYMENT" (a Visa card in a cork holder), "DELIVERY" (a dark vase with a stylized logo), "RETURNS" (a glass with a circular arrow logo), and "TECHNOLOGY" (interlocking gears). A left sidebar contains a navigation menu with categories like "BEDROOM", "BATHROOM", "TABLEWARE", etc., and a search bar. The footer includes links for "Catalogue", "Shop finder", "Gift Card", "Professional opportunities", and "Contact", along with language options: "English · Português · Français · Deutsch · Italiano · Español". The browser's address bar shows the URL "http://www.zarahome.com/shop/gb/en/zara-home/shopping-guide/2".

Def.: Marketplace

- Intermediary of goods and services in Internet between a community of numerous salespersons and buyers.
- Ideally, independent of both.

https://checkout.google.com/buyer/tour.html

The screenshot shows a Mozilla Firefox browser window displaying the Google Checkout website. The address bar shows the URL: <https://www.google.com/accounts/ServiceLogin?service=sier>. The page content includes:

- Google checkout** logo and a [Browse stores >](#) link.
- Change Language:** English (dropdown menu).
- Buy with Google Checkout** section:
 - Shop faster and safer online with Google Checkout™.
 - Use one login everywhere.** With Google Checkout you can quickly and easily buy from stores across the web and track all your orders and delivery information in one place.
 - Shop with confidence.** Our fraud protection policy covers you against unauthorised purchases made through Google Checkout, and we don't share your purchase history or full card number with sellers.
 - Control spam.** You can keep your email address confidential, and easily turn off unwanted emails from stores where you use Google Checkout.
- Sell with Google Checkout** section:
 - Sell more, spend less: Google Checkout is a new way to accept payments for your online store that helps you achieve both.
 - More leads.** Shoppers who see the Google Checkout badge on your AdWords ads will know shopping is fast and secure.
 - More conversions.** A fast, secure checkout process means shoppers are more likely to complete purchases with you.
 - Free fraud protection.** Our fraud prevention tools stop invalid orders from reaching you. And our payment guarantee policy helps protect you from chargebacks.
- Sign in to Google Checkout with your Google Account** form:
 - Email:
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 -
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- Footer: ©2009 Google
- Bottom status bar: Done | www.google.com

Web Location

- In the merchant's facilities, with or without negotiated services
- Hosting: in Internet Service Providers (ISP) facilities (several levels and types of services)

Analysis of ITC and e-commerce in Spanish companies (2008)

Tecnologías de la Información y las Comunicaciones en la empresa española 2008. Departamento de Estudios del Observatorio Nacional de las Telecomunicaciones y de la Sociedad de la Información (ONTSI) de la Entidad Pública Empresarial Red.es (link)

<http://www.ontsi.red.es/empresas/articles/id/3253/las-tecnologias-la-informacion-comunicacion-la-empresa-espanola-2008.html>

[DOWNLOAD THE REPORT (OR THE MORE RECENT VERSION AVAILABLE) AND HAVE A LOOK AT IT]

Analysis of ITC and e-commerce in Spanish companies (2008)

Interesting facts:

- Sales in B2C
- Companies that sell/buy via electronic means [e-commerce] (% total companies)

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E-commerce back in fashion with investors

By Tim Bradshaw
Published: July 9 2009 23:16 | Last updated: July 9 2009 23:16

Ten years after the first dotcom boom, digital media investors have come full circle: e-commerce is again the buzzword on the lips of London's venture capital community.

When it comes to spotting the dotcom stars of the future, they are once again turning their attention to companies that sell goods or services, rather than those that hope to make money from advertising.

Revenues from social networking sites such as **Twitter** and **Facebook** are still lagging behind the rapid growth in their user bases, and even the mighty **Google** is still **working out** how to extract the most value from its \$1.65bn (£1bn) **acquisition of YouTube**. While e-commerce might sound a little dated, for investors it offers the comfort of a familiar business model – selling things for more than they cost to make.

"People have a perception that e-commerce has been done but it's just starting," says Fred Destin, partner at venture capitalist Atlas Venture. He predicts the rise of "super-niche, high-quality sites" that sell a much greater range of products or services in their chosen niches than the high street could offer.

In addition, "the web gives people the ability to deliver a much more personalised experience", says Saul Klein, partner at Index Ventures.

