



Social Networking

الشبكات الاجتماعية

ITMC 413

إعداد

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What is e-commerce?

E-commerce (electronic commerce) refers to the buying and selling of goods and services online. It **includes** any **transactions** between businesses carried out online.



Different Types of e-commerce



1. Business-to-Consumer (B2C).
2. Consumer-to-Business (C2B).
3. Consumer-to-Consumer (C2C).
4. Business-to-Business (B2B).
5. Business-to-Government (B2G).



Advantages of E-Commerce

- E-Commerce can increase sales and decrease costs.
- A firm can use electronic commerce to reach narrow market segments that are widely scattered geographically
- E-Commerce provides buyers with a wider range of choice than traditional commerce

Disadvantages of E-Commerce

- Consumers are still somewhat afraid of sending their credit card numbers over the internet due to the existence of malpractice.
- It is costly in many circumstances.
- The quality and quantity of the product cannot be estimated to its real value.

What is m-commerce?

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as smartphones and tablets.



What are benefits of m-commerce?



1. Ease of Access.
2. Usability.
3. Marketing.
4. Fast Transactions.
5. Helping Traditional Retail Sales.
6. Lower Costs and Higher Productivity.
7. Attracting New Customers.
8. Insightful Data Analytics.

Different Types of Mobile Commerce



1. Mobile shopping.
2. Mobile banking.
3. Mobile payments.
4. Mobile advertising.

Advantages of M-Commerce

- Offers many payment options
- Push advertising, direct marketing.
- More efficient and extensive service offered.
- The Internet is going mobile

Disadvantages of M-Commerce

- Expensive cost
- Larger screens won't be displayed is clear
- Slow speed
- Limited for longer message
- It hard way to fill the data.
- Security is not protected

E-Commerce

M-Commerce

Device	Computers and Laptops (not easy to care)	Mobiles, tablets, PDA's, iPad etc. (easy to care)
History	In 1970's	In 1990's
What is it?	Superset	Subset
Use of internet	Mandatory	Not mandatory
Reach	Narrow i.e. it is available only in those places where there is internet along with electricity.	Broad due to its portability.

TOP Difference Between M-Commerce And E-Commerce

1. Mobility

E-commerce is performed over computers and laptops with internet connections. Such technologies were once marveled at, but with users turning to mobile phones, computers become severely lacking in mobility.

2. Push Notification

Another obvious advantage m-commerce has over e-commerce is the use of push notification on mobile phones. Compared to blasting promotional letters to the email list, push notifications are perceived to be less intrusive.

From a retailer point of view, push notifications are deemed to be more effective the push notification is instantly delivered to the user's mobile phone.



3. Location Tracking

The only metric used to track **e-commerce** shoppers on computers is the IP address. The IP of computers gives a loose indication of the whereabouts of shoppers and is limited in terms of locational advertising strategies.

On the other hand, **m-commerce** leverage on the various positional tracking technologies on the mobile phones of users, such as GPS, WiFi, and cellular connections. The accuracy of the location can be used by retailers to alert users of promotions within their vicinity.

4. Security

According to [Shift Processing](#), credit card frauds increased by 18.5% in 2018 and resulted in a loss of a whopping \$24.26 billion.

The e-commerce platform, which is mostly transacted over credit cards, puts the financial safety of users at stake.

Even without massive breaches of credit card data, the accounts of e-commerce shoppers aren't exactly safe. The security provided by a username and password isn't the best protection against modern-day hackers.

M-commerce, where transactions are conducted over a mobile phone, has the potential to incorporate better security. The use of phone identification as a second layer of security removes the possibility of a fraud committed remotely.

For additional security measures, existing biometrics technologies such as facial recognition or iris-scanning can be introduced as an option in the m-commerce app.

شكراً للمشاركة والاستماع



المثابرون يصلون للقمة
والتميزون يحافظون عليها
أما المبدعون فيصنعون
قماً جديدة