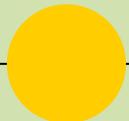




Cihan University of Sulaymaniyah

Computer Science Department

E-Commerce Lecture 1



By
Sherko H. Murad

Introduction to E-Commerce

One

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



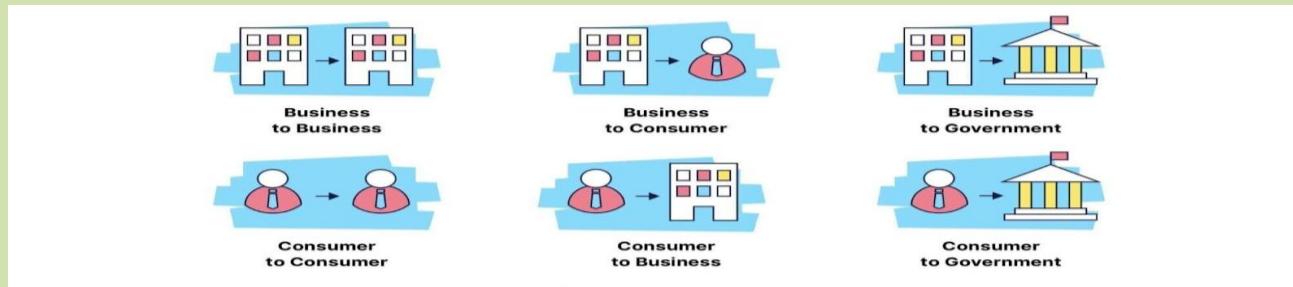
Major Trends in E-Commerce Technology 2024

- 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.

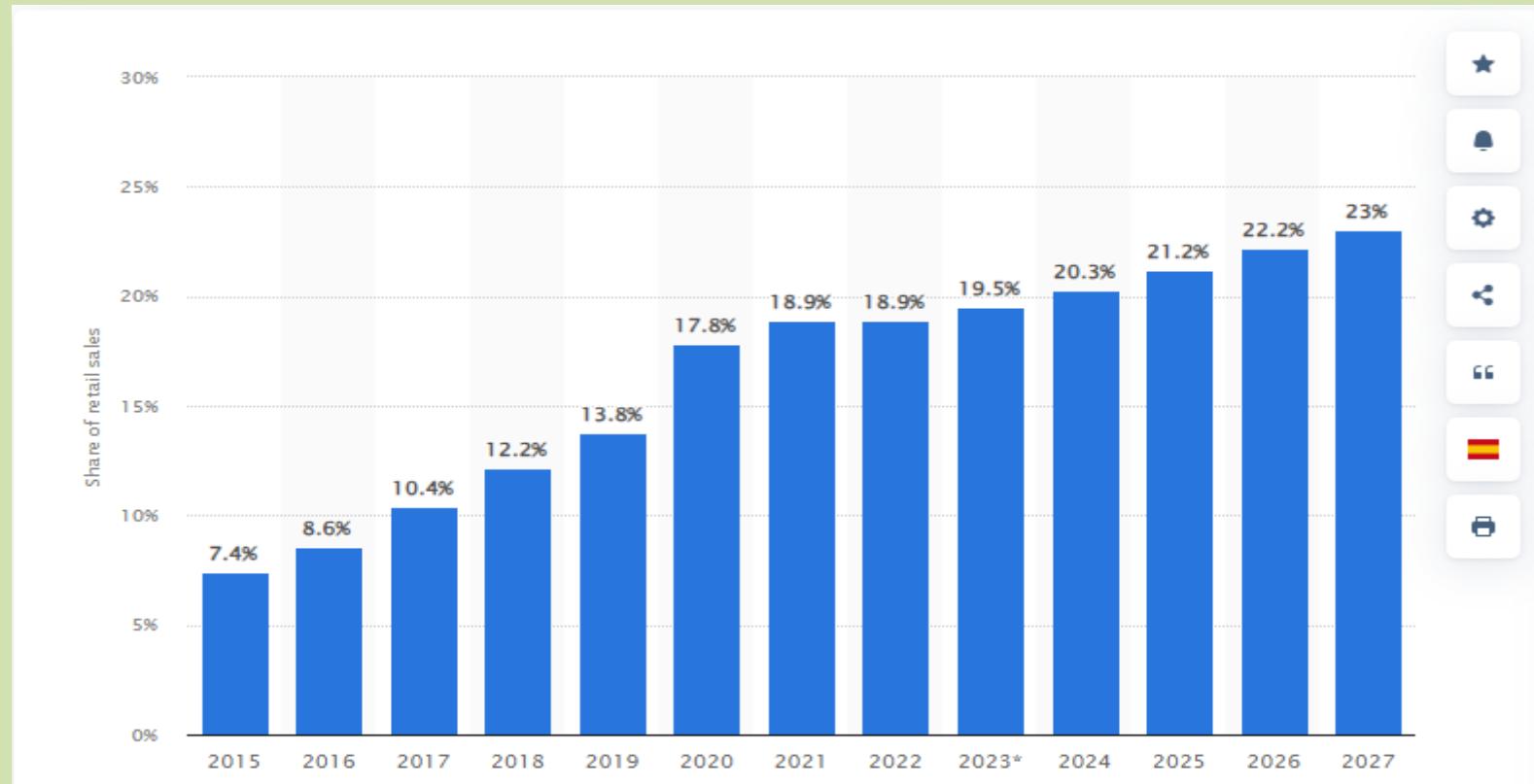
History of E-Commerce (Cont.)

