



## **E-COMMERCE AND MARKETING MANAGEMENT**

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### **Abstract:**

Electronic business (EC) is conceivably the most encouraging use of data innovation saw as of late. It is altering store network administration and has tremendous potential for assembling, retail and administration operations. The colossal significance of EC has provoked us to keep in touch with this paper. We have endeavored to characterize e-business and look at real EC components that connection hierarchical frameworks. The utilization of EC in assembling, retailing and administration operations is inspected, and a system for portraying EC parts and their part in various regions of an association is proposed. At long last, we condense our discoveries and conclusions. Elsevier Science B.V. All rights held.

**Key Words:** E-Commerce, Implications, Operations Management & Framework

### **Introduction:**

Chaffey et al. (2000) just characterize web promoting as "the utilization of the web and related computerized advances to accomplish showcasing objectives"(12). This definition is a straightforward definition which, dissimilar to the accompanying ones, does not touch the imperative part of client relationship. As indicated by (Kotler and Armstrong, 2012: 508; Kotler et al., 2010: 493) Online showcasing comprises of measures and exercises to advance items and administrations and assemble associations with clients over the Internet. Burrett (2008)

Comprehends web promoting as carefully focusing on clients and motivating them to collaborate with you while they're locked in with the most individual, personal medium ever invented (44). The most exhaustive definition has been explained by Chaffey (2007), he characterizes web promoting as Applying Digital advances which structure online channels (Web, email, databases, in addition to portable/remote and computerized TV) to add to advertising exercises went for accomplishing productive securing and maintenance of clients (inside a multi-channel purchasing procedure and client lifecycle) through enhancing our client learning (of their profiles, conduct, worth and steadfastness drivers), then conveying incorporated focused on interchanges and online administrations that match their individual needs". As this relationship idea definitions show web showcasing rotate around association and building association with clients, a point which separates it from customary, disconnected promoting.

### **Advertising Strategies and E-Commerce:**

A site is exceptionally vital to lead e-commerce. The achievement or disappointment of e-commerce to a more noteworthy broaden is dictated by the setting up of a reasonable site and its advancement to draw in clients from everywhere throughout the world. A site is like customer facing facade. In e-commerce setting, it can be called as virtual retail facade where digital clients visit. A site is fundamentally a progression of pages with connections to different pages or different locales. The pages contain content, flags, illustrations and in some cases sound and video. Site pages are gotten to and transported with the hypertext Transfer Protocol [HTTP], which may alternatively utilize encryption [HTTP Secure, HTTPS] to give security and protection to the client of the site page content. The client's application, frequently a web program, renders the page content as per its HTML markup guidelines onto a presentation terminal. All freely available sites all things considered constitute the World Wide Web. The pages of a site can as a rule be gotten to from a basic Uniform Resource Locator called the landing page. The URLs of the pages compose them into a pecking order, in spite of the fact that hyper connecting between them passes on the peruser's apparent site structure and aides the perusers' route of the site. Some site requires a membership to get to a few or the greater part of their substance. Eg. Scholarly diary destinations, gaming locales long range informal communication locales and so on. The World Wide Web [WWW] was made in 1989 by CERN physicist Tim Berners Lee. On 30th April 1993, CERN declared that the World Wide Web would be allowed to use for anybody.

### **Segments of a Website:**

E-commerce suppliers must accept each open door to pass on their demonstrable skill in their site, items and administrations to their client administration as every will have imperative impact in their prosperity. The imperative segments of a site are as follows:-

- ✓ Landing page this is the primary page of a site. The utilization achieves this page when they indicate the location of a site. It contains joins and these connections help the client to explore the distinctive parts of a site. It demonstrates the name of the organization and other critical subtle elements.