Popular second-generation e-commerce sites include **Richard Moross' Moo.com**, which prints individually customised business and greeting cards, and **Glasses Direct**, which is exploiting the untapped market for


EDITOR'S CHOICE

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Shop Direct Group
Buying Director - Retail

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Analysis of ITC and e-commerce in Spanish companies (2008)

More interesting facts:

- % Buyers over Internet users
 - Profile of the buying Internet users
 - Reasons for buying the first time(%)
 - Place to buy in Internet (% over buying internet users)
 - Payment method (% over buying internet users)
 - Activity sectors (%)
 - Problems when buying
 - Desired improvements for future purchases (%)
-

Analysis of ITC and e-commerce in Spanish companies (2008)

More interesting facts:

- Products/services purchased through mobile phone (% Internet users)
 - E-banking users (% buying Internet users)
 - Buying Internet users in 2007 or before (%)
 - Reasons for not buying (% non buying Internet users)
 - Factors influencing future purchases via Internet (% non buying Internet users)
 - Reasons for not buying (% buying Internet users that didn't buy in 2007)
 - Requirements for buying again (% buying Internet users that didn't buy in 2007)
-

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http://www.ecommercetimes.com/story/68106.html

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The Future of E-commerce Road steps and research on Web 2.0
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September 17, 2009 12:06:21 AM

EXPERT ADVICE

E-Commerce Innovations - What's Now and What's Next

By Pete Sheldon
E-Commerce Times
09/14/09 4:00 AM PT

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If you're unsure which cutting-edge e-commerce innovations are right for your operation, plan, test and evaluate results -- and then move forward. Don't let that uncertainty bog you down. Take a look at what real-world retailers are doing, and figure out how to go them one better online. Better yet, offer customers something they could never hope to find in a brick-and-mortar store.

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Success is just a matter of knowing the right "secrets." Download the free eBook, "The Edge of Success: 9 Building Blocks to Double Your Sales." You will discover the fastest, most effective ways to grow your business and still have time to live your life.

Just as the evolution of the speed-skating boot set new standards for the sport, innovation in today's constantly evolving e-commerce landscape has worked as a catalyst to move it forward. E-commerce practitioners from all industries need to be ready to step up and embrace innovation as a means of staying ahead of the game.

For retailers looking to implement a first-generation e-commerce solution or replace existing systems, there are a number of cutting-edge products available. Determining which of these will drive revenue growth can be tricky to even the most experienced e-commerce practitioner, and it is wise to consider innovation as not only a tactile product but also as business process.

This article will explore nine such innovative advancements, both tactile and process-driven, that are present in today's interactive sphere, in the context of companies that have employed them.

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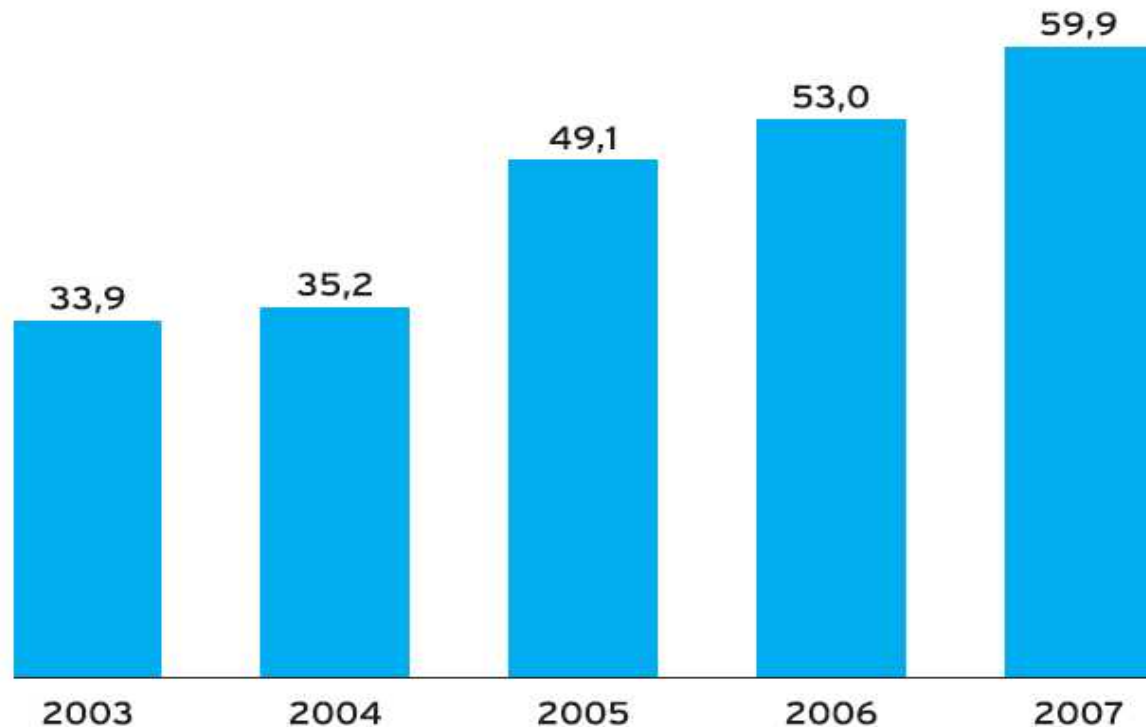


Trust seals

Def.

