

Generalizing Enabling Technology Characteristics for Gratifying the Success of Ecommerce Models

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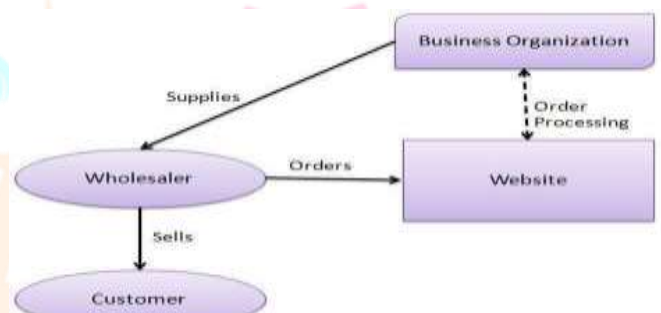
Abstract “Ecommerce “as the name suggests Electronic Commerce has developed and is developing with the advent of the most enabling technology. The paper generalizes the most important characteristics of the technology which boost the architecture of the Ecommerce Models. The paper explains about the various segments of the Ecommerce in terms on e-Marketing, e-Security, e-Payment by profiling the software capability to achieve the concerned importance of segments, in terms of the Ecommerce models. The paper stands for the comparative study of the technology for the success of the Ecommerce models, and explains about the drawbacks and the advantage of using the fortified technology.

Technology plays its important part in the satisfying the Customer, Marketing, Promotion, Searching, Offer, Product, Basket, Order, Account. The Ecommerce working has become more easier because of the usage of technology at both the end.

Key Words: B2B, B2C,

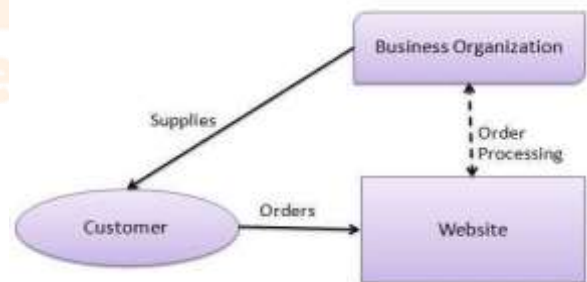
Ecommerce 1. B2B Model

Website following B2B business model sells its product to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product at wholesaler's retail outlet.

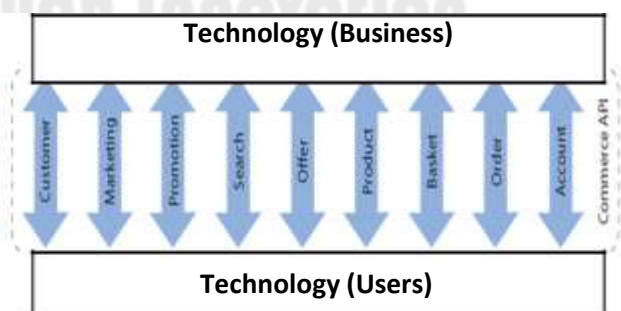


2 .B2C Model

In B2C model, business Website is a place where all transactions take place between a business organization and consumer directly.



3. Support of Technology in E-Commerce



4. Technology used for B2B

1. Website
2. Email
3. Tradeshow
4. Live in person event
5. Social Event
6. Print Media
7. Blogs
8. Organic Search
9. Online directories
10. Online Display Ads

5. Technology used for B2C

Technologies in term of marketing are:

1. Web analytics
2. Email Marketing Platform
3. Web Content Management
4. CRM
5. HTML Editor
6. Blogging Software Solution
7. Search Engine Marketing Software Solution
8. Marketing Automation

6. Programming language for B2B and B2C:

6.1 Server –side Programming:

PHP: **PHP** is a server-side scripting language designed for web development but also used as a general-purpose programming language. Originally created by Rasmus Lerdorf in 1994, the **PHP** reference implementation is now produced by The **PHP** Group.

Advantages:

1. Open Source
2. Cross-Platform
3. Power
4. User Friendly
5. Extensions
6. Easy Deployments

JSP:

Java Server Pages (JSP) is a technology for developing web pages that support dynamic content which helps developers insert java code in HTML pages by making use of special JSP tags, most of which start with <% and end with %>.

Advantages:

1. Easy to program
2. Write once run any where
3. Embedding HTML

6.2 Client-Side Programming

JavaScript: it is a high-level, dynamic, untyped, and interpreted programming language. It has been standardized in the ECMA Script language specification. Alongside HTML and CSS, it is one of the three essential technologies of World Wide Web content production; the majority of websites employ it and it is supported by all modern web browsers without plug-ins. JavaScript is prototype-based with first-class functions, making it a multi-paradigm language, supporting object-oriented, imperative, and functional programming styles.

Advantages:

1. Speed
2. Simplicity
3. Versatility
4. Server Load

Python: It is a widely used general-purpose, high-level programming language. Its design philosophy emphasizes code readability, and its syntax allows programmers to express concepts in fewer lines of code than would be possible in languages such as C++ or Java. The language provides constructs intended to enable clear programs on both a small and large scale.

Advantages:

1. Compact
2. Readable
3. Automatic broadcasting
4. Simple and Elegant
5. Free and Open
6. Wide variety of choices

7. CONCLUSIONS

The technology is the back bone for the Ecommerce to happen .The best technology with the best features helps the Ecommerce model more reliable and customized.

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