- ✓ Site page a page is utilized to show some particular data with respect to everything or component portrayed in the landing page. The site pages can be gotten to by utilizing joins given as a part of the landing page.
- ✓ Space name It is profoundly fundamental to have an area name for a site. With a specific end goal to set up validity, it is ideal to have our own particular area name and expert web facilitating. Sites facilitated on free servers are not considered important and will endure a genuine loss of business. Guests may feel that the organization don't have even its own particular area and subsequently may not be a dependable organization. They will just take their business somewhere else.
- ✓ Proficient Logo An expert looking logo is a fundamental part of a site. It not just gives an expert appearance to site, however it will likewise empower our guests to perceive brand. The logo ought to be shown in the upper left corner of every page of site.
- ✓ Topic based substance a site ought to concentrate on a particular subject and give an assortment of data that identifies with the subject. Unique substance is constantly best.
- ✓ E-mail catch a site ought to have the capacity to catch email location of potential clients.
- ✓ Security approach we can make our own page on the site called "Protection" and let our guests know precisely how we will utilize the data gathered from them. Such a page ought to contain cautioning to guests with respect to security and protection of data they give.
- ✓ Tributes to build believability, it is ideal to incorporate clients tributes which incorporate client's name, e-mail address and web address.
- ✓ Cash back surety providing the clients with a strong, no danger, cash back certification will expand believability so that it totally evacuates our potential client's danger. This will comfort their brain by building their certainty with our organization and items.
- ✓ Input Potential clients will have numerous inquiries regarding our items and administrations. It is ideal to utilize an input structure for this reason.
- ✓ Duplicate rights it is constantly great to show the copyright data at the base of every page.
- ✓ Join a connection is a connector that makes it conceivable to go to another site page on the webpage or the Internet or to do a reversal to the landing page. A connection has a particular title and headings for use.
- ✓ Pennant a flag is a realistic showcase on a website page generally utilized for publicizing. The standard is normally connected to the promoter's website page.

#### **Idea and Designing Website for E-Commerce:**

Convenience contemplations ought to be of prime significance in the outline of an electronic trade site. The human personality forms new data in view of perceptions and derivations and bit by bit he shapes a theoretical or mental model. The configuration of an e-commerce site fuses exercises, thoughts, phrasing, and relationship that the client must handle when utilizing the site. A calculated model is the premise for client desires. At the point when another client enters an e-commerce site, he rapidly starts to manufacture a calculated model that relates the site to what he definitely knows. A client will see a site as simple to explore and along these lines easy to understand, on the off chance that he can without much of a stretch develop a calculated model of the site, If a site requires a complex reasonable mode, the client sees the site as befuddling or hard to utilize. The test for the site architect is to concoct an outline model and a framework picture that are predictable with the client's model of the site. The reason for a site is to backing and improve the objectives of a business or association. It is not an end in itself. A site ought to be a great deal more than only an online leaflet, and an all around composed site coordinates the accompanying key concepts:-

**1. Data Presentation:** The data ought to be exhibited in such a way, to the point that it ought to advance an agreeable and compelling cooperation between the client and the site. The site designer has numerous approaches to present data from straightforward content to media shows. Choice and utilization of content, representation, video, and sound rely on upon how well clients will react to the data. The look and feel of an e-commerce site ought to be founded on client necessities. Page format and route ought to be as natural and simple as could reasonably be expected. Sound and video used to draw in clients, or created because of client info ought to upgrade the purchasers encounter and not occupy from it. Sound grouping and video show portions ought to be constrained to 20 to 30 seconds. The client ought to have the capacity to cooperate video, sound, activity or other mixed media show. Besides, the over utilization of pictures, sound video can build the time in which a page downloads, which negatively affects ease of use. Shading decisions ought to please to the eye and ought to fortify the client's advantage. Negative complexity ought to be utilized for glimmering patterns- ie, streak a darker closer view on a brighter example.

**2. Great Route and Ease of Use:** Great route and ease of use is another essential idea for a decent site outline. It ought to constantly workable for the guests to explore from one a player in the site to the next effortlessly.