Seal awarded by proprietary companies to business web sites to display in an attempt to boost consumer confidence

Influence of trust seals in Internet purchases (% buying Internet users)



Trust seals

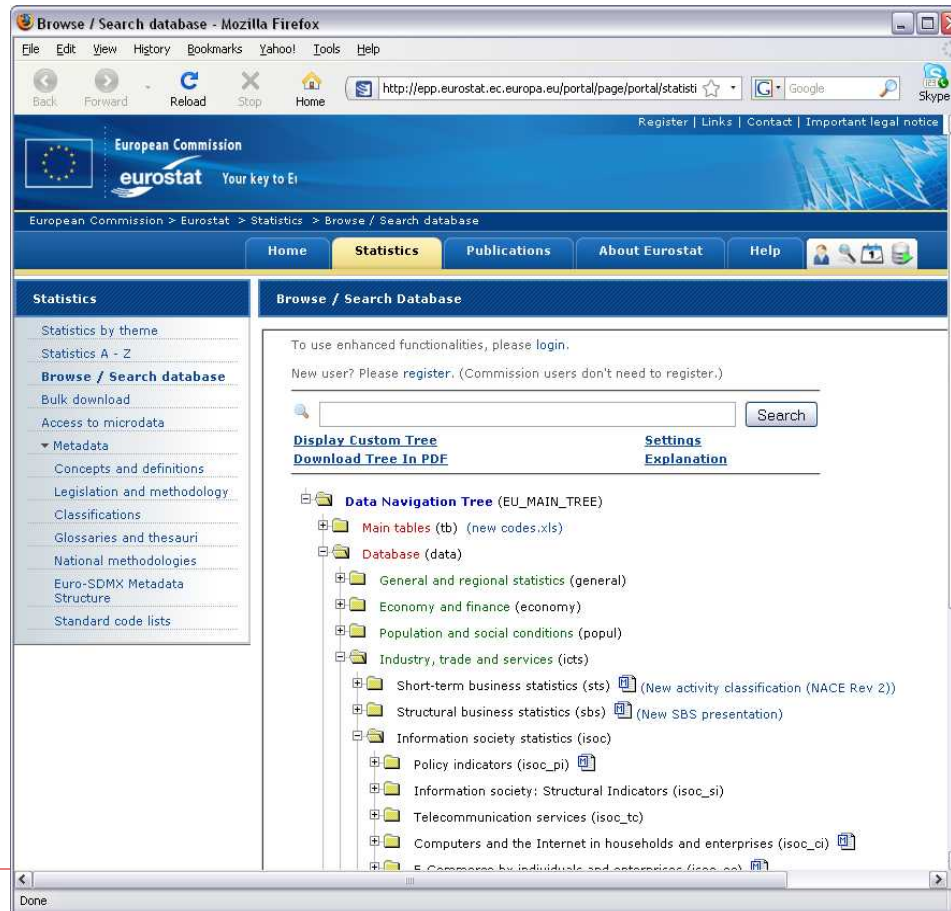


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- TRUSTe privacy seals help thousands of businesses promote online safety and trust, and guide consumers to Web sites that protect their privacy online
- Companies can choose from
 - privacy and security certification
 - compliance services (the Web Privacy Seal, the EU Safe Harbor Privacy Seal and the COPPA Kid's Seal Program)
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- Millions of internet users work, play and click with confidence on Web sites that rely on TRUSTe's online privacy services, including top-fifty sites like Yahoo, Facebook, Microsoft, PayPal, IBM, eBay, AOL, Disney, New York Times, Comcast and Apple.

