

E.GLOBAL BUSINESS

Synopsi s: FOR UNIT-1 , UNIT-2, UNIT-3 ONLY. BY Dr.K.Kamalakara Rao

Unit -1: Introduction to e.Global Business:

1. E-Global Business Introduction:

Definition of Global e-Business-The business activities that are carried out across countries / national boundaries is called ' Global Business'.Global business activities performed over internet is called 'E.global business'.

Reasons for making Online presence:-to over come the competitive pressure,to enhance the business visibility,to reduce the cost of business,to strengthen c.r.m,to make the virtual presence of the business world wide,to diversify the global market reach.

Factors contributing to the growth of Global e-Business: -Propriety and value added networks offered by internet and world wide web acts the best cost effective alternatives,Integration of business processes,availability of number of opportunities,use of internet as marketing channel,company provides round the clock access to the customer.

Relevance of E-global business:

Business efficiency,
Transaction management
Reaching new markets and segments
A better customer Relationship
Better communication
Promoting global Competition and cost reduction.

Evolution of e-commerce:

The following are the different developments that lead to the evolution of e.commerce:

In the early 1970's EFT was developed

In the year 1984 EDI was standardized through ASCX12.

In 1992 Mosaic web browser was developed

In 2000 DSL technology was developed that allowed persistent connection to the internet

Later the world wide web (WWW) made a dramatic increase in the field of internet

Development of EDI ,XML with web server changed the outlook of e. commerce.

2. GLOBALIZATION AND THE DIGITAL ECONOMY:

Definition: 'Globalization is a process which helps in carrying out the cross-boarder movement of goods, services,information, capital and technology.'

Definition : 'Digital economy is defined as an economy in which a portion of economic output is derived exclusively or predominantly from digital technologies'

points: **Impact of Digital Economy on Globalization:**

The impact of digital economy on globalization is discussed in the following

- a. Economic growth-Leading factor for economic growth
- b. Compete Globally-Facilitates business to compete globally
- c. Culture Exchange-Leading to transfer of art,ideas,knowledge,globally
- d. Target audience-Removal of geographical barriers
- e. Cost effectiveness-Leads to minimization of cost through automating supply chain
- f. Flow of Information-has sped up the flow of information globally
- g. Downfall of traditional Business-has disrupted the traditional business like retailing etc
- h. Security issues-data privacy,theft,hacking etc impacted global economy
- i. Advancements-IOT,AI. Block Chain etc revolutionized global economy
- j. Legal frame work-Laid foundation for dealing with challenges such as taxation,security, etc

3. BENEFITS AND CHALLENGES OF e-GLOBAL BUSINESS:

Benefits of E-global business : The various benefits of e-Global business can be categorized into two-benefits to organizations and benefits to customers.

Benefits to Organisations:

- a. Expansion of market place- expanded from a small region to international level
- b. Reduction in costs-retrieving paper based cost of information is reduced
- c. Creating specialized Businesses- example “ www.ebay.com”
- d. Reduction in time-the time between the outlay and inlay is reduced
- e. Reduction in Communication cost-Internet is cheaper than VAN

Benefits to customers:

- a. Easy transactions-customers can shop from any location by 24/7
- b. Wide range-products offered through e-global business is wider
- c. Quick delivery-
- d. Less expensive products and services-products offered online is less expensive the off line

Benefits to society:

- a. Eco friendliness-Air pollution and traffic on roads are reduced by doing shopping at home
- b. Increase in standard of living-from any urban rural area can buy the good at less price
- c. Delivery of public services-services include education, healthcare, government social service.

CHALLENGES OF E-GLOBAL BUSINESS:

- a. Intellectual Property (Asset)-difficult to track the usage of intellectual property
- b. Free speech-on internet is difficult to control
- c. Language and culture-adopting country specific language and culture is a challenging task
- d. Converting currency-currency of countries differ from one another

