New Perspectives On E-commerce: Comprehensive

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Thus, electronic commerce is a strategic perspective that all firms must adopt, both in the ... facilitate change and your understanding of how the new economy operates.
Electronic commerce is an emerging model of new selling and merchandising tools in which buyers are able to participate in all phases of a purchase decision, while stepping through those processes electronically rather than in a physical store or by phone (with a physical catalogue). The processes in electronic commerce include enabling a customer to access product information, select items to purchase, purchase items securely, and have the purchase settled financially. 1. Communications Perspective. EC is the delivery of information, products/services, or payments over the telephone lines, computer networks or any other electronic means. E-Commerce takes place between companies, between companies and their customers, or between companies and public administrations. From a technology perspective, on the small screen, discovery of the right products as well as payments present 2 key challenges as well as opportunities. Whoever can solve these challenges faster and in a sustainable manner, can challenge the status quo in e-commerce markets.

Ambrish Bajaj Head of Mobile, Jabong. E-commerce sites such as CouponDunia have also started to gain commission from brands on redemption of their free coupons offered by the site. The affiliate websites of price comparison, cash-back offers, discount coupons, etc. which are estimated to account for 8% of e-commerce sales in India, furthermore gain significant commissions from other e-commerce sites such as Flipkart, Amazon, Snapdeal to help drive traffic to these sites.