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Empirical Research for Futuristic E-Commerce Systems: Foundations and Applications Bilgaiyan, Saurabh, Singh, Jagannath, Das, Himansu, 2022-06-24 Recently there has been an increase in the number of e-commerce users. This has caused online shopping to become a new and challenging market for e-commerce vendors. Security, inventory management, reliability, and performance of e-commerce websites are a few of the challenges associated with the rising popularity of e-commerce. On a daily basis, millions of e-commerce transactions are taking place. This generates a huge amount of data that can be used to solve the various challenges of e-commerce. Further study on how this data can be used to address these issues is required to propel businesses forward. Empirical Research for Futuristic E-Commerce Systems: Foundations and Applications shares experiences and research outcomes on all aspects of intelligent software solutions such as machine learning, nature-inspired computing, and data science for business-to-consumer (B2C) e-commerce. By looking at the exponential growth of the e-commerce market and its popularity, this book also focuses on the current issues, solutions, and future possibilities in the B2C model of e-commerce. Covering a range of critical topics such as online shopping, supply chain management, and blockchain, this reference work is ideal for academic scientists, data scientists, software developers, business experts, researchers, scholars, practitioners, academicians, instructors, and students.

Improving E-Commerce Web Applications Through Business Intelligence Techniques Sreedhar, G., 2018-02-02 As the Internet becomes increasingly interconnected with modern society, the transition to online business has developed into a prevalent form of commerce. While there exist various advantages and disadvantages to online business, it plays a major role in contemporary business methods. Improving E-Commerce Web Applications Through Business Intelligence Techniques provides emerging research on the core areas of e-commerce web applications. While highlighting the use of data mining, search engine optimization, and online marketing to advance online business, readers will learn how the role of online commerce is becoming more prevalent in modern business. This book is an important resource for vendors, website developers, online customers, and scholars seeking current research on the development and use of e-commerce.

Online Marketing: Instruments and tactics for crafting online presence Daniel B. Smith, 2023-07-04 The business world we deal in changes dramatically every second. Globalization, new business connections, and partnerships, terrorism, interest rates, research and development, operations, customers' behaviour, and all other problems have a huge impact on doing business. For each entrepreneur, manager, economic environment engenders more opportunities nowadays than never before, but it also makes it more challenging. If you wanted to succeed in growing your business and reaching new markets and potential customers, you would need to develop new skills, especially by using online marketing. After reading this book, you will mainly know: What were the main phases and processes during business environment development? What has changed in customers' behaviour, and how to turn the changes into competitive advantage? How to act in an online environment so as to achieve your goals? Details about the transition from

traditional marketing to online marketing How to assess your company in order to obtain an objective conclusion All you need to know about online marketing How to develop and maintain a website without being a professional How to choose online marketing tools according to your specific business needs and create the best mix Social media marketing Website marketing E mail marketing Search engine marketing Bonus Search engine optimization How to adjust inside online marketing development by using relevant metrics My book comes with an embedded case study which will help you understand how to apply all this theoretical knowledge within your business

Digital Transformation in African SMEs: Emerging Issues and Trends: Volume 3 Mohammed Majeed, Abdul-Razak Abubakari, Awini Gideon, Jayadatta S.,2024-02-16 Digital Transformation in African SMEs Emerging Issues and Trends aims to shed light on the various advantages and drawbacks of the same along with the opportunities and markets that are emerging because of digital transformation This book provides comprehensive insights into the role of electronic commerce in the success of Small and Medium Enterprises SMEs in developing countries with a specific focus on Africa Chapter 1 Chapter 2 explores the nexus between digital transformation and SME performance offering perspectives from developing economies The challenges faced by SMEs in Africa regarding the adoption of Big Data are examined in Chapter 3 Chapter 4 delves into the exploration of email marketing strategies among SMEs Additionally the book covers factors influencing the adoption of Big Data by SMEs in Africa Chapter 5 and investigates the use of technology by SMEs and its impact on the firms Chapter 6 Chapter 7 focuses on key factors and impacts related to the adoption of social media by Small and Medium Enterprises The volume provides information for educators at all levels to obtain a complete understanding of the technology based environment that impacts teaching and commerce It also serves as a resource for policymakers businessmen researchers and university and college students interested in digital transformation in Africa