European statistics

http://epp.eurostat.ec.europa.eu/portal/page/portal/statistics/search_database

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Spam

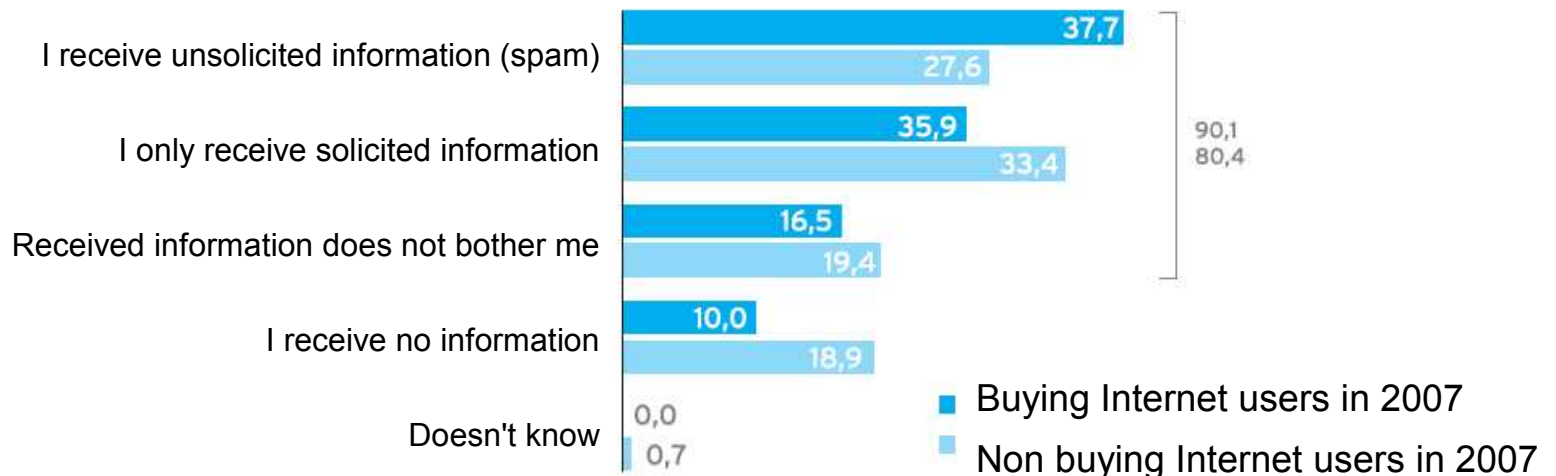
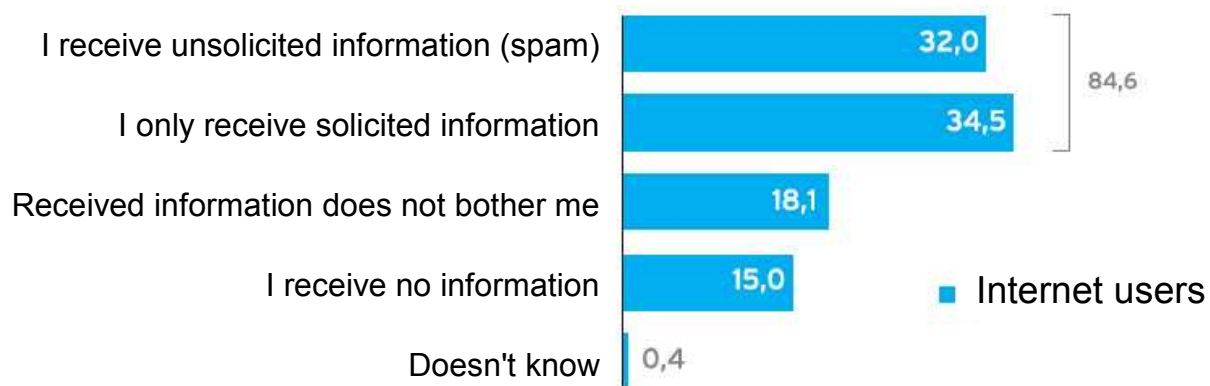
Also: junk mail

Def.:

Every type of unsolicited electronic communication.

- Spam is generally e-mail advertising for some product sent to a mailing list or newsgroup.
- Spam wants to offer, commercialize or wake interest on a product, service or company.

Do you receive product or service information through e-mail? (%)



Spam

Opt-out

- All bulk email sent to recipients who have not expressly registered permission for their addresses to be placed on the specific mailing list.

Opt-In

- Also known as "Confirmed Opt-in" or "Verified Opt-in". The Recipient has verifiably confirmed permission for the address to be included on the specific mailing list, by confirming (responding to) the list subscription request verification.

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Asia	168 Million Email Address
China(PRC)	80 Million Email Address
HongKong	3.25 Million Email Address
TaiWan	2.25 Million Email Address
Japan	27 Million Email Address
Australia	6 Million Email Address
Canda	10 Million Email Address
Russia	38 Million Email Address
England	12 Million Email Address
German	20 Million Email Address
France	38 Million Email Address
India	12 Million Email Address
other Country or Area	

Category Name total emails

Apparel, Fashion, Textiles and Leather	4,654,565
Automobile & Transportation	6,547,845
Business Services	6,366,344

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Imagine emailing 500,000 recipients and 1 out of every 1000 orders your product, that's 500 new orders!

