



# Cihan University of Sulaymaniyah

Computer Science Department

## **E-Commerce Lecture 1**



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# ***Introduction to E-Commerce***



One

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# Outlines

- What is E-Commerce
- Unique Features of E-Commerce
- Major Trends in E-Commerce Technology 2024
- Types of E-Commerce
- History of E-Commerce
- The Advantages of E-Commerce
- The Disadvantages of E-Commerce

# What is E-Commerce

- E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.



# Unique Features of E-Commerce

- Ubiquity
- Global Reach
- Universal Standards
- Information Richness
- Interactivity
- Information Density
- Personalization and Customization
- Social Technology



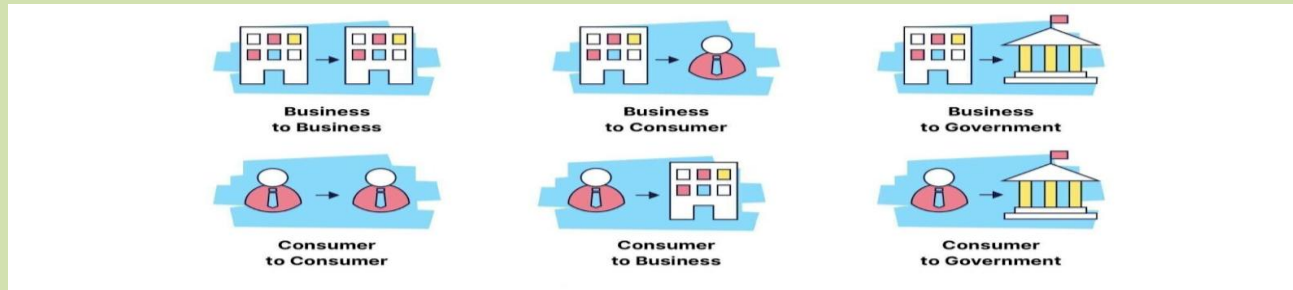
# Major Trends in E-Commerce Technology 2024

- Mobile Commerce (M-Commerce)
- Personalisation & Artificial Intelligence (AI)
- Voice Commerce
- Augmented Reality (AR) & Virtual Reality (VR)
- Chatbots & Conversational Commerce
- Enhanced Product Content
- Same-Day & On-Demand Delivery



# Types of E-Commerce

- **Business-to-Consumer (B2C)** refers to transactions conducted between businesses and individual consumers.
- **Business-to-Business (B2B)** involves selling products or services to other businesses.
- **Business-to-Government (B2G)** involves selling products to government organizations or public administrations.
- **Consumer-to-Consumer (C2C)** describes business transactions involving two or more consumers.
- **Consumer-to-Business (C2B)** involves consumers selling goods and services to companies.
- **Consumer-to-Government (C2G)** describes transactions between consumers and government agencies.



## Types of E-Commerce (Cont.)

- **Social Commerce** combines e-commerce with social media platforms.
- **Digital Goods and Services** focuses on the sale of digital products or services that can be downloaded or accessed online.
- **Cross-Border E-Commerce** involves international transactions, where businesses sell products or services to customers in other countries.

# History of E-Commerce

## ○ Early Developments (1960s–1980s)

- **1960s:** The concept of electronic data interchange (EDI) emerges, allowing businesses to exchange standardized electronic documents.
- **1970s:** Electronic funds transfer (EFT) systems are introduced, enabling electronic money transfers between banks.

## ○ Rise of the Internet (1990s)

- **1991:** The World Wide Web is introduced by Tim Berners-Lee.
- **1994:** Jeff Bezos founds Amazon.com as an online bookstore.
- **1995:** eBay is launched as an online auction platform.
- **1998:** PayPal is founded, revolutionizing online payments.

# History of E-Commerce (Cont.)

- **Dot-com Boom and Bust (Late 1990s–2000s)**
  - **1999:** Alibaba is founded by Jack Ma in China.
  - **2000:** The dot-com bubble bursts, leading to the collapse of many internet-based companies and a decline in investor confidence.
- **E-commerce Resurgence and Expansion (2000s–2010s)**
  - **2003:** Shopify is launched as an e-commerce platform.
  - **2005:** YouTube is founded, allowing users to share and view video content.
  - **2006:** Amazon launches Amazon Web Services (AWS), providing cloud computing services to businesses and developers.
  - **2007:** The iPhone is released, introducing mobile commerce and sparking the growth of mobile shopping.