International Conference on Managing Business Through Web Analytics Soraya Sedkaoui, Mounia Khelifaoui, Rafika Benaichouba, Khalida Mohammed Belkebir, 2022-12-02 This book presents the proceedings of the International Conference on Managing Business through Web Analytics ICMBWA 2021 The conference provides a global forum for sharing knowledge and results in theory methodology and applications of Web Analytics and their role in the formulation and the orientation of businesses strategies The aim of the conference is to provide a platform for researchers and practitioners from both academia and industry to meet and share their works in the field Is an excellent resource for scholars experts and industrial in the fields represented as well as Ph D students seeking an entryway into current research in data analytics Web analytics machine learning algorithms and their various applications within businesses

PROCEEDINGS OF INTERNATIONAL CONFERENCE ON COMPUTER SCIENCE AND COMMUNICATION ENGINEERING Dr. Arimanda Vara Prasad Reddy, Dr. Arimanda Vijaya Sarada Reddy, Sri Arimanda Siddharth Reddy, Dr. J B V Subrahmanyam, Dr. Y. David Solomon Raju, It is with great pride and enthusiasm that we present the proceedings of the First International Conference on Computer Science and Communication Engineering organized by Holy Mary Institute of

Technology and Science Hyderabad This conference marks a significant milestone in our commitment to advancing innovation research and collaboration in the ever evolving domains of computer science and communication technologies In an era where digital transformation is rapidly redefining the global landscape fields such as Artificial Intelligence AI and Machine Learning ML have emerged as powerful drivers of sustainable progress From smart energy systems and intelligent healthcare solutions to advancements in agriculture and environmental conservation these technologies offer immense potential to address the critical challenges of our time This conference has provided a vibrant platform for researchers academicians industry leaders and students from across the globe to come together share knowledge and explore novel applications of AI ML and communication engineering aimed at sustainable development The overwhelming response and the diversity of contributions reflect the growing significance and global interest in these areas The range of topics featured in this volume showcases not only the depth of academic and practical research but also the spirit of innovation and collaboration that underpins this conference Each paper represents a step forward in our shared pursuit of technological solutions for a better more sustainable world We extend our sincere gratitude to all the keynote speakers session chairs reviewers authors and participants for their valuable contributions A special word of thanks goes to the organizing committee sponsors and dedicated volunteers whose tireless efforts have made this event a resounding success As you explore the proceedings we hope that the ideas and collaborations born from this conference will continue to inspire impactful research and foster long term partnerships for a future that is both technologically advanced and environmentally responsible

Organizing Committee ICCSCE 2025 Innovations in Computer Science and Engineering H. S. Saini,Rishi Sayal,A. Govardhan,Rajkumar Buyya,2021-04-23 This book features a collection of high quality peer reviewed research papers presented at the 8th International Conference on Innovations in Computer Science Engineering ICICSE 2020 held at Guru Nanak Institutions Hyderabad India on 28 29 August 2020 It covers the latest research in data science and analytics cloud computing machine learning data mining big data and analytics information security and privacy wireless and sensor networks and IoT applications artificial intelligence expert systems natural language processing image processing computer vision and artificial neural networks

Handbook of Research on Digitalization Solutions for Social and Economic Needs Pettinger, Richard,Gupta, Brij B.,Roja, Alexandru,Cozmiuc, Diana,2023-02-27 Digital solutions are sufficiently versatile and agile to shape business processes and enterprise architecture answer the COVID 19 crisis solve climate change temper political conflict generate new employment operating models and solve health issues These solutions benefit businesses as an integral part of the economy and society and therefore must be studied further to ensure they are utilized appropriately The Handbook of Research on Digitalization Solutions for Social and Economic Needs introduces the agile operating model that has triggered digital transformation and the plethora of ways it has become of practical use recently The book also argues the business rationale of digitalization Covering key topics such as innovation sustainability and

business transformation this major reference work is ideal for business owners managers computer scientists industry professionals researchers scholars academicians librarians policymakers practitioners educators and students