**3. Criticism:** The intuitive cycle between a client and a site is not finished until the site reacts to an order entered by the utilization. Site criticism regularly comprises of an adjustment in the visual or verbal data exhibited to the client. Finished requests ought to be recognized rapidly. This might be finished with an

affirmation or satisfaction page. The measure of time it takes to create and download this page, is a wellspring of aggravation for some e-commerce clients.

**Entryway:**

A Web entryway, otherwise called joins page, presents data from various sources unifiedly. Entries give an approach to ventures to give a steady look and feel with access control and systems for various applications and databases, which generally would have been distinctive elements inside and out. A web entry is a site that gives a passage, or entryway, to different assets on the Internet. Entryways are frequently the principal page when we start up our web program like Netscape Navigator or Internet Explorer. The degree and scope of the entrances are wide and subsequently the term web index is not adequate to portray the multi offerings gave by entries. Eg. Yahoo, MSN, ALO, iGoogle and so forth. Locales recorded as entrances contain the accompanying features:-

- ✓ Search Engine/Directory
- ✓ E-mail Accounts
- ✓ News
- ✓ Sports and Weather

**Sorts of Portals:**

- ✓ Vertical Portal these are web entries which concentrate just on one particular industry, space or vertical. Vertical gateway essentially gives apparatuses, data, articles, exploration and insights on the particular business or vertical. A Vertical data Portal [VIP] is a practices section point to a particular commercial center as well as industry specialty. Eg.i-village- implied for ladies and guru.com for free experts
- ✓ Even entry they are general interest gateways covering an extensive variety of subjects and components, for example, yippee or Google. These are super entries managing in an extensive variety of themes.
- ✓ Venture Resource gateways or corporate entrances It gives customized access to a proper scope of data around a specific organization. Huge partnerships may set up their own particular entrances with a specific end goal to meet their different necessities going from wanting to control of different capacities. At first called Intranet entrances - undertaking entryways existing for the advantage of the organization own workers, this arrangement of advances has created to help and give access to an organization's business accomplices too.
- ✓ B2B entries a gateway that builds up relations and to direct exchanges between carious associations is named as B2B entryways. Expansive volume of business is being embraced through these channels, an organization which keeps up an entryway can acquire benefit in the event that they take an interest in the responsibility for site or charge an exchange expense for business done through the gateway.
- ✓ Application Centric Portals These entryways capacity as a one of entwining back end frameworks to bolster client's application driven business forms. Clients could see the data as read just or ready to make, adjust, erase, terminate data in light of rights and authorizations – however they are basically utilizing the entry to join various applications into one perspective – so that as opposed to opening various diverse applications to drive their business forms they can get to all of them from one point.
- ✓ Content Centric Portals These entrances capacity as one of getting data from a wide assortment of sources and showing that substance to clients in a way that is based upon client's part and divided data needs. These are intended to enhance the entrance to and sharing of data put away inside an association.
- ✓ Learning Portals These entryways build the adequacy of information specialists by giving simple access to data that is important or supportive to them in one or more particular parts. Learning entryways are not simple intranet entries since the previous should give additional usefulness, for example, joint effort administrations, complex data revelation administrations and information map.

**Web Crawlers:**

A web search tool is an Internet based intelligent inquiry gadget that empowers a client to hunt down data on the Internet. Web internet searchers are really database that contain references to a huge number of assets. A web search tool is programming that scours the Internet gathering information about each site and each website page inside a page that it can. The database of most Internet Search Engines contains web records. A web internet searcher gives an interface between the client and database. A web index is intelligent and it requests that a client sort an inquiry string, which might be a word, an expression, a date or some significant thing connected with the data. The hunt starts the seeking operation with these watchwords and keeps looking it goes over a rundown of assets that matches the catchphrase. Numerous internet searchers incorporate directions and tips to look the databases all the more viably.