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 - * 100% Spam free, rest assured you will not be accused of spamming
 - * Almost all of our emails are sent to valid email addresses
 - * No software required, we do all the mailing from our own server
 - * Don't be fooled in signing up with similar sites offering services that cannot compare to ours
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Thank you!

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Tagged.com to Get Slapped With Lawsuit

By Verena Dobnik AP 07/10/09 9:20 AM PT

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Tagged.com boasts that it ranks as the third-largest social networking site with 80 million members, but New York Attorney General Andrew Cuomo says most of them were acquired through fraudulent activities. Cuomo intends to sue the company for deceptive marketing and invasions of privacy.

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Akamai understands that customers want custom content -- and they want it fast. This Forrester Research white paper uncovers critical measures that can ensure a rich and responsive experience coupled with dynamic content, all without sacrificing page-loading speed. Download your copy today.

New York's attorney general charged Thursday that Tagged.com stole the identities of more than 60 million Internet users worldwide -- by sending emails that raided their private accounts.

Andrew Cuomo said he plans to sue the social networking Web site for deceptive marketing and invasion of privacy.

"This company stole the address books and identities of millions of people," Cuomo said in a statement. "Consumers had their privacy invaded and were forced into the embarrassing position of having to apologize to all their email contacts for Tagged's unethical -- and illegal -- behavior."

Photo Ruse

Started in 2004 by Harvard math students Greg Tseng and Johann Schleier-Smith, Tagged calls itself a "premier social-networking destination." The California-based company claims

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SPAM

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September 16, 2009 11:55:54 PM

Critics Smell Spam in White House Healthcare Email Effort

By Erika Morphy
E-Commerce Times
08/17/09 12:09 PM PT

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The White House has emailed thousands of messages to Americans detailing its stance on the contentious issue of healthcare reform, but some recipients say the messages were unsolicited. Critics are questioning whether the White House used address-gathering tactics similar to those employed by spammers.

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Success is just a matter of knowing the right "secrets." Download the free eBook, "The Edge of Success: 9 Building Blocks to Double Your Sales." You will discover the fastest, most effective ways to grow your business and still have time to live your life.

It is surprising -- albeit perhaps inevitable -- that the Obama Administration, which so ably navigated the Internet and Web 2.0 technologies during its presidential campaign, has stumbled using those same tools now that it is in office [W](#).


The White House has received a large number of complaints from people who say that they have received unsolicited emails about the ongoing debate over healthcare [r](#) reform.


This most recent outcry follows an earlier controversy in which Obama spokespeople asked for "fishy" emails about healthcare reform to be forwarded to flag@whitehouse.gov.


The White House said it set up that account -- which apparently is now disabled -- in order to set straight rumors circulating about the various proposals. Critics, though, claimed a different motivation, however: that the government was collecting email addresses, including those in the email chain, to keep track of protestors.

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SPAM

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September 16, 2009 11:58:48 PM

Suckers for Spam: When Will They Ever Learn?

By Jack M. Germain
E-Commerce Times
12/03/08 4:00 AM PT

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Just about everyone on the Internet hates spam. Yet spam lives on. How has such a universally despised phenomenon still managed to attract scammers, hackers and annoying hucksters who use it as a means to carry out business? Mostly, it's because enough people just keep clicking.

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Akamai understands that customers want custom content -- and they want it fast. This Forrester Research white paper uncovers critical measures that can ensure a rich and responsive experience coupled with dynamic content, all without sacrificing page-loading speed. Download your copy today.

The old adage about a sucker being born every minute is no less true among respondents to spam. Dishonest people have always been trying to make a fast buck by duping others into confidence scams, and the Web has give those people an easy way to communicate with more potential marks. However, modern-day scam artists may be capable of making a faster buck from a lot fewer suckers.

A recent study on spamming operations conducted by computer scientists from the University of California in Berkeley (Cal) and San Diego (UCSD) showed that spammers only need a response from one sucker out of every 12.5 million e-mails sent, usually by way of botnets and malware-infected computers. The study concluded that even a small response rate to a spam message can generate windfall profits.

"Spam works because suckers are still born every minute. People still pursue the dream of being somebody they are not. The want to acquire wealth they'll never get. The method for delivering the message is changed. That's all," Brad Gross, attorney in the Law Business Technology Practice Group and partner in the law firm of Becker & Poliakoff, told the E-Commerce Times.

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