Learning

Magento 2 Administration Bret Williams, Cyndi Williams, 2016-05-31 Maximize the power of Magento 2 to improve your e-commerce business About This Book Strategic planning for maximizing your Magento 2 store s operations and sales Important guidelines and advice for optimizing your Magento 2 store Packed with screenshots and step by step instructions to leverage the hundreds of Magento 2 features Who This Book Is For This guide is for store owners who use Magento 2 on a daily basis to operate their online stores Proprietors will use this guide as a reference for ensuring that they are utilizing the full power of Magento 2 Developers and solution providers will find this guide a helpful tool in identifying opportunities to help their clients navigate the complexity of Magento 2 What You Will Learn Strategies for creating multiple stores within a single Magento installation Use of complex product types such as bundles downloadables and virtual products Configuring payments shipping and taxes Accommodating multiple languages and currencies Installing and configuring themes Managing content and search engine optimization Creating promotions up sells and cross sells Leveraging the customer relationship features of Magento 2 Securing and optimizing your installation In Detail Magento 2 has been completely re written and re designed to take the world s most popular open source e-commerce platform to new heights of productivity and usability With this overhaul comes improved opportunities to leverage the world s most successful open source e-commerce platform for your online retail and wholesale business The focus of this book is on operational aspects those actions you as a proprietor can take to give your customers a more delightful shopping experience In this guide we delve into all aspects of managing a Magento 2 store from product creation to marketing customer management to search engine optimization This book is not only a step by step course in setting up your Magento 2 website it will be a handy reference as continue to improve and refine your online presence Style and approach A step by step guide where it takes the reader from the planning step all the way through launching a new Magento powered store by building on the initial sample data included in a default Magento 2 installation Along the way we explore using discrete action steps how to leverage the full power of Magento 2 for both simple and advanced uses Screenshots and step by step instructions not only teach the new Magento store administrator but also serve as a handy reference for the more experienced operators

E-Business and E-Commerce Harvey M. Deitel, Paul J. Deitel, T. R. Nieto, 2001-03-01

E-Commerce and Mobile Commerce Technologies Pandey U.S. & Shukla Saurabh, 2007 Section A Basic Of E Commerce And Its Application 1 Introduction To E Commerce 2 Business Models Of E Commerce 3 B2B E Commerce And Edi 4 Business Applications Of E Commerce Section B Technologies For E Commerce 5 E Commerce Technology 6 Electronic Payment Systems 7 Security Issues In E Commerce 8 Role Of Social Media In E Commerce Industry Section C M Commerce And Its Implementation 9 Mobile Commerce And Wap 10 Mobile Commerce Risk Security And Payments Methods 11 Mobile Money Infrastructure And Fraud Prevention For M Payment

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E-commerce Henry Chan,2001 E commerce involves a range of different computing technologies including networking security programming human computer interface design and database design This book provides a broad approach to the subject through its coverage of key technologies and discussion of how to integrate them *Introduction to E-commerce* Zheng Qin,2010-06-30 Introduction to E commerce discusses the foundations and key aspects of E commerce while focusing on the latest developments in the E commerce industry Practical case studies offer a useful reference for dealing with various issues in E commerce such as latest applications management techniques or psychological methods Dr Zheng Qin is currently Director of the E Commerce Institute of Xi an Jiaotong University He received his PhD from Northwestern Polytechnical University

New Perspectives on E-commerce James T. Perry,Gary P. Schneider,2000 Part of the New Perspectives Series this text provides an excellent introduction to e commerce Using a case based approach students learn the fundamentals of e commerce through real life business scenarios