# History of E-Commerce (Cont.)

## ○ Modern Era and Ongoing Evolution (2010s–present)

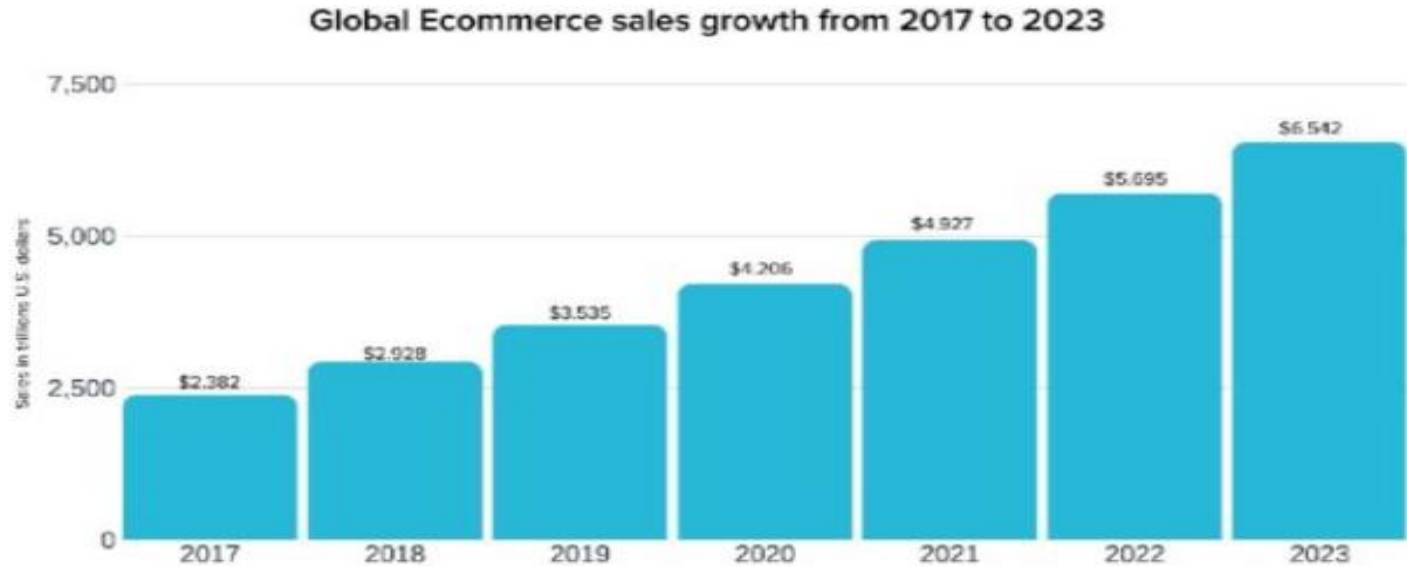
- **2010:** Instagram introduces shoppable posts, enabling businesses to tag products for direct purchasing.
- **2014:** Alibaba has the largest initial public offering (IPO) in history, raising \$25 billion.
- **2020:** The COVID-19 pandemic accelerates the growth of e-commerce as online shopping surges due to lockdowns and social distancing measures.



# E-commerce as Percentage of Total Retail Sales Worldwide From 2015 To 2027



# Global E-Commerce Sales Growth 2017–2023



# The Advantages of E-Commerce

- Faster buying process
- Store and product listing creation
- Cost reduction
- Affordable advertising and marketing
- Flexibility for customers
- No reach limitations
- Product and price comparison
- Faster response to buyer/market demands
- Several payment modes
- Enables easy exports

# The Disadvantages of E-Commerce

- Huge technological cost
- Security
- Employee cost
- Huge advertising cost
- High shipping cost
- Cost of packaging
- Warehousing cost
- Marketing cost
- Complicated e-commerce policies

# **Thank you for your attention!**

For further assistance, please find me at  
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