**Working of Search Engine:**

Internet searchers for the general web don't generally seek the World Wide Web straightforwardly. Every one ventures a database of the full content of website pages chose from the billions of site pages out there

living on servers. When you tap on the connections gave in an internet searcher's indexed lists, you recover from the server the flow rendition of the page. Web indexes databases are chosen and worked by PC robot programs called arachnids. They creep the web in their chase for pages to incorporate. They discover the pages for potential incorporation by taking after the connections in the pages they as of now have in their database. They can't think or sort a URL or use judgment to choose to go gaze something upward and see what's on the web about it. On the off chance that a website page is never connected to in some other page, web index creepy crawlies can't discover it. The main way a fresh out of the box new page – one that no other page – one that no other page has ever connected to – can get into a web crawler is for its URL to be sent by some human to web search tool organizations as a solicitation that the new page be incorporated. All web crawler organizations offer approach. After creepy crawlies discover pages, they pass them on to another PC program for "indexing". This system distinguishes the content, joins and other substance in the page and stores it in the web search tool's databases records so that the database can be sought by catchphrase and whatever more progressed methodologies are offered, and the page will be found if your web search tool coordinates its substance.

A few sorts of pages and connections are barred from most web crawlers by approach. Others are avoided in light of the fact that web crawler creepy crawlies can't get to them. Pages that are prohibited are alluded to as the "Undetectable Web" – what you don't find in web index results. The imperceptible web is assessed to be a few or a greater number of times greater than the unmistakable web. When you enter the catchphrase internet searcher looks at its database and gives a posting of locales that match the inquiry criteria. The hundreds or a huge number of web crawler results are alluded to as Hits. Some prevalent web indexes include:-

- ✓ Google
- ✓ Alta vista
- ✓ Yahoo
- ✓ MSN
- ✓ Ask.com
- ✓ Dogpile
- ✓ Metacrawler
- ✓ Lycos
- ✓ Hotbot

#### **Web Advertising:**

Web promoting is another publicizing medium. Web publicizing or web promoting is a type of advancement that uses the Internet and World Wide Web for the communicated reason for conveying advertising messages to draw in clients. It is a route for retailers to publicize their items and administrations on the web. Promotions can target individuals with specific leisure activities or interests, or they can even concentrate on clients in a particular nation or state. One noteworthy advantage of internet promoting is the prompt distributed of data and substance that is not constrained by geology or time. Another advantage is the proficiency of promoter's venture. Internet publicizing takes into account the customization of commercials, including content and posted sites.

#### **Models of Internet Advertising:**

- ✓ Flag Ads. It shows up as rectangular design close to the highest point of the page. Pennant Ads have been utilized for a long time and are the most prominent type of publicizing on the web.
- ✓ Drifting Ads These advertisements show up when we first go to a website page, and they "coast" over the page for five to 30 seconds. While they are on the screen, they make trouble to our perspective of the page and frequently obstruct the mouse contribution too.
- ✓ Interstitials these are type of ad on the web that shows up between pages that the client demands. These show up as pop-up windows showing a message.
- ✓ Unicast Ads. A unicast promotion is essentially a TV advertisement that keeps running in the program window. It has advanced sound/video content. The advertisements can last anywhere in the range of 10 to 30 seconds
- ✓ Takeover Ads Viewers going by the site will see an extensive advertisement when they first come, and afterward the coherence is kept up by repeating the same message all through the site as flags, side bars or catches.
- ✓ Logical Ads this is a sort of web promoting ordinarily utilized for substance based sites. With relevant publicizing, focused on Ads seem in light of the page's genuine substance
- ✓ Rich Media Ads this is another type of flag publicizing. Standards that are energized, contain sound or video, or simply glimmer, squint or make unusual sounds have a place with this write
- ✓ Advertorials Advertisements appear as site duplicate. Like an infomercial in the way it representations merchandise or administration and after that returns to offer it to you.
- ✓ E-zines It looks like online magazines for the most part covering a point of interest.
- ✓ Pamphlets These are like E-zines, these give more industry related news and organization redesigns.