E Commerce for Entrepreneurs Dr. Sudeshna Chakraborty,Priyanka Tyagi,2021-01-02 Step by step guide to learning the role of E commerce in our economy **KEY FEATURES** Hands on with the concept of E Commerce and E Business Understand the know how of working of E Commerce framework Learn the type of E Payment system and its mechanism Understanding Brand building and Digital Marketing methods **DESCRIPTION** Electronic Commerce E Commerce is a new way of carrying out business transactions through electronic means in general and the Internet environment by supporting this industry in particular has been proving its potential benefits and effective contribution to the socio economic growth As an essential part of the Digital Economy E Commerce plays a key role in opening the door to the 21st century the new era of the knowledge based economy In this book you will understand the basic concepts of E Commerce and E Business The Internet has the broadcasting capability and is a mechanism for information dissemination and a medium for collaboration and interaction between individuals through computers irrespective of geographic locations The motive of this book is to present an introduction to E Commerce and E Banking industry It will cover the key E Banking concepts changing dynamics implementation approaches and management issues in the E Banking industry and Brand building **WHAT YOU WILL LEARN** Understand the different models of E Commerce Get to know more about the various types of Electronic Payment Systems Understand the security issues in Electronic Payment Systems Get familiar with the concept of Electronic banking and Online publishing Understanding how Digital marketing can impact on E Commerce **WHO THIS BOOK IS FOR** This book is for everyone interested in knowing more about E Commerce Existing professionals associated with the E Commerce industry can use this book as a reference guide **TABLE OF CONTENTS** 1 Describe the concept of E commerce and E business 2

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E-Commerce Mamta Bhusry,2005 E-Commerce Parag Diwan,Sunil Sharma,2002-08 This book covers various standards in E commerce e g data communication and data translation There are extensive illustrations on various issues and E commerce models which provide a direction in the process of universal E commerce It is a complete guide to a business manager *Learn E-Commerce* Thanh X Tran,2020-05-05 Tutorial E Commerce for beginners Contents Chapter 1 Overview of Electronic Commerce Chapter 2 E Marketplaces Structures Mechanisms Economics and Impacts Chapter 3 Retailing in Electronic Commerce Products and Services Chapter 4 Consumer Behavior Market Research and Advertisement Chapter 5 B2B E Commerce Selling and Buying in Private E Markets Chapter 6 B2B Exchanges Directories and Other Support Services Chapter 7 E Supply Chains Collaborative Commerce and Corporate Portals Chapter 8 Innovative EC Systems From E Government and E Learning to Consumer to Consumer Commerce Chapter 9 Mobile Computing and Commerce and Pervasive Computing Chapter 10 Dynamic Trading E Auctions Bartering and Negotiations Chapter 11 E Commerce Security

E-Commerce and Mobile Commerce Technologies Kristian Bass,2018-03-07 This book provides you with an in depth introduction to the field of e commerce We focus on concepts that will help you understand and take advantage of the evolving world of opportunity offered by e commerce which is dramatically altering the way business is conducted and driving major shifts in the global economy Chapter 1 and 2 discuss about the basic concepts of e commerce and e business strategy Chapter 3 describes different types of e commerce technology This chapter also tells us about the emerging e commerce technology innovations Chapter 4 depicts various types of e business models and markets Chapter 5 discuss about the mobile electronic commerce Chapter 6 tells about the mobile commerce mobile enterprise solutions and ubiquitous computing Chapter 7 tells about the security parameters used in e commerce and fraud issues and why protection in e commerce is required Chapter 8 depicts payment system used in electronic commerce like smart cards micropayments e checking mobile payments etc Chapter 9 ensures about the E Commerce Regulatory Ethical and Social Environments Electronic commerce and m commerce is a business model in which transactions take place over electronic networks mostly the Internet It includes the process of electronically buying and selling goods services and information Certain EC and m commerce applications such as buying and selling stocks and airline tickets online are reaching maturity some even exceeding non Internet trade volumes However EC and m commerce is not just about buying and selling it also is about electronically communicating collaborating and discovering information It is about e learning customer service e government social networks and much more EC and m commerce is having an impact on a significant portion of the world affecting

businesses professions trade and of course people The E-Commerce Book Steffano Korper, Juanita Ellis, 2000-10-24 New in the Second Edition Contains over 60% new material Complete and extensive glossary will be added Complete revision and update of the security chapter reflecting the recent Yahoo experience Strengthened coverage of E Business to Business Increased and redesigned case studies Increased European and international coverage Revised expanded and enhanced illustrations New attractive text design with features such as margin notes Increased size of tables containing website contacts Redesigned cover Contains over 60% new material Complete and extensive glossary will be added Complete revision and update of the security chapter reflecting the recent Yahoo experience Strengthened coverage of E Business to Business Increased and redesigned case studies Increased European and international coverage Revised expanded and enhanced illustrations New attractive text design with features such as margin notes Increased size of tables containing website contacts Redesigned cover

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