4. GLOBAL MARKET ENTRY STRATEGIES:

- a. **Exporting:** exporting refers to the process of producing goods in the home country or third country and transporting those goods to other country. (a) exporting is suitable for short term business ,(b) it is easy and economical and less risky, (c) it is useful to over come excess production.
- b. **Licensing:** the domestic country gives the right to the manufacturer in the foreign country to use its intellectual property by charging some amount as royalty. (a) Licensing is an economical mode of entry,(b) It generates revenue for domestic manufacturer without investing any capital,(c) It facilitates international companies to enter competitive markets easily.
- c. **Franchising:** Franchising is an agreement or contract made on the terms of sale of product between two parties-(a) an agreement is made between franchisee and franchisor along with the agreed terms,(b) Franchisee uses the patent and trade mark of the franchisor under license,(c) Franchisor will receive a regular fee from the franchisee for the license,(d) The franchisee will obey the rules of franchise, (e)Franchisor may organize the training programs for the employees of franchisee.
- d. **Contract Manufacturing:** Contract manufacturing refers to the practice of outsourcing some portion or complete manufacturing task to outsiders and focusing on market activities. (a) contract manufacturing involves problems like design problems and quality problems,(b) it reduces production cost,(c) it helps in utilizing unique expertise possessed by outsourced company,(c) It helps in utilizing unique expertise possessed by out sourced agency.
- e. **Turnkey projects:** Turnkey projects refers to a contract where by one company agrees to design, develop and build production or business or service facilitates and turn/transfer the project to the buyer when the project is ready to open. (a) Ownership of project is transferred to buyer when project is complete ,(b) it requires huge capital, (c) it involves construction works of nuclear power plants, airports, highways etc.
- f. **Joint ventures:** A joint venture is formed when two or more companies integrate to form a single new business entity.(a) joint venture is a temporary association of two or more persons,(b) The parties in the joint venture shares the profits and losses of the venture in agreed proportions.In the absence of agreements,profits and losses are shared equally (c) the joint venture business venture business comes an end on the termination of business (d)

determining the profits is easy in joint venture (e) joint venture is not a permanent partnership.

- g. **Mergers:** Merger refers to integration or combination of two or more companies to form a new company.(a) mergers aim at achieving strategic benefit, (b) in merger one company discontinues its business by transferring its assets and debts to existing company ,(c)merger results in effective utilization of resources and production of innovative products.
- h. **Acquisitions:** Acquisition is an activity in which one company controls the other company. controlling company is called acquiring company and the opposite is target company.(a)Acquisition usually takes place without the will of the target company ,(b) Acquiring company will become owner of assets by purchasing, (c) Acquiring company has the authority /power on the target company i.e 51 percent or more

5. DIGITAL TRANSFORMATION AND ITS IMPACT ON GLOBAL ECONOMY:

Meaning of Digital transformation: Digital Transformation refers to the incorporation of digital technology across all aspects of a business, which leads to a fundamental change in its operations and the way it provides value to customers.

Impact of Digital Transformation on Global Business:

- a. **Revolutionize customer interaction:** Digital transformation has revolutionized the way businesses engage with their customers. Businesses can use data analytics to gather information about customers behavior and preferences which enable them to target marketing strategies.
- b. **Enhancing Operational Efficiency :** Digital transformation leads to enhanced operational efficiency , automation, cloud computing and data driven decision making facilities in organization in optimizing their supply chains, reducing costs and increasing overall productivity.
- c. **Driving innovation and Revenue Growth:** Emerging technologies like AI and block chain empowers businesses to create innovative products and services that align with demand of the market.
- d. **Challenges and Risks:** Digital transformation has significant challenges and risks that impact businesses. Cyber attacks and data breaches can be very damaging harm company's reputation and lose of customer trust.
- e. **Embracing the Digital Futures –A Necessity for success:** Digital transformation by leveraging digital technologies improves customer engagement ,streamline operations and encourage innovation and business position themselves for ongoing success in a globally interconnected environment.

6. EVOLUTION OF ONLINE MARKET PLACES AND THEIR ROLE IN E-GLOBAL BUSINESSES:

Definition of on line market places: On line marketplaces are also known as e-market places. e-market places are defined as internet based B2B e-market places. They are open platforms facilitating activities related to transactions and interactions between companies.

Evolution of online market places/e-market places: During 1990's on line marketplaces have significant growth. In the year 2012 total on line market places operations has been reduced to 758 which was twice in the year 2000. As the decade passed on line market places started evolving and opened up new market opportunities for business.

Rossignoli et al. 2009 has divided the online marketplaces into

- (1) **First generation e-market place Transaction Mediators:** deals with mediating transactions among various parties on open platform.
- (2) **Second generation e-market places-Collaboration Mediators:** deals with series of activities from product research order placement to logistics management.

Characteristics of On line Market Place:

1. **Lower procurement costs:** facilitates to lower processing costs.
2. **security Payment:** built with enhanced and strong security features
3. **Customer satisfaction:** can be efficiently improved and maintained through on line customer support and dispute resolving methods.
4. **Builds trust:** provides an easy search facilities for users
5. **Ratings and Reviews:** on website portals provides user with the knowledge of the product for first time purchasing
6. **Order and Management Method:** facilitates seller to maintain and record all the activities from order processing order generation to order fulfillment.

7 . THE ROLE OF TECHNOLOGY AND INNOVATION IN INDUSTRY IN DRIVING e-COMMERCE GROWTH:

The role of technology and innovation in driving e-commerce growth cannot be over stated. Let us explore some of these technologies and their contribution to the growth of e- commerce.

1. **Artificial intelligence:** Provides valuable insights into customer preferences and behaviors which enable businesses to create more effective marketing strategies.
2. **Cloud technology:** with cloud based data processing and management e-commerce companies can access and analyze valuable data quickly and securely.
3. **Leveraging Technology for Customer Recommendations:** AI –Powered algorithms has the ability to predict customer behavior patterns with remarkable accuracy. This makes them valuable tools for guiding customers in the right direction and offering personalized recommendations.

4. **Chatbots: Chat bots virtual** customer agents which are available around the clock and provide high levels of customer satisfaction.
5. **Enhancing the user experience through personalization:** User experience through personalization (UX) plays a crucial role in influencing customer buying decisions.

8. REGULATORY AND LEGAL FRAMEWORKS GOVERNING E-GLOBAL BUSINESS: Legal and regulatory frameworks that govern e-global business as follows

1. International laws and agreement
2. Cyber security laws
3. Buyer security laws
4. Compliance and enforcement

These regulatory and legal frameworks collectively play an important role in governing global e-business, which strive for fairness, security and customer trust.

9. THE ROLE OF ARTIFICIAL INTELLIGENCE (AI) AUTOMATION IN E-GLOBAL BUSINESS: AI deals with the study of those systems that can think like humans, that can act like humans, that can learn new concepts draw useful conclusions.

1. Data analytics and decision making,
2. Personalization and customer experience
3. language transition.
4. supply chain management,
5. Marketing and advertising,
6. customer support
7. Fraud detection and cyber security
8. Market research and competitive intelligence
9. Automation in e-commerce
10. logistics and delivery

10. DIGITAL ENTREPRENEURSHIP AND THE EMERGENCE OF STARTUPS IN THE DIGITAL SPACE:

Digital entrepreneurship is that type of entrepreneurship which manifests in existing businesses through the introduction of new digital technologies or through the novel use of technologies that change models or revolutionize products or services.

Digital startups are reshaping the global economy. From transportation to hospitality to finance, startups are using technology to disrupt established industries and create new ones. Several factors are driving the emergence of startups in the digital space which are as follows.

1. Technological advancements
2. Internet availability
3. Information accessibility
4. Funding ecosystem
5. Entrepreneurial culture
6. Agile development
7. Digital marketing
8. Platform economics
9. Disruption of Traditional Industries

10. Remote work

11. Data Analytics and Artificial Intelligence

12. Consumer Behaviour changes

13. Regulatory adoption

11. CYBER SECURITY CHALLENGES IN E-GLOBAL BUSINESS AND METHODS FOR PROTECTION:

In today's increasingly interconnected and digital world, businesses of all sizes are facing a growing number of cyber security challenges. Following are the cyber security challenges involved in e-global business.

1. Data breach and loss
2. Phishing
3. Ransomware
4. Insider threats
5. Third party risks
6. Compliance and regulatory changes
7. Advanced Persistent threats

METHODS FOR PROTECTION:

1. Firewalls and intrusion detection system
2. Encryption
3. Multi-Factor Authentication (MFA)
4. Regular software Updates

5. Security awareness training
6. Incidence response plan
7. Penetration Testing
8. Access control
9. Backup recovery
10. Regular compliance

12.THE IMPACT OF SOCIAL MEDIA ON GLOBAL BUSINESS AND CUSTOMER ENGAGEMENT:

1. The impact of social media on global business can be either positive or negative.

Definition of customer engagement: According to Chaffey (2008) Customer engagement is defined as “the repeated interaction between customers and brand that fortify the psychological emotional and physical investment a customer has in hand”

1. Customer support
2. Word of mouth marketing
3. Two way interaction
4. Builds communities
5. Customer insights
6. General feed back
7. Economical
8. Customer advocacy
9. Enhances brand visibility

UNIT-2

E-GLOBAL BUSINESS MODELS

1. TYPES OF E-BUSINESS MODELS: A business model includes primary process flow and connection of various business functions .The various types of E-business models are as follows.