- ✓ Official statements It gives newsworthy data that can be grabbed for daily papers, magazines and industry related news locales.

**Advantages of Internet Advertising:**

- ✓ Rich substance
- ✓ Less costly
- ✓ Quick overhauling
- ✓ Provides Brand pertinent data
- ✓ Easy accumulation of information
- ✓ Global availability
- ✓ Greater adaptability
- ✓ Better Customer Relation
- ✓ Persuasive Ad
- ✓ Facilitate Purchase Decision

**Shortcoming of Internet Advertising:**

- ✓ Not a substitute for customary Advertising Internet publicizing is not a substitute for conventional promoting models, for example, print promoting and TV promoting. Web publicizing will quickly lose its worth and its effect.
- ✓ Spontaneous in nature Pushing a message at a potential client when it has not been asked for and when the client is the middle of something else on the net will come up short as a noteworthy income hotspot for most web locales.
- ✓ Confusion It implies sending clients to web areas other than the once for which they are looking. Adaptation of confusion much of the time appears as charging organizations for catchphrases and debilitating to occupy their clients to a contender on the off chance that they neglect to pay satisfactorily for watchwords that the client is liable to use in hunt down the organization's items.
- ✓ Development of logical versatile advertisements. At present relevant advertisements conveyed to cell telephones through SMS. This has brought about the decrease of prevalence of Internet publicizing.
- ✓ Messed Appearance Advertising that is disarranged and hard to peruse, and in addition displaying an excess of data at one time, regularly turns viewers off.
- ✓ Not reasonable for all items and administrations Internet publicizing is especially appropriate for items like music and books which can be effectively promoted through long range interpersonal communication locales, for example, face book and My space.
- ✓ Less Dependable Because of vast number of SPAM and spontaneous messages that are conveyed, clients can experience issues to recognize bona fide promoting and false adverts and in this way the reliability of commercials is brought into inquiry.

**Rise of Internet as a Focused Advertising Media:**

Interviews with advertisers uncover that few trust the Internet will change their way to deal with publicizing. Most consider it to be minimal more than a supplement to customary promoting hones, and don't anticipate that it will lessen consumption on communicate and print media or change the structure, evaluating, or conveyance of notices. It is most likely a response to the early kind of Internet and the World Wide Web Internet Advertising will represent a developing extent of general promoting use. Also, promoting – and showcasing as a rule – will receive hones initially created or conveyed on the Internet. As the innovation enhances, the effect of web promoting will increment and get to be less demanding to gauge, and the crevice between the new exact, intelligent showcasing ability and traditional "fizzy" aloof media will broaden. Throughout the following couple of years, promoting offices and customer advertisers will be under weight to change their entire way to deal with showcasing interchanges.

Advertisers will turn out to be more responsible for their outcomes, and they will give careful consideration to building an aggregate client relationship. Offering customers esteem consequently for data will get to be imperative in inspiring their inclinations. Organizations' whole advertising associations will be continuously overhauled to consider collaborations with purchasers the Internet. For advertisement offices, charges in view of results will get to be standard. The financial matters of Internet promoting are liable to make current plans of action old. Traditional publicizing systems, for example, situating, brand quintessence, and corner promoting are a great deal more imperative when promoting on the Internet.

The quality and shortcoming of the medium ought to be considered for publicizing on the net. Web publicizing is constantly less demanding than this present reality promoting. Web flag shows and mass messaging cost nothing. Space for promoting on the Internet can be purchased efficiently. An organization ought to exploit the way that there are such a large number of chances to achieve potential clients, and think of an assorted publicizing technique. They ought to augment hits to sites offering to offer whatever item they advertise. They ought to place references to their item wherever they can. The vast majority of all, publicizing on the Internet ought to fuse an extensive variety of various fields intended to engage diverse conceivable clients.