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

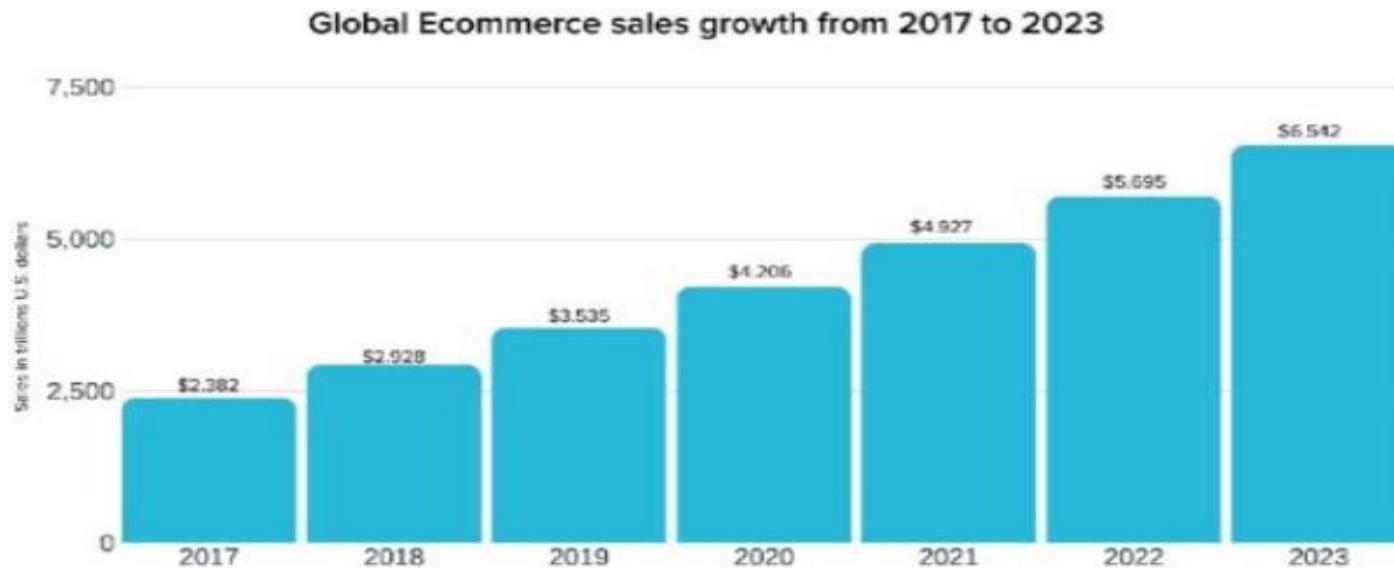
- **2010**: Instagram introduces shoppable posts, enabling businesses to tag products for direct purchasing.
- **2014**: Alibaba has the largest initial public offering (IPO) in history, raising \$25 billion.
- **2020**: The COVID-19 pandemic accelerates the growth of e-commerce as online shopping surges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