Introduction To Electronic Commerce 3rd Edition

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this textbook is designed to teach a first course in information technology it to all undergraduate students in view of the all pervasive nature of it in today s world a decision has been taken by many universities to introduce it as a compulsory core course to all bachelor s degree students regardless of their specialisation this book is intended for such a course the approach taken in this book is to emphasize the fundamental science of information technology rather than a cook book of skills skills can be learnt easily by practice with a computer and by using instructions given in simple web lessons that have been cited in the references the book defines information technology as the technology that is used to acquire store organize process and disseminate processed data namely information the unique aspect of the book is to examine processing all types of data numbers text images audio and video data as it is a rapidly changing field we have taken the approach to emphasize reasonably stable fundamental concepts on which the technology is built a unique feature of the book is the discussion of topics such as image audio and video compression technologies from first

principles we have also described the latest technologies such as e wallets and cloud computing the book is suitable for all bachelor s degree students in science arts computer applications and commerce it is also useful for general reading to learn about it and its latest trends those who are curious to know the principles used to design jpg mp3 and mpeg4 compression the image formats bmp tiff gif png and jpg search engines payment systems such as bhim and paytm and cloud computing to mention a few of the technologies discussed will find this book useful key features provides comprehensive coverage of all basic concepts of it from first principles explains acquisition compression storage organization processing and dis semination of multimedia data simple explanation of mp3 jpg and mpeg4 compression explains how computer networks and the internet work and their applications covers business data processing world wide e commerce and it laws discusses social impacts of it and career opportunities in it and it enabled services designed for self study with every chapter starting with learning objectives and concluding with a comprehensive summary and a large number of exercises

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this book is designed to acquaint the readers with major aspects of e commerce with particular emphasis on technology such as cryptography e payment and mobile payment security the book presents a layered architecture of e commerce systems with six layers the physical layer the bottommost layer described first provides the basic communication infrastructure needed by e commerce the next layer described is the logical layer consisting of local area networks the internet intranet etc which provide connectivity the layer above is the network services layer which provides e mail and world wide applications above this is a very important messaging layer of e commerce which provides facilities for exchanging messages securely using the communication infrastructure here various methods of encryption public key infrastructure and digital signature are discussed it is also explained as to how the messaging layer is used to exchange structured electronic documents using xml the next layer called middleman services layer describes the design of home page of an organization and elaborates various payment services such as credit card e cash smart card etc the topmost layer is on applications namely b2c b2b and c2c e commerce which are defined and described at the beginning of the book as use of mobile phones and mobile network is rapidly increasing a whole chapter is devoted to explain m commerce of special interest are detailed discussions of wireless application protocol security issues and payment methods a complete chapter is also devoted to new developments in multimedia information goods such as e books mp3 compressed audio and digital quality video a unique feature of these goods is the method of delivery which also uses the mobile internet infrastructure finally the legal framework of e commerce provided by the information technology act 2000 and the amended act of 2008 is explained this book with its numerous student friendly features is an ideal text for undergraduate and postgraduate students of computer science and information technology bsc and msc computer applications bca and mca and for undergraduate engineering students of computer science and engineering and information technology besides it would be useful to professionals for quickly understanding the basics of e commerce key features gives detailed discussions of security and payment schemes in e commerce discusses essentials of m commerce technology including wap protocol and mobile security discusses e commerce of multimedia such as e books mp3 audio and video on demand provides learning aids such as chapter summaries over 300 review questions and 350 objective type questions

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this book considers the implications for the domestic and international tax systems of the growth of e commerce it covers a wide variety of activities from discussion of the principles governing direct and indirect taxation to explanation of the implementation and use of e commerce on the part of businesses as well as the application of existing tax principles in this field

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