

## Review of Book: "E-Business and E-Commerce Management (Strategy, Implementation and Practice)"

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### Introduction

E-Commerce has become global marketplace and a major revolution has taken place during the last few years in the way business is done. E-Commerce provides increased sales and profits because it reduced various expenses related to marketing, promotional material, order processing, customer care, inventory management, information storage, telecommunications etc. There are ample of books available on E-Commerce. This book introduces knowledge about E-commerce and the multiple techniques required for E-business which is strength of the book. This book also covers a lot of ground and caters to diverse individual interests also. In this book review basic of e-commerce with various business strategies and management issues, numerous applicable technology standards and variety of protocols have been highlighted. It reveals a user-friendly approach from basic understanding of e-commerce to the changes taking place in the present scenario. After reading this book thoroughly a novice user can very well understand the processing as well as requirement, different strategies, implementation, benefits, pitfalls and practices of e-commerce.

### Content Organization and Special Features

E-commerce concept has changed a way of doing business in a modern world. It is not just electronic payment on the Internet. There are several application areas in this category; like banking activities, publishing including electronic distribution, sales portals covering sales, marketing, production, management, and distribution. This book has been designed pedagogically to make effective learning by giving exposure of online and offline tools and features. The main objective of this book is to introduce many facts related to e-commerce and gives an idea of current state of the art with reference to e-commerce.

This book contains three parts, wherein first part is about introduction and contains four chapters, second part is about strategy and an application contains five chapters and third part is about implementation and contains three chapters.

In the first chapter Introduction to e-business and e-commerce has been highlighted by specifying real world e-business, managing social media, basic definitions, opportunities and e-business capabilities, associated risk, drivers and barriers for adoption. Second chapter throws

light on marketplace analysis for e-commerce by depicting strategic agility, importance of multi-channel marketplace models, search engines, revenue models and action business models etc. chapter has been ended with case study and analysis. Third chapter portray e-business infrastructure by drawing attention towards technology and timeline of internet, web technology, internet access software applications, protocols, domains, URLs, SaaS (Software as a service) its benefits and challenges, SOA (Service Oriented Architecture) and EDI (Electronic Data Interchange) etc. Chapter has been ended with mobile communication and mobile apps. Fourth chapter talk about e-environment with social and legal factors, privacy trust and legislation in e-commerce with its implication in diversified areas, internet and e-governance with technological innovations and technology assessment approaches to identify emerging technology.

Second part encloses five chapters where Fifth chapter elucidates e-business and e-channel strategies with the help of process model and their analysis by defining vision mission and objectives. This chapter also describes strategy definition and its implementation by discussing its failure and success through case study. Sixth chapter is clarifies the concept of supply chain and value chain management by supporting technology its model and restructuring, e-SCM etc. Seventh chapter is about E-procurement, its types, process, drivers, cost, benefit, barriers with associated risks and its future. Eighth chapter thrash outs E-marketing with its procedural planning, different type of analysis, objectives, strategy and tactics to control it. Ninth chapter emphasizes customer relationship management with its important aspects with technology solution to excel in the market.

Third part is about implementation part in which Tenth chapter discusses about change management with reference to planning, human resource requirement, restructuring of organizational structure, challenges of e-business transformation and self side e-commerce implementation etc. Eleventh chapter talks about analysis and design part with process mapping, workflow management, e-business security and managing computer viruses, hacking and e-mail management with reassuring to customers etc. Twelve chapter is concluding all the concepts with e-business service implementation and optimization by specifying alternatives for acquiring e-business services, creating static

web contents, testing, changeover, deployment planning and various principles for performance management and improvement.

### **Conclusion**

E-commerce applications started in the early 1970s, with innovations as EFT, EDI etc and the extent of the applications was limited to large corporations, financial institutions, and a few daring small businesses, which expanded from financial transactions to other transaction processing and enlarged the participating companies from financial institutions to manufacturers, retailers, services, and so on. In present scenario E-Commerce is playing very essential role in the online business. It offers tempting but economical boost to any business category and has been come forward as one of the best and cheapest intermediate for reaching out to new customers in the online market.

This book has been written in simple and lucid language. It explains various aspects like business strategies, management issues with pertinent technology standards and

protocols in interesting manner. The authors have tried to cover maximum topics related to E-commerce, which enables a business concern or individual to reach the global market. Each chapter of the book follows a narrative format and therefore, the Strength, criticism and application of approaches and concept are dealt with assortment of Experience. The typical reader is assumed to have a background in technological updates through various communication resources like news papers, weekly-monthly magazines etc.

At the end of chapters author has given many case real life examples, web site links to make the concept and its requirement clearer. This book is useful for undergraduate students, postgraduate students, businessman and researchers.

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