1. Business to Business (B2B)
2. Business to consumers(B2C)
3. Consumer to business(C2B)
4. Consumers to Consumers (C2C)
5. Business to Government (B2G) OR (G2B)
6. Citizens to Government (C2G) OR (G2C)

2. E-MARKET PLACES AND ON LINE PLATFORMS:

Definition of E-Market places: E-Market place is defined as third party exchange (B2B MODEL) which provides platforms where interaction takes place between buyer and sellers and various trading activities carried out on line.

Types of E-Market places:

1. **Based on ownership:**
 - a. Private E-market places
 - b. Public E-market place
 - c. Consortia E-market places
2. **Based on Range of actions:**
 - a. Vertical market places
 - b. Horizontal market places
3. **Based on Functionality:**
 - a. Social e-market places
 - b. Institutional market places
4. **Based Buying /supplying orientation:**
 - a. Buy-side e-market places
 - b. Sell –side e-market places
 - c. Neutral e-market places

ON LINE PLATFORMS: “Online platform is a digital service that facilitates interactions two or more distinct but interdependent set of users who interact through the service via internet”

TYPES OF ONLINE PLATFORMS:

1. You tube
2. Facebook
3. Linked In
4. Twitter
5. Instagram
6. Pinterest
7. Amozon

3.DIGITAL MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT:

Definition of digital marketing: “ Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like e-mails, websites, online forums, and news group , interactive television , mobile communication etc.”

Objectives of digital marketing;

1. To promote new products and services
2. To create brand awareness
3. To help the marketers to understand the needs of the consumers
4. To facilitate engagement among the audience
5. To facilitate publicity
6. To increase the level of customer satisfaction
7. To transfer goods from market to end users
8. To create demand through advertisements
9. To help market segmentation
10. To help market research

NEED FOR MARKETING:

1. To remain competitive
2. To improve customer relations
3. To be Up-To-Date

DEFINITION OF C.R.M: Customer relationship Management is the combination of strategies and technologies that empowers relationship programs , reorienting the entire organization to concentrated focus on satisfying customers. **e-CRM** refers to the use of electronic communication channels such as the internet,voice portals mobile phones etc to interact with the customer in a personalized and efficient manner.

ROLE OF CRM IN DIGITAL MARKETING:

1. Reduce Time and cost
2. Build customer Loyalty and Customer Engagement
3. Increase in web site Traffic
4. Customer Service Automation
5. Organise and inport customer data
6. Streamline Data collection
7. Track marketing results
8. Positioning web site

4.PAYMENT STSTEMS AND SECURITY IN A GLOBAL BUSINESS:

In E-Global business,e-payment system is used:

Types of e-payment systems:

1. Debit card
2. Credit card
3. Smart card
4. Stored value card
5. E-cash/Digital Currency
6. Electronic Cheques (E-Cheques)
7. Electronic purses
8. Mobile wallets
9. Electronic wallet
10. Unified Payments interface.

5.SUBSCRIPTION-BASED BUSINESS MODELS AND RECURRING REVENUE STRATEGIES:

Definition: “ Subscription based business models are businesses whose customers pay a periodically recurring fee for access to a product or service” examples: Netflix,Zoom, etc

TYPES OF SUBSCRIPTION –BASED BUSINESS MODELS:

1. Fixed usage subscription model
2. Subscription Box Model
3. Membership website subscription model
4. Unlimited Usage subscription
5. Netflix subscription model
6. Mastermind Model
7. “Keep them engaged model”

6. INFLUENCER MARKETING AND ITS EFFECTIVENESS IN E-COMMERCE:

Definition: "The use of social media influencers to aid in the marketing activities of the brand" Influencer marketing plays an important role in e-commerce.

1. Build trust and credibility
2. Enhance brand awareness
3. Reach to target customers
4. Generation of standard content
5. Customer engagement
6. Cost effective
7. Reliability
8. Diversified approach
9. Increase sales and revenue

7. COLLABORATIVE CONSUMPTION IT IMPACT ON E-GLOBAL BUSINESS:

Definition: "It is the joint contribution between individuals for acquisition and distribution of products or services whether for a certain fee or any other compensation mean". The impact of collaborative consumption on e-Global business is discussed below.

1. Global reach
2. Revenue opportunities
3. Environmental effect
4. Complying with regulations
5. Data Security and Trust
6. Change in consumer attitude
7. Use of Digital Platforms

8. INFLUENCER SELECTION AND MANAGEMENT STRATEGIES FOR EFFECTIVE DIGITAL MARKETING:

Influencer selection is the crucial step in planning influencer marketing campaign. Based on the number of followers influencers are categorized into different types like micro influencers, macro influencers, nano influencers, celebrity influencers, industry influencers, celebrity influencers, activist influencers etc.

FACTORS TO BE CONSIDERED WHILE SELECTING INFLUENCERS:

1. Engagement rate
2. Audience
3. Content Influencer
4. Alignment

STRATEGIES FOR MAKING INFLUENCER FOR EFFECTIVE DIGITAL MARKETING:

1. Define expectations clearly
2. Freedom to influencer
3. Maintain Relationship with influencer
4. Maintain Transparency level
5. Guide influencer
6. Evaluate Results

9.ONLINE COMMUNITIES –MEANING OF ONLINE COMMUNITY IMPACT OF ONLINE COMMUNITIES ON CUSTOMER LOYALTY AND STRATEGIES FOR BUILDING AND MANAGING ONLINE COMMUNITIES TO DRIVE CUSTOMER LOYALTY.

MEANING OF ONLINE COMMUNITY: An online community is a virtual society. It is an online information system which allows the people to know each other as well as anyone to post the content like in the bulletin board system or allow any specific registered people to post the content like in the blogs.

PARTICIPANTS IN ONLINE COMMUNITIES :

1. Public participation
2. Private participation

IMPACT OF ONLINE COMMUNITIES ON CUSTOMER LOYALTY;

1. Enhanced customer experience
2. Awareness about customers
3. Improve customer loyalty

STRATEGIES FOR BUILDING AND MANAGING ONLINE COMMUNITIES TO DRIVE CUSTOMER LOYALTY:

1. Understand Target customers
2. Create a platform
3. Establish rules and guidelines
4. Create and share valuable content
5. Build relationship
6. Acknowledge and Appreciate Members

UNIT-3

1.SUPPLY CHAIN MANAGEMENT IN A DIDGITAL ENVIRONEMENT:

Definition: Digital supply chain management is defined as powerful innovative technologies through which traditional ways of doing processes of supply chain can be changed such as supply chain planning task execution , interaction with all supply chain participants , integration among members of supply chain and formulation of new business model

2.LOGISTCS AND FULFILMENT IN E-COMMERCE:

Meaning and Definition: “ e-commerce logistics and e-fulfilment represent the myriad activities that are needed to ensure the customer gets what the customer wants when the customer wants it”

Importance of logistics and fulfillment in e.commerce:

1. E. logistics and E. Fulfilment have become incredibly important due to the change brought about by online commerce
2. Customer today expect tailor made products to do delivered quickly and with maximum flexibility and convenience
3. The balance of power has shifted from the seller to the buyer and this has created new expectations .This means business must adopt evolving customer demands in the e- commerce.

3.INTERNATIONAL TRADE AND LEGAL CONSIDERATIONS:

Meaning of International trade: The process of exchanging goods and services among individuals or firms located in two or more countries is known as ‘ Foreign Trade’ or International Trade.

LEGAL CONSIDERATIONS IN E-BUSINESS:

1. Market access
2. Intellectual property right(IP)
3. Data Privacy and Security
4. Consumer Protection
5. Dispute resolution
6. Taxation
7. Payment methods
8. Shipping and logistics

4.C ROSS CULTURAL MANAGEMENT AND CUSTOMER SERVICE:

Meaning: As more and more businesses operate across borders and cultures, it is important to understand and adopt the diverse cultural norms, value and beliefs and influence the way people communicate. This is especially important in the digital age, where virtual interactions are important. Following are the key aspects of cross –cultural management in e-global business.

1. Understanding cultural differences
2. Adapting to Cultural Diversity
3. Effective communication
4. Conflict resolution

Customer service in e-global business: To provide exceptional customer service in e-global business environment, business need to

1. Personalize and localize their offerings
2. Offer multi channel support
3. Be culturally sensitive
4. Consider language barrier
5. Continuous improvement through feed back

5.REVERSE LOGISTICS AND MANAGING IN e-GLOBAL BUSINESS:

Meaning of Reverse Logistics: Reverse logistic refers to a process where in products or parts which are already shipped are systematically accepted by manufacturer for possible reuse , remanufacturing , recycling or disposal.

TYPES /COMPONENTS OF REVERSE LOGISTICS:

1. Returns management
2. Packaging management
3. Return policy and procedure
4. Unsold goods
5. Remanufacturing or Refurbishment
6. End-of –Life (EOL)
7. Repairs and Maintenance
8. Delivery failure
9. Rentals and leasing

MANAGING RETURNS IN E-GLOBAL BUSINESS: In e-Global business, returns are managed through reverse logistics. Reverse logistics is different for different industries and it has different economic incentives for enhancing management of reverse logistics. Following steps are followed in reverse logistics.

1. Process the return
2. Deals with return
3. Move returns
4. Repair
5. Recycle

6. INTELLECTUAL PROPERTY RIGHTS AND PROTECTION IN DIGITAL TRANSACTIONS:

Meaning: IPR are the rights that creators and owners have over IP which allow them to control how their creations are used and benefit from them financially. There exist different types of intellectual property rights that play a crucial role in the digital transactions. They are as follows:

1. Patents
2. Trade marks
3. Trade services
4. Industrial designs

STRATEGIES AND MECHANISMS FOR PROTECTING INTELLECTUAL PROPERTY IN DIGITAL TRANSACTIONS;

1. Licensing agreements
2. Digital rights management(DRM)
3. Block Chain and NFTs
4. Online monitoring and Enforcement
5. International agreements
6. Legal actions

7. CUSTOMER DATA PRIVACY AND COMPLIANCE WITH DATA PROTECTION REGULATIONS:

MEANING OF CUSTOMER DATA PRIVACY: Customer data privacy refers to the principles and practices adopted by companies and third party agencies to ensure the responsible collection , management, use and protection of various types of data obtained from customer transactions.

CUSTOMER DATA PRIVACY ISSUES IN e-GLOBAL BUSINESSES

1. Data breaches
2. Phishing
3. Malware

MEASURES FOR PROTECTING CUSTOMER PRIVACY DATA:

1. Implement robust security measures
2. Educate employees on data privacy
3. Establish Employees on data privacy
4. Encrypt sensitive data
5. Promote strong password practices
6. Exercise caution with on line information sharing
7. Stay informed about emerging scams

Following are the few examples of privacy laws:

1. EU General Data Protection Regulation (GDPR)
2. United states Data protection laws

3. China's Personal information protection laws (PIPL)
4. India's Digital protection Act 2023 (DPDP ACT)

8.CLOUD COMPUTING AND ITS ROLE IN SUPPORTINGSCALABLE AND FLEXIBLE e- COMMERCE OPERATIONS:

Meaning and definition of Cloud computing: Cloud computing is defined as “ new computing paradigm, where the boundaries of computing will be determined by economic rationale rather than technical limits alone”

The role of Cloud computing in e-commerce can be understood with help of following points.

1. Easy access
2. Low operating costs
3. Highly flexible
4. Third –Party storage and management
5. Improved security
6. Technical expertise

9.SUPPLY CHAIN SUSTAINILTY AND RESPONSIBLE SOURCING IN E.BUSINESS AND RISK MANAGEMENT IN E-GLOBAL BUSINESS OPERATIONS.

MEANING OF SUPPLY CHAIN SUSTAINABILITY: Sustainable supply refers to a strategic business decision which comprises of sustainable sourcing , production, packaging, and optimized responsible delivery of manufactured goods.

Key Elements of supply chain sustainability:

1. Environmental responsibility
2. Financial responsibility
3. Social responsibility

RESPONSIBLE SOURCING IN E-BUSINESS:

Meaning and definition: Responsible sourcing is defined as a voluntary commitment of companies to consider social and environmental aspects while managing their relations with suppliers . Responsible sourcing is also referred as supply chain responsibility.

Key factors involved in responsible sourcing

1. Intensive dialogue and collaboration
2. Robust risk management and compliance approach
3. Fair business practices.

RISK MANAGEMENT IN E-GLOBAL BUSINESSES OPERATIONS:

MEANING OF RISK MANAGEMENT: Risk management refers to recognizing , evaluating, and reacting to risk factors which are involved in businesses .Risk management plan for e-global business to formulate effective solutions based on its impact and probability assessment.

Reasons for Incorporating Risk management:

1. Improves Business Ability
2. Enhance efficiency and effectiveness of business
3. Ensure that Businesses Follow legal and Regulatory Policies

Process of Risk management;

1. Identification of risks
2. Risk analysis
3. Risk Prioritization
4. Establish a way monitor risk
5. Report the risk.

UNIT FOUR

1. DEVELOPING E-GLOBAL BUSINESS STRATEGIES –SUPPLY CHAIN MGMT IN A DIGITAL ENVIRONMENT, Definition of e-global business strategies, Relationship between e-business and other strategies, e business strategy process model... explain different strategy process models.... Various strategy process models, Jelassi and Ender's , e-business strategy, Johnson and Schole Parallel Corporate Strategy Model, McDonald Sequential Marketing Strategy Model, Smith SOSTAC Sequential marketing strategic model

2. E MARKETING AND ONLINE ADVERTISING –DATA ANALYTICS AND BUSINESS INTELLIGENCE --- LOGISTICS AND FULFILMENT IN E-COMMERCE... Advantages of e-marketing, advantages to sellers, global marketing, scope for unimpeded , constraints , free growth, offers many services and products from a single stop, targets the customer individually, helps in building relationships with customers, helps to reduce costs....A versatile medium of communication, 1.b. ADVANTAGES TO CUSTOMERS... Convenience, search advantage and wider options, customers can bargain on net with a host of sellers... Transparency and Accuracy... Customers can get More for less..The Power Equation shifts in favour of the Customer....Disadvantages of e-marketing... 1. All products do not lend equally well for web marketing 2. Costs involved are not inconsequential, 3. No reliability about profitability 4. Lack of personal interaction while making a purchase 5. Security 6. Can leave businessman feeling isolated 7. Hard to tell if people are lying 8. Costly for marketers

3. SOCIAL MEDIA AND ONLINE REPUTATION MANAGEMENT... LOGISTICS AND FULFILMENT IN FULFILMENT IN E-COMMERCE, TRADITIONAL LOGISTICS AND FULFILMENT

4. PERSONALIZATION AND CUSTOMISATION STRATEGIES IN E-COMMERCE.... BARRIERS IN E-COMERCE LOGISTICS AND FULFILMENT
5. COMPETITOR ANALYSIS AND BENCHMARKING IN THE DIGITAL MARKET PLACE—INTERNATIONAL TRADE AND LEGAL CONSIDERATIONS
6. PERSONALIZATION THROUGH MACHINE LEARNING... CROSS CULTLURAL MANAGEMENT AND CUSTOMER SERVICES REVERSE LOGISTICS AND MANAGING RETURNING IN E-GLOBAL BUSINESS
7. BUSINESS INTELLIGENCE - EMERGENCEEXPLAIN the role of business intelligence in organizational development.... Marketing and sales intelligence, visibility of Core business Components, ... understanding of consumer/user beha viour, ROI and ability to achieve goals, ..productivity ... changing data into usable informationRECOMMENDATION SYSTEMS
8. SOCIAL COMMERCE AND THE INTEGRATION OF E-COMMERCE WITH SOCIAL MEDIA PLATFORMS... INTELLECTUAL PROPERTY RIGHTS AND PROTECTION IN DIGITAL TRANSACTIONS.... Explain about web 2.0(social media) with its advantages and impacts on business processes Impact of web 2.0(social media) on business process ... Online Reputation Management
- 9.COMPETITITVE ANALYSIS AND BENCHMARKETING IN THE DIGITAL MARKETPLACE
... COMPETITOR ANALYSIS, COMPETITOR benchmarking, internal capabilities and external customer facing , qualitative to quantitative, in-sector and out-sector, aspects of the customer lifecycle, user experience and expert evaluation, financial to non-financial measures
9. Personalization through machine learning and recommendation systems.... ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, RECOMMENDATION SYSTEMS,
9. VOICE SEARCH OPTIMIZATION—CUSTOMER DATA PRIVACY AND COMPLIANCE WITH DATA PROTECTION REGULATIONS....voice se3arch optimization and its impace on e-commerce websites..... language Local search... page loading speed... structured data.... Impact of voice search optimization on e-commerce websites.
10. SEARCH OPTIMIZATION AND E-COMMERCE WEBSITES.—CLOUD COMPUTING AND ITS ROLE IN SUPPORTING SCALABLE AND FLEXIBLE E-COMMERCE OPERATIONS
11. SUPPLY CHAIN SUSTAINABILITY AND RESPONSIBLE SOURCING IN E-GLOBAL BUSINESS
12. RISK MANAGEMENT IN E-GLOBAL BUSINESS OPERATIONS

UNIT FIVE:

1. MOBILE COMMERCE AND THE RISE OF MOBILE COMMERCE... BENEFITS AND LIMITATIONS OF MOBILE COMMERCE... benefits of m-commerce, quick connectivity, cost effective, personalization.... Limitations of m-commerce.... Mobile device based limitations, size of the screen is small, processors are of low speed, the capacity are of low speed... the capacity of memory is small...backup power is less.... Bandwidth is not sufficient... networks are incompatible... security... limitations in web languages....
2. E-COMMERCE VIS-À-VIS MOBILE COMMERCE
3. FRAME WORK OF M-COMMERCE... CONTENT MANAGEMENT, TECHNOLOGY
4. INFRASTRUCTURE... APPLICATION DEVELOPMENT ... BUSINESS SERVICE INFRASTRUCTURE...
5. ONLINE ADVERTISING --- TYPES OF ONLINE ADVERTISING
6. ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN E-COMMERCE--- ROLE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN E-COMMERCE... VISITING e-commerce websites, adding products to the cart... placing an order... online payments... Recommendation engines... virtual assistance... chatbots..... role of machine learning in e-commerce.
7. BLOCKCHAIN TECHNOLOGY AND ITS APPLICATIONS – ETHICAL AND SUSTAINABILITY ISSUES IN E-GLOBAL BUSINESS.... PROCESSING OF PAYMENTS, PEER-TO-PEER TRANSACTIONS , ... what is blockchain technology with its applications...block chain technology and its hash functions based on cipher block chaining..list the functions of block chain technology... ...processing of payments... peer to peer transactions... customizing products... availability of product information ...
8. CUSTOMIZING PRODUCTS, AVAILABILITY OF PRODUCT INFORMATION
9. ETHICAL AND SUSTAINABILITY ISSUES IN E-GLOBAL BUSINESS.... PRIVACY, JOB LOSS , PROPERTY, ACCURACY, ACCESSIBILITY, ENVIRONMENTAL SUSTAINABILITY ISSUES
Privacy... job loss ...
Ethical issues associated with information technology can be grouped as follows...
... property based ... accuracy based.... Accessibility
10. VOICE COMMERCE AND THE IMPACT OF SMART SPEAKERS ON E-COMMERCE –(VR) IN ENHANCING ONLINE SHOPPING EXPERIENCES ... POTENTIALITY OF CRYPTOCURRENCIES IN TRANSFORMING GLOBAL PAYMENTS..... LOW TRANSACTION FEES, MORE SECURE, BROADER MARKET ... RAPID TRANSACTIONS...

VOCE COMMERCE, RECOMMENDATIONS, CONVENIENCE... TRANSACTION PROCESS EFFICIENCY... TRANSACTION PROCESS EFFICIENCY... IMPACT OF SMART SPEAKERS ON E-COMMERCE

11. CRYPTOCURRENCIES AND THEIR POTENTIAL FOR TRANSFORMING GLOBAL PAYMENTS... define cryptocurrency... discuss its potential in transforming global payments... list the advantages and disadvantages of cryptocurrencies in e-commerce...potentiality of cryptocurrencies in transforming global payments ... advantages of using cryptocurrency in e-commerce... low transaction fees, more secure... broader market ... rapid transactions....
... disadvantages of cryptocurrencies in e-commerce... price volatility... less protection for customers... no proper documentation ...

12. ENVIRONMENTAL SUSTAINABILITY PRACTICES IN E-GLOBAL BUSINESS
... data centres must be located in places where temperature is cold... use of energy efficient materials when building data centres... use of natural sources of energy such as wind and hydraulics... use of sophisticated technologies such as cloud computing ... virtualization , etc.. for utilizing computing resources in a better way..... use of distributed systems to involve customer built servers... deletion of unused or old data ... generation of power report for energy consumption and sharing the same with others ...

13. VIRTUAL REALITY –VR- AND AUGMENTED REALITY – AR- IN TRANSFORMING THE ONLINE SHOPPING EXPERIENCE.... AUGMENTED REALITY IMPLEMENTATION.... VIRTUAL REALITY IMPLEMENTATION... what is augmented reality and what is virtual reality ...benefits of using augmented reality and what is virtual reality ... virtual reality implementation ..benefits of using virtual reality applications....
List the benefits of using AUGMENTED REALITY APPLICATIONS.
... IT ALLOWS CUSTOMERS TO VISUALIZE THE PRODUCTS BEFORE BUYING THEM....

14. THE ETHICAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE,,,,, RISK OF BIAS, LACK OF TRANSPARENCY, PRIVACY AND SECURITY, AUTONOMOUS
... discuss the ethical implications of artificial intelligence and automation in e-commerce decision making processes.... Risk of bias... lack of transparency... privacy and security.... Autonomous...

15. AUTOMATION IN E-COMMERCE DECISION-MAKING PROCESSES

.... Risk of bias

... lack of transparency...