

E-COMMERCE AND GLOBAL MARKETING

Module 1 : Introduction to E-Commerce, Meaning, definition, features, advantages, disadvantages,- E-market- a paradigm shift, technological convergence, - Transition to e-commerce in India and its challenges, IT act .

Module 2: Business Models of E-Commerce, key elements of business models, B2C, B2B, C2C, C2B, B2G.... Models based on relationship of transaction types- brokerage model, aggregator model, info-mediary model, community model, value chain model, affiliate model etc.

Module 3: E-payment systems and E-security- EDI, Digital payment, E-cheque, e-cash, debit card, credit card, smart card, digital signature, operation of e-payment system. –Risk in e-payment, security measures, supply chain Management.

Module 4: E- marketing- the scope and challenges of global marketing, opportunities, advantages and limitations, the dynamic environment of global trade, business customs in global marketing, multi-national market regions and market groups.

Module 5: Global marketing management, products and services for customers and businesses, global marketing channels and marketing mix, pricing for global market.

References

1. Kenneth C Laudon “ E-Commerce” Pearson Education, 2013.
2. Murthy C.S.V “ E-Commerce- concepts, models, strategies”, Himalaya Publishing House, New Delhi, 2013.
3. Joseph P.T, “ E-Commerce- An Indian Perspective”, PHI Learning Pvt. Ltd, New Delhi, 2012.
4. Addison Wesley, “Frontiers of E-Commerce “, Pearson Publication, 2012.
5. David Whitley, “E-Commerce Strategy, Technology and Application”, Tata McGraw Hill Publication, New Delhi, 2012.
6. Philip R. Cateora and John L. Graham, “International Marketing “, , McGraw-Hill, 2011.