### **Versatile Commerce:**

Portable trade or M- business alludes to exchanges that are done with the assistance of an electronic gadget like phone. M-commerce is the purchasing and offering of products and administrations through remote handheld gadgets, for example, PDA and Personal Digital Assistants [PDAs] Mobile business is any exchange, including the exchange of possession or rights to utilize merchandise and administrations, which is started and/or finished by utilizing portable access to PC – interceded systems with the assistance of an electronic gadget. Portable trade was conceived in 1997 when the initial two cell telephone empowered Coca Cola candy machines were introduced in the Helsinki region in Finland. They utilize SMS instant messages to send the installment to candy machines. Versatile business has two unmistakable points of interest of adaptability and pervasiveness.

Through this, buyers can direct business exchanges without being settled at a work station or being physically present at the shop. This gives a safe and helpful station to interface the current Visas, check cards or ledgers and complete trade exchanges, including paying post paid bills, energizing paid ahead of time, paying Fixed Line and Broadband Bills, purchasing motion picture or Air tickets, Paying Insurance premiums and a great deal increasingly The mixes of all the more intense cell phones, much imaginative versatile administrators and change in the portable system infrastructure[, for example, 3G and 4G which can convey a lot of information at a rapid as broadband associations accomplish for computer] is setting the phase for a tremendous change in an effectively quick moving area. The cellular telephone without bounds is a gadget that empowers clients to convey, interface, execute and develop. The items and administrations accessible through M-commerce includes:-

- ✓ Mobile ticketing
- ✓ Mobile vouchers, coupons and reliability cards
- ✓ Content buy and conveyance
- ✓ Location based administrations
- ✓ Information administrations
- ✓ Mobile managing an account
- ✓ Mobile business
- ✓ Auctions
- ✓ Mobile buy
- ✓ Mobile promoting and publicizing

### **Conclusion:**

We have analyzed the advancing part of e-business on the operations of makers, retailers, and administration suppliers. A system for portraying EC segments and their part in operations is put forward. For organizations that completely abuse its potential, EC offers the likelihood of leap forward changes: changes that so drastically modify client desires that they reclassify the business sector or make totally new markets. To profit from EC, firms must comprehend its potential, its segments, their own particular organizations, and the organizations of exchanging accomplices. Organizations must concentrate on solid associations and the center items and structure that make EC conceivable. They should characterize, create, and utilize the EC foundation that will enable their business to exploit new business open doors. Improvement of powerful methodologies for accomplishing upper hand through EC will be fundamental for achievement in the 21st century. EC requires generous foundation arranging. Seeking after EC objectives with underpowered equipment furnished with lacking transfer speed, badly considered programming, and no cognizant information administration system is a formula for catastrophe. Base arranging is basic to achievement. A severely outlined framework performs ineffectively, best case scenario and even from a pessimistic standpoint welcomes security issues.

The framework must be outlined with adequate adaptability to take into account versatile change, as will be most likely commanded with the proceeded with advancement of EC. Great base arranging can have the effect in whether future EC advancements make issues or open doors for a business. Verifiably, numerous framework administrations have been furnished by membership with direct month to month accumulated charging. EC empowers different plans of action, for example, quick installment for administrations. Instead of every supplier giving separate client charging, a typical shared charging framework, like the Mastercard affiliations, could be produced. This might be more adaptable and financially savvy and it might diminish credit dangers to suppliers. An important element of EC, client confirmation to avoid misrepresentation, has a noteworthy burden for clients with the loss of protection. Validation permits suppliers to log client exercises and information warehousing over an assortment of suppliers and suppliers. Without complete security strategy, the improvement of a dynamic business sector might be smothered. A client care association can protect client namelessness and authorize security approach. Our general surroundings is quickly evolving. The aforementioned issues must be tended to, as must others that exists, or will emerge. The Internet and other EC related advancements can possibly drastically change the routes in which we convey, communicate, get data and diversion, and secure merchandise and administrations. For organizations to survive and thrive in the 21st

century and past, they should create plans of action that give EC the unmistakable quality it merits as a key fixing in business